

SELETTI

PRESENTS

THE SOUVENIR OF MILAN 2015

The second edition in Piazza Affari is coming to celebrate
Maurizio Cattelan's piece of art during
Salone del Mobile 2015

Cattelan's "middle finger" square in Milan will be animated for the 2nd year
in a row and this time it will be transformed in an actual amusement park.

The host of this will be the design brand SELETTI, which will be presenting a
brand new version of the Souvenir of Milan, inspired by the work of one of the
most famous contemporary artists in the world.

After the success of the first edition, with more than 10.000 attendants in five days, **Seletti** – together with another partner to be announced – will celebrate once again the sculpture **L.O.V.E.**: during Salone del Mobile, **April 14th to 19th 2015, Piazza Affari** will become again the one place where art, design, innovation and tradition meet. A real **amusement park** will be built around the middle finger statue by Maurizio Cattelan, with special carousels "signed" by the brands involved.

Seletti will present a **new version of the Souvenir of Milan**, which will be available for purchase only in Piazza Affari during the five-day event. The 4.000 units available in 2014, the carillon and boule de neige, were sold out in a few days: Seletti, always caring about the new and unexpected, managed to transform a modern and irreverent symbol in the main city of Lombardy, a "modern" souvenir of the city, which triggered a real "middle finger mania" during Salone del Mobile 2014. The Souvenir of Milan also confirms the affinity between Seletti and Maurizio Cattelan, that started with the successful house-ware collaboration "**Seletti wears Toiletpaper**", now available all over the world.

The Piazza Affari project is born within an initiative called "**5 VIE art + design**", by **Comune di Milano**, thanks to which the most ancient and historical area of Milan will be transformed in a new design and innovation-oriented district.

The stands in Piazza Affari will be operative from April 14th to the 19th. Every night starting 8 P.M. the square will be animated by music, shows and special events not to be missed, which will make Piazza Affari the unforgettable protagonist of Salone del Mobile 2015 again.

LINK FOR PICTURES

http://www.selab.it/immagini/FIERE/MDW15/SELETTI-L.O.V.E_SwTpNew15.zip

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* www.seletti.it