

## **Cappellini opens its first showroom in Asia - Manila**

**To celebrate the event Giulio Cappellini will hold a lecture on the 14<sup>th</sup> November**

*November 2012, Manila* – **Cappellini opens its first showroom in Asia (Manila, Philippines)** with the support of its local partner Suyen. To celebrate the opening, the **legendary talent scout and trend-setter Giulio Cappellini will talk about the “Cappellini’s Dream”**, a story of people and meetings and success. The event, by invitation only and mainly thought for influential people from the industry of design and architecture, will take place on Wednesday 14<sup>th</sup> November.

**Giulio Cappellini** – architect, art director and a **widely recognized taste-maker** in the international design field – will visit the Philippines for the first time to share his insights on the world of design. **Appointed as one of the top 10 trend-setters of our time** and as one of the most charismatic leaders in design by TIME magazine, Cappellini helped to **launch the world’s greatest and award-winning designers such as Jasper Morrison, the Bouroullec brothers, Marcel Wanders, Nendo and Tom Dixon**, to name just a few.

**Suyen corporation is a company with 25 years of retail expertise**, a leader in the local market with a growing number of home brands and franchised brands, it counts a total of over 800 stores. **Suyen will exclusively distribute Cappellini in a mono-brand showroom** where the typical **“Cappellini HOME” settings** will be created with all the famous icons of design as well as the Cappellini container systems.

**The new Cappellini showroom is located in Fort Bonifacio**, Taguig City, a well-known district of the city where the main fashion and design luxury brands have their flagship stores. The showroom on **260 square metre** ground floor area **completely represents the Cappellini collection** and it is totally turquoise, pavements, walls and ceilings: every Cappellini showroom in fact has a specific colour that connect it to the city in which it is settled, so yellow for Milan, purple for Paris, red for New York and blue for Bruxelles.

Cappellini’s collection is characterised by the experimentation and exploration of new ways of living, allowing the whole domestic landscape to be furnished, from the living room, to the studio, to the bedroom. **Many of the products have also become iconic pieces and are exhibited in museums throughout the world - Victoria & Albert in London, MOMA in New York and the Pompidou Centre in Paris.**

### **Cappellini’s history:**

Cappellini’s production also includes **modular furniture and solutions for residential and office areas; a combination of design and advanced technologies** that give value to the company’s traditional craftsmanship approach. It is particularly renowned for its **skilled lacquering processes and offers a palette of 80 high gloss and matt colours** combined with a selection of accessories and modules of differing sizes.

**Creator of the uniqueness of the brand and an emblematic figure** in the international design scene is **Giulio Cappellini**; a universally recognized talent scout of young designers. Giulio Cappellini is in charge of the Art Direction of Cappellini as well as the company’s product and communication strategies. He also writes about the history of design for publications and magazines, and the most important architecture & design magazines often write about his activities and projects.

Giulio Cappellini was born in 1954 and, after graduating in Architecture, he attended the School for Management Direction at the Bocconi University in Milan. In 1979 he became part of the family firm Cappellini S.p.A., giving it new creative impulses, image first and then management and art direction.

[cappellini.it](http://cappellini.it) | [facebook.com/CappelliniOfficial](https://facebook.com/CappelliniOfficial) | press: [jessica.perote@benchtm.com](mailto:jessica.perote@benchtm.com) and [tatiana.tonizzo@cappellini.it](mailto:tatiana.tonizzo@cappellini.it)

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