

“Unveil” by Naoto Fukasawa
Preview Fuori Salone 2016

Naoto Fukasawa will sign “Unveil”, the refined exhibition for the Milan Fuori Salone 2016 event of GEOLUXE, part of the SCG Group, among the leading ASEAN conglomerates.

At the Fuori Salone, GEOLUXE (by SCG Group) presents the new versions of its unique Pyrolithic® Stone, a breakthrough material with the noble beauty of natural marble and superior technical performance, made from a complex mixture of mineral-based materials through a patented GeoMimicry® Forming Technology which enables realistic marble-like veins throughout slab body. Thanks to its perfect characteristics overcoming imperfections of natural stones and most of other surface materials, GEOLUXE® offers an ultimate combination of elegance and performance alongside low requirement of maintenance to be used for example for residential surfaces (kitchen, bathroom and living), counter top, swimming pool bar, etc.

The exhibition presents the new Eramo and Palizza stones, both presented in big slab of 140x320 cm with 20 mm. thickness, suitable for counter top. The first is inspired by Eramosa, a natural Canadian stone while Palizza reflects the Palizzandro, an Italian natural stone. The refined Milan set-up will also present the 10 mm thickness (size 60x120 cm) ideal for wall coverings and floor surfaces.

About the Fuori Salone exhibition, **Naoto Fukasawa will unveil GEOLUXE’s uniqueness through pureness and lightness**, presenting the essential values of this outstanding material through the grace of his essential project approach, as he said: *"In order to express the essence of GEOLUXE, I felt that having slices of stone that are cut from massive stones or having massive stones themselves could be a right metaphor. I created these sculptural pieces based on such a thought in my mind."*

“Unveil” by Naoto Fukasawa
Milano Design Week - Fuori Salone 2016
Spazio Alatha - Via Savona, 37- Milano
12-17 April, from 10 am to 9 pm

GEOLUXE (by SCG Group)

GEOLUXE (by SCG Group) is the result of the hardworking effort of more than 50 SCG innovators in collaboration with world-class expert from around the world. It takes over ten years to achieve this innovation. The patent of this innovation has been registered in over 20 countries in the US, Europe, and Asia. SCG invested over 40 million US in this project to manufacture and distribute variety of luxury stones all over the world, mainly In US, Canada, Australia and South East Asia. Production plants are located in Thailand with an annual production capacity of about 200,000 million square meters.

SCG
As a leading business conglomerate in the ASEAN region, SCG has carried out business in line with the sustainable development approach under good corporate governance principles for more than 100 years. SCG was established in 1913. Since its founding SCG has grown and expanded into a diversified group of operations encompassing three core business units: SCG Cement-Building Materials, SCG Chemicals and SCG Packaging. Nowadays has 290+ companies subsidiaries and associates with 15.000+ million USD consolidated revenue and 50.000+ employees, 15.000 of them as overseas staffs. SCG is one of the most admired sustainable business leaders in ASEAN. With top class professionals, it commits to innovate higher valued products & services to all stakeholders, as well corporate governance, social responsibility, and environmental conservation. SCG has been awarded Sector Leader in Building Materials & Fixtures in the Dow Jones Sustainability Indexes (DJSI) by Robeco Sustainable Asset Management (RobecoSAM) for four consecutive years since 2011 and has been ranked Gold Class, the highest group, for seven consecutive years since 2008.

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