

# Mostra Avanzini Group Triennale di Milano 26 febbraio - 25 aprile 2010

**Milan, February 26 - April 25 Avanzini Group on show at the Triennale**

**DESIGN**in'NATURE, the charming exhibition promoted by Avanzini Group, will put on show Giancarlo Zema's bright creations that capture the space and give life to a spring of emotions.

The Avanzini's continuous research of new and unusual material solutions in the architectural and design sectors, perfectly matches Zema's design flairs: with his sinuous pencil stroke he is able to convert apparently rigid materials into sculptural works of art.

A space full of energy, stimulated by primitive elements, exhibits an avant-garde style and put together both Nature and human being in a respectful cohabitation.

A warm grassy carpet welcomes you in a sensory dimension; fresh white surfaces unfold and reveal petals made by different materials and colours.

Totally realized in Corian®, as sinuous and elegant corolla they witness the organic unity of Nature.

Natural materials cover each petal giving magical effects: from the attracting games of transparency and brightness of the backlite wood and the translucent concrete to the elegant finishing of the stained glass; from the preciousity of the luxurious metal to the gold and silver lightness of the eco-plastic.

Providing the backdrop, the flexuous waves of a big leaf that shows all its bright green reflections.

The setting is still the Nature, with the flexuous waves of a big leaf opening to light and showing its bright green reflections.

In the space of 2 months, like in a living and changing environment, Giancarlo Zema's unmistakable creations will take shape, enriched by absolutely innovative materials distributed by Avanzini Group: a luminous magic forest will grow from floor and walls like out and out wrapping leaves

An authentic life cycle that evolves in the name of the design and culminate, at the beginning of spring, in the new Avanzini Group's collections by Giancarlo Zema.

In an eventful growing, the life cycle will start with the Ring Collection and its niches for objects that will joyfully grow like mushrooms from grass, reaching the peak with other attractive and mysterious creatures: as absolute exclusive, the bending leaves of the Leaf collection and the luminous magic forest of the Bright Woods Collection inspiring unique and surprising atmospheres.

design  
in'nature  
by Giancarlo Zema

# DESIGN COLLECTION 2010

by Giancarlo Zema

## LEAF COLLECTION

A sinuous, flexible and soft leaf bending on itself: architect Giancarlo Zema was inspired by this vision to create his new extraordinary design collection of living solutions - table and chair - for Avanzini Group. Corian®, a contemporary material, shapes precious unique pieces, brightly coloured, like the flexible-backed chair that fit itself to the body.

A numbered limited edition for admirers of high impact design.

## BRIGHT WOOD COLLECTION

A magic wood made of trees lightening during the night: this is the Bright Woods Collection.

Chair, table and coffee table designed by Giancarlo Zema for Avanzini Group.

A series of ethnic and exclusive furnishing with a high design content, soft shapes, natural materials like wood scratched by several resin rings that lighten at sunset.

Available in several colours and essences, they are ideal for the most exclusive interior decoration, from hotels to nautic furnishing.

Milano, 25 marzo 2010

[pressoffice@gruppoavanzini.com](mailto:pressoffice@gruppoavanzini.com)

[www.gruppoavanzini.com](http://www.gruppoavanzini.com)

m. + 39 340 4946501

