

Milan, 26.03.2019

## **SWISS KRONO GROUP: a modern fairy-tale.**

After two years of success, SWISS KRONO is back to Fuorisalone, attending the show with the entire organization of SWISS KRONO GROUP.

This is a major participation coordinated by Michela Muntean, Sales Manager Italy, who has deployed all her experience into the creation of a unique event. The Swiss corporation is consolidating its position in the Gotha of design leaders.

In 2017, the SWISS REX in the Brera and Tortona districts introduced the Swiss company to the Italian market for the first time. The next year, SWISS KRONO AG moved mountains, reproducing the Cervino/Matterhorn in XXV Aprile square. This year the company is telling a story to the Milan and international audience, through a project created to raise awareness about the topic of ethical and eco-sustainable production, which has always been a key topic for the group.

To deliver its message, SWISS KRONO GROUP has adopted one of the most popular icons of Italian and international culture: Pinocchio.

The BE SUSTAINABLE project reproduces the experiential steps that lead Collodi's puppet to become a real boy. Just like Pinocchio, we also learn from mistakes and experience to be more "human", and in a wider sense, with this metaphor SWISS KRONO GROUP wants to illustrate the steps that have made the company more and more aware and eco-sustainable over time.

The project, sponsored by the Municipality of Milan and The National Carlo Collodi Foundation, consists of a diffused exhibition located in the three areas of Fourisalone.

Corso Garibaldi in the Brera district will host an installation representing Pinocchio's transformation from wood log to boy. The structure/sculpture has been designed together with the architecture studio Caberlon Caroppi in Milan and is entirely made of **SWISSCDF**, the Swiss laminated product ideal for design applications. The structure will be supported by a base made of a highly innovative product, a water-resistant flooring. The shapes of the famous puppet will be embellished by different decors and finishes, including CamuStyle<sup>TX</sup>, winner of the 2019 German Design Award.

The second stage of the installation will be the San Fedele gallery in city center, where Swiss Design Hub is organizing a collective exhibition with different Swiss companies sponsored by the Swiss Consulate. The topic is wood and its applications in interior decorations, with SWISS KRONO GROUP playing the role of patron, introducing absolute or almost beginners to the Italian market.

The third stage, very suggestive, will be located at the core of the Lambrate Design District, in the Spazio Donno in Via Conte Rosso: this will be the Milan headquarters of SWISS KRONO GROUP during the Fuorisalone week, a crossroads for meetings and events.

The main installation and the exposition of the entire collection will be here.



Reinterpreting one of the key moments of the fairy tale, the Caberlon Caroppi studio has recreated the whale's belly with an original application of the products.

Another highlight will be the interactive space designed to share Pinocchio's key message, *#nolies*, where visitors can shoot pictures with the fictional character and touch the new products presented at this show. The walls of this area will be lined with soundproofing **SWISSCLIC** PANEL-A, a high-performance product that will recreate a "fairy tale" atmosphere with its insulating properties.

And what would be a fairy tale without a moral?

Respect for the environment and constant innovation have led SWISS KRONO GROUP to create 100% eco-sustainable products, projecting the company towards an increasingly green future.

Communications have been entrusted to the Communication Juice agency in Milan.

#### **COMPANY PROFILE**

The SWISS KRONO Group based in Lucerne, Switzerland is one of the world's leading manufacturers of engineered wood products, specializing in sustainable and innovative solutions in three categories: Interior, Flooring, and Building Materials. Originally founded in 1966 as a family firm, today it counts 4,500 staff around the globe and production facilities at ten locations in eight countries. The SWISS KRONO Group has always has a strong commitment to offering top-quality, environmentally friendly products: Wood at its best!

[www.swisskrono.ch](http://www.swisskrono.ch)

#### **PRESS OFFICE**

**Veronica Airaghi**

Communication Juice

Via S.Piattoli 7, Milano

[press@cjuice.it](mailto:press@cjuice.it)

tel. 0242107422

**Chiara Saviozzi**

Communication Juice

Via S.Piattoli 7, Milano

[press@cjuice.it](mailto:press@cjuice.it)

tel. 0242107422