*Press release Salone del Mobile 2014*

**What’s the Scoop? GRAFF!**

Innovation is the theme at Salone del Mobile 2014 for GRAFF, located in Milwaukee, Wisconsin (USA), globally recognized for its unique vision and originality of its trend-setting products.

Being that this is GRAFF’s inaugural exhibition at Salone del Mobile, the company is taking the opportunity to redefine the limits of design and architecture.

Here’s the scoop for 2014: It’s assured to be an encounter which will fascinate every visitor, not only because of the fashionable new products, but also because of the contemporary avant-garde booth designed by Davide Oppizzi from DCUBE design, the studio from Geneva that specializes in luxury design.

This year we will “live” on 153 qm of an intimate home, in which the bathroom represents an oasis that will protect us from the coldness of the outside world. The booth is composed of islands which offer a *relaxed feeling,* with spaces where you can sit down, charge your *smartphone* or *tablet*, or you can even take ‘selfies’ in stylish Cannes with the GRAFF logo in the background. The product creations are nearby and available for all guests.

The two dominant elements that create the mood, which simultaneously contrast from each other, are the linen curtains that create a serene feeling, and in opposition are the hanging walls which have the perception of industrial concrete.

Also, GRAFF presents, during Salone del Mobile, a series of new collections from Studio Nespoli e Novara which go beyond the world of faucets and explore the realm of furniture.

The details of these collections will be revealed on the 8th of April 2014, in Hall 22,
booth F32- F36.

But….*ssssssh*, you must attend Salone del Mobile to experience these new exclusive and cutting-edge products.

**tac comunic@zione**

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