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## New opening Fiemme 3000 store @ Milano Design Week

The first Fiemme 3000 flagship store will be inaugurated in Brera Design District and on the occasion of the 25<sup>th</sup> anniversary of the Italian company: 300 square meters dedicated to biocompatible surfaces and to indoor wellness.



OMNIA Factory  
Via Casoni, 25  
Casoni Fumanti di Mezzolara  
40054 Budrio (BO)  
T. +39 051 6939166\_6939129  
F. +39 051 6939037

OMNIA Lab  
Via Santa Maria Maggiore, 2/2A  
40121 Bologna  
T/F. +39 051 261449

OMNIA @Fabbrica del Vapore  
Studio Dagad  
Via Procaccini 4 - 20154 Milano

www.omniarelations.com  
info@omniarelations.com



*Predazzo (Italy), 19<sup>th</sup> March 2018* The **new Fiemme Store Milano**, the only Italian flagship store of the **biocompatible wood flooring, covering and furniture manufacturing enterprise** will be inaugurated at **Milan Design Week 2018**.

### **Three hundred square metres of pure indoor wellness.**

As the Alpha-pinene project by **CNR-Ivalsa** – the top Institute of Research in the Trees and Timber sector – has recently proved, **Fiemme 3000 products do not contain harmful substances** and they even **release healthy VOC – Volatile Organic Compounds**.

The showroom is arranged on two floors in a courtyard building. The project, by **LDA - Luca Donazzolo architect studio**, brings out and wood and each space inside the new showroom. The entrance looks like a hotel hall to let **the healthy "made in Fiemme" wood embrace the visitors**. The basement – a space with exposed-brick barrel vaults – houses all Fiemme 3000 products. By following a flowing route, the visitor can move as if he were in a real dwelling,



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To **highlight the total naturalness of wood**, all the interiors are made of **Reale** from **Boschi di Fiemme collection**: oak as created by nature, in its warm dove-grey colour mastered by the translucent and almost imperceptible veil of the transparent oiling.

«After opening in **China** and in **New York**, currently this is the only Fiemme Store in our distribution system and Milan was the perfect city to house it, because there the design is an excellence. It will not be a space dedicated to the house – explained **Marco Felicetti, CEO of Fiemme 3000** –. Our objective, particularly for our **25<sup>th</sup> anniversary**, is to make it a **Lab, a city point of reference for the world of wellness**, a shared group of activities to “feel good” as way of living, not only as way of furnishing your home».

Special inauguration during **Brera Design Week** with the set-up **“Healthy living: the future of interiors”** from **17<sup>th</sup> to 22<sup>nd</sup> April** 2018.

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Fiemme Store Milano  
Via Lanza 4, Milan, 20121  
M1, Lanza / M2 Cairoli

Milan Design Week 2018  
Brera Design District  
“Healthy living: the future of interiors”  
17 – 22.04.2018 | 10:00-21:00  
18.04 | 10.00 -16.00

#### Fiemme 3000 Distribution

Fiemme 3000 current distribution network derives from a strategic process of gradual sales force segmentation and selection, constantly assisted by top educational training courses the company periodically organizes in their headquarters in Predazzo. Along with the showroom in Milan, they have 21 premium dealers – the “Casa Fiemme” – in Italy and abroad (New York, Shanghai, Chongqing, London, Moscow and Lugano), 32 “Official” dealers and 65 generic retailers.

[www.fiemme3000.it](http://www.fiemme3000.it)

#### **PRESS OFFICE: OMNIA RELATIONS**

OMNIA Factory: T. + 39 051 6939166\_+ 39 051 261449

Press office coordinator: Lucia Portesi

[lucia.portesi@omniarelations.com](mailto:lucia.portesi@omniarelations.com)

Press office: Giulia Berti

[giulia.berti@omniarelations.com](mailto:giulia.berti@omniarelations.com), + 39 339 290 9667

[www.omniarelations.com](http://www.omniarelations.com)