

DESIGN
WEEK
2018

De Rosso



setup by
PAOLA NAVONE

For more than thirty years **De Rosso** Atelier has expressed itself through the creation of unique furniture with a personalised spirit, essential lines and high quality. De Rosso's background tells people about passion for high design, about aesthetic sensibility, improved colours and shapes, innovation and creativity.

This year, during the 57th edition of the Salone Del Mobile, De Rosso chooses to present the 2018 news in the fascinating design district of Via Tortona, at civic 31.

The scenic exhibition it's freely interpreted and **curated by Paola Navone** that for this occasion imagined an easy-to-live-in environment, in which black&white and coloured patterns converse in a joyful creative game that praises sophistication and that becomes an intimate livable place. Among designed lights and unique furniture emerges a new eclectic and inventive bon-ton.

Alongside with De Rosso's there is (as always) an **exclusive partner, Abet Laminati**, that enriches every design element with its decors, changing face and scenario to every space.

Leading player of the event is **Skin**, the new interchangeable and customised container with a chameleonic spirit. A second skin that the designer entrust to the user to make him principal undisputed actor in a daily change of scenery. A new way of looking at the container, where the visual game makes the difference, and as a fashion outfit it changes the look of who wears it. Skin transforms the appearance of the rooms to spice them up, renew and distinguish them.

This is De Rosso's mood in which the realisation of a furniture project, becomes a real life experience. From this philosophy new products are created, with a distinctive design style, versatile and transversal, easy to experience and able to satisfy even the most evolved and selective audience. When the furniture project is functional, it becomes beautiful, useful and original.

VIA TORTONA, 31 - MI - 16 > 22 Aprile 2018