

PRESS RELEASE

CRAFTSMANSHIP AND DESIGN: A PERFECT MATCH

Resin mosaics, surfaces decorated with UV printing and personalized wallpapers are the main players of Gemanco Design (www.gemancodesign.it/en) show-room that has been set up during the Milan Fuorisalone week from April 4th to 9th.

The young Apulian company is temporarily exhibiting interior design innovative solutions in Pontaccio street, n. 10, in the Brera Design District, the most important district for the promotion of design in Italy, international reference point and hub of creative, commercial and cultural development of the Lombard city.

As soon as the visitor enters the show-room, adorned with exclusive and astounding resin mosaics and wallpapers, he will feel immersed in the nature: on the one side, he will "hear" the whispering wind arisen by a flock of swallows in flight and be enchanted by charming flamingos - made of irregular mosaic - that are surrounded by tropical flowers and plants; on the other side, he will feel being stared at by a panther's big yellow eyes - made of resin -. The cutting-edge solutions launched this year by the Apulian company are exactly resin applications on wallpaper creating a suggestive and captivating tridimensional effect - which is also determined by the color intensity -.

The "natural mood" of the exhibition is completed by its entrance embellished with a huge panel depicting silver printed ceriman leaves in regular mosaic, and enriched with UV graphics - that create a relief effect - and resin logos. The ultraviolet rays printing technology producing special tactile and visual relief effects is the second latest piece of news that Gemanco Design is promoting during the Milan Design Week.

It is by combining the traditional method of making mosaics with the research of innovative materials that Gemanco Design has conceived such handcrafted items - some parts of them are exclusively handmade -, that are rigorously "made in Italy", highly personalized and bespoke to your needs, and unique in their genre.



«The principles of craftsmanship and design - declares Romina Ripani, Gemanco Design marketing & sales manager - entirely reflect the values of the company, that consider innovation as a way of being. With our decorative solutions we aim at uniting manual skills, the latest printing technology and the culture of beauty, by giving birth to auteur authentic works».

The backdrop to the showroom are funny and involving games through which design lovers are finding out the playful side of Gemanco Design products and winning artworks made out of the latest technology developed by the company.

For further info:

www.facebook.com/gemancodesign

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The entrance to the show-room is free. It is open from 10am to 9pm from April 4 to 9 in Pontaccio Street, n. 10.

Press Office

Giusy Loglisci

@: *g.loglisci@gemancodesign.it*

mob: +39.334/2588877