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## Press release

### LONDON DESIGN FESTIVAL 2018

**A HOLISTIC VOYAGE TO DISCOVER THE LATEST DESIGNS FOR B&B ITALIA, MAXALTO AND ARCLINEA, REFLECTING INNOVATIVE CONCEPTS OF THE INTEGRATION BETWEEN LIVING AND DINING.**

### **A SPECIAL INSTALLATION OF THE NEW LUIGI CACCIA DOMINIONI COLLECTION**

London, 9 July 2018 - To mark the occasion of the 2018 London Design Festival, the B&B Italia Flagship store on Brompton Road opens its doors for an immersive lifestyle experience, where the impressive new 2018 collections by **B&B Italia** and **Maxalto** and high-end kitchen brand **Arclinea** flawlessly blend and complement each other.

The B&B Italia design hub in London will also celebrate the UK debut of the acclaimed **Luigi Caccia Dominioni** collection, a selection of original iconic products created by one of Italy's most prominent exponents of post-war design and architecture.

**B&B Atoll** by Antonio Citterio is a versatile modular sofa system that can be configured into many different layouts, from informal relaxed to very formal settings. It reinterprets traditional elements, like the bolster cushion, combining them with a sleek, refined structure that fits seamlessly into the contemporary language.

Inspired by the organic form of a soy bean, **Eda-Mame** by Piero Lissoni is a statement piece sculptural in design that creates an impressive impact in a space.

**Jack**, the result of the first collaboration between B&B Italia and by Michael Anastassiades, is a modular bookcase system whose simplicity conceals an innovative, highly technical approach to the structure developed following extensive research.

**Bull** by Naoto Fukasawa communicates the immediate impression of a very solid yet refined table and together with the **Belle** chair, its delicate and feminine counterpart, they look if they were a couple like "The Beauty and the Beast".

By the same designer **Colosseo**, a furnishing element that changes function from coffee table to ottoman according to occasion and need, and **Harbor**, a sofa that reproduces the architectural and ergonomic shape of the armchairs of from the same series launched in 2017.

The **Alanda '18** coffee table, an iconic piece that ushered in the 80ies with a structure that recalls a group of upturned pyramids, now re-edited in homage to its designer Paolo Piva.

**Nidus** by Antonio Citterio for Maxalto is a collection of upholstered furniture elements inspired by the need to create formal settings with a relaxed feel. Curved sofas and different types of armchairs, all without armrests, allow for social interaction and conversation.

The integration of **Arclinea** high-end kitchens into the London B&B Italia store affirms the strategic partnership between the group companies, founded on their shared values of design, innovation and quality. Two new models designed by Antonio Citterio enriching the range.

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**Spatia** presents the innovative new Pocket door system with Principia tall cabinet doors finished in a brushed Teak, with inset handle detail in black PVD: the doors theatrically reveal beautiful cooking, washing and preparation zones finished in glossy lacquer and Pietra Grey marble. Also cleverly concealed are the state of the art appliances from Gaggenau. The island provided a link to the internal spaces with Convivium glossy lacquered cabinets and Pietra Grey marble, integrating the Era dining table in teak.

**Convivium** island and preparation areas with PVD Champagne doors & Calacatta Oro marble worktops. Suspended cabinets provide the cooking zone with Calacatta worktop and full height wall cladding including an inset channel to receive timber accessories organisers. Tall cabinetry in a brushed teak, with integrated Miele appliances, clever storage solutions and two new MAC's (Mini-Appliances-Container).

The store will also assign a prominent area to display of the **Luigi Caccia Dominioni** collection that includes some of the most iconic products in the history of Italian design. The Catilina chair, the ABCD and Toro armchairs and sofas. The Chinotto armchair, the Cilindro ottoman, the Nonaro outdoor seating system, the tables and small tables Cavalletto, Fasce Cromate and Fascia specchiata. The Poltrona, Base Ghisa, Monachella and Imbuto lights will be presented together with a video, telling the unique story of the Italian Maestro's long career.

Luigi Caccia Dominioni in fact belonged to the small group of architects who were the forerunners and founders of Italian design, which was profoundly changed by their work characterised by a rare combination of expressive rigour and the mastery of a formal language and technological knowledge.

### **DREAM OF FLIGHT**

On Thursday, September 2018, B&B Italia will partner with Port Magazine and food design studio Bompas & Parr to host an exciting and surprising sensory experience celebrating the shadow gap and the effortless weightlessness of furniture. This exclusive VIP event will be strictly by invitation only.

### **B&B Italia London**

250 Brompton Rd, Kensington, London SW3 2AS  
Opening Times: Monday-Saturday 10-6pm, Sunday 12-5pm

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