



LLADRÓ AND BOCA DO LOBO PRESENT AN INNOVATIVE AND EXCLUSIVE LIFESTYLE

*From Tuesday 17th through the 22nd, during the Salone del Mobile,
Lladró showcases at its showroom of Milano its spring/summer collection
integrated into lifestyle proposals in a perfect combination with Boca do Lobo
furniture, two brands for one unique lifestyle.*

Lladró unveils its new introductions once again focusing on innovation and design. The historic artistic porcelain brand, one of the greatest brands of Spanish luxury, presents a selection of new creations in different categories together with the unique designs of the prestigious Portuguese firm Boca do Lobo.

The visitors to the Lladró's showroom will have the opportunity to see creations such as the spectacular *Winged Fantasy*-a limited edition of 250 units, the geometric *Panthers* of the Origami series conceived by the creative laboratory, Lladró Lab as well as the *Paradise Vase* - the biggest and most complex vase created to date by the historic art porcelain brand.

They will discover the *Moments* tables, small home jewelry or the elegant *Jamz* lamps, inspired by the essence of jazz; both collections are also comprised as part of Lladró Lab's creations.

All these creations are perfectly integrated in micro vignettes composed with the furniture of Boca do Lobo, and allow us to discover the incredible decorative language of both firms.

The inauguration's party will be on April the 17th, from 18:00h to 22:00h.

Furthermore, Lladró is pleased to announce its presence at Salone del Mobile 2018, the international trade fair of reference for the world of design, during which you will discover its latest proposals in handcrafted porcelain for Lighting and Interior Design.

Find Lladró at:

Salone del Mobile

Lladró Lighting @ Caspani Tino Stand
HALL 4 STAND C08-C12
Lladró Interior Design @ Boca do Lobo stand
HALL 1 STAND D06

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17/04/2018
INAUGURATION PARTY
Lladró meets Boca do Lobo: 2 worlds, 1 lifestyle
18h - 22h
Lladró Showroom
Piazza Fontana 6, 20122 Milano

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PRESS RELEASE

Lighting Collection. It arrives with collections such as *Dome* and *Firefly* an outstanding series of cordless lamps with rechargeable batteries. These pieces evoke moments of pleasure and can be used both indoors, to create lighting with an intimate feel at home, or outdoors to illuminate gardens and terraces. State-of-the-art lighting technology with the exclusiveness of handmade Lladró porcelain.

Dome Collection. Golden carps sailing the waves, delicate embroidery, wicker craftsmanship... Inspiring designs that come to life in the new Dome cordless lamps collection in white porcelain and now, for the first time, also available in blue, green and pink. Proposals in color that generate a warm light and bring to the rooms the virtues of color therapy. Pink and blue soothing, green relaxing...

Firefly Collection. The magical phenomenon of fireflies shining by themselves is the inspiration of the Firefly collection, cordless table lamps with rechargeable batteries and LED lighting autonomy. The porcelain litophane screens shades let the light pass through them, emitting an intense and warm glow perfect for illuminating indoor and outdoor spaces.

Jamz Collection. Lladró Lab, the artistic developer inside the brand, has come up with the *Jamz Collection*, the first Lladró lighting collection that draws inspiration from jazz music to shape a unique selection of hanging, floor and reading lamps. The combination of metals with porcelain screens, with three different models to choose from, portrays the shape of jazz instruments. The customization of the lamps symbolizes the free essence of this music, allowing improvisation for spontaneous creations. *Jamz Collection* offers lamps of refined forms in white porcelain with metals in gold, silver or black in which light and craftsmanship come together to create different atmospheres.

Moments Collection. *Moments* is Lladró's first collection of tables, translating the brand's essence into a new lifestyle proposal. As decorative accessories, *Moments'* tables act as little pieces of home jewelry, suitable for any room and ambiance, both indoor and outdoor.

Moments comes in two decoration styles, one inspired by the shadows of delicate hand painted leaves on a white porcelain surface, and the other by crystallization, in white or blue. As a proof of Lladró's continuous innovation, the use of crystallization technique transforms each piece into a unique creation. The fascinating pattern created on top of each table is a work of art by itself.

The line is also open to customization to match every personal style; hence it provides four different leg options to choose from for each table. A version with an integrated bowl will allow you to place any personal objects or to enjoy the magnificent resonance of porcelain by using it to amplify music.

High Porcelain. In Lladró's highest artistic category, High Porcelain, we encounter the outstanding *Winged Beauty* sculpture. This creation is part of a limited edition of 250 pieces and it exceeds 100cm in width and 50cm in height. The chromatic richness and subtle details portrayed in this porcelain of great dimensions inevitably capture the observer's gaze, as well as its enigmatic and dreamlike character.

Paradise Vase is a new and highly appreciated piece in the High Porcelain collection in a limited edition of 150 pieces. *Paradise Vase* is the largest vase created by Lladró to date and the one with the greatest number of different planes. It is particularly noteworthy for the complex treatment of depth, achieved through the use of volume in relief on the surface. The creation invites us to enter paradise and explore the 11 planes created on the surface.

Lladró, the artistic porcelain brand of the 21st century

It's been over 60 years, since Lladró first started cultivating its exceptional porcelain know-how at its only factory in the world, in Valencia. Sculptors and craftsmen elaborate each piece with delicacy through an artisan process that combines ancestral techniques and a palette of own and unmistakable colors. Lladró also explores the vast creative potential of this noble material through collaborations with prestigious designers and contemporary artists. Sculptures, lighting, household objects, interior design and fashion accessories make up the universe of the firm. Worldwide known, Lladró represents Spain in over 100 countries to which the firm exports its porcelains through a select network of boutiques and distributors.

For further information:

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