



## PRESS RELEASE

### DESIGN APPARAT & MAPEI

#### *A groundbreaking fusion of home furnishings with cement resins*

For the 2010 “Salone del Mobile”, Design Apparat is presenting a new collection of furnishings born of the highly original utilization of the world- leading “Made in Italy” brand of building materials, Mapei S.p.A. Its goal: to seek out a new dimension in the application and aesthetics of cement resins in home furnishings.

Following last year’s launch at the via Tortona Superstudio in the “Temporary Museum for New Design”, **Design Apparat** has now left the circuit of Milan’s Furniture Salons and is making its debut at the city’s major exhibition centre, the Fiera di Rho. This change of location marks the advent of the new and close collaboration of this Bulgarian brand with **Mapei S.p.A.** This Italian company is recognised as a veritable symbol of all that the “Made in Italy” brand stands for, thanks to its innovative catalogue, its 63 affiliate companies and 56 factories operating in 25 countries throughout all five continents, including its most recent in Bulgaria.

The collaboration between the two companies is aimed at **broadening the sphere of potential applications and latent expressiveness** of Mapei’s cement materials as first experimented by Design Apparat last year with its Druzhba 4 Table. The new pieces, conceived by Italian designer **Mirko Tattarini** for the 21st Class Objects collection, characterized by an almost structural use of resins, reflect just that. They are not intended to be provocative, but rather an impassioned exercise in how concrete can be used as a material to make furnishings in a way that is both functional and fundamentally attractive.

Amongst the latest additions to the range is a new version of the **Bansko Boo** chair, complete with resin profiles and a brand-new interpretation of the **Druzhba 4** table with a granite tabletop. The **Bo** containers, supported by resin panels are another, as is the green heart of the **Gradino** Coffee tabletop. The end result is that the potential applications of Mapei materials are now endless and Design Apparat’s visionary use of them defines a new aesthetic trend in living spaces that is characterized by the **warm and sophisticated appeal of concrete when used in a domestic setting.**

The Mapei showroom at Milan’s Rho Exhibition Centre that is furnished by Design Apparat pieces also features a lounge fitted out with items that are symbolic of the 21st Class Objects collection and it is from here that “**Interni**” magazine will be conducting interviews with all the leading protagonists in the field of international design.

*The media kit, which includes all press releases as well as high-resolution photographs, can be downloaded from the press pages at: [www.designapparat.eu](http://www.designapparat.eu).*

**Design Apparat c/o Mapei,  
Fiera Milano - Rho, Corso Italia Ovest 0.02- Ponte dei Mari 0,02  
14-18 April 2010, from 9.30 am to 6.30 pm**