**Florim and CEDIT at Milano Design Week, 6-12 June**

Milano Design Week, from Monday 6 to Sunday 12 June, will feature Florim and CEDIT with two different installations at the most important event in the international design calendar.

**FLORIM | EXPRESSIONS OF DESIGN**

Florim makes its debut appearance as a **product brand**. The reputation, recognition and awards the company has gathered at the worldwide level in the last few years are the outcome of a brand promotion strategy. Today this process reaches its peak with the definitive transfer of all the corporate brand’s values to the product. Florim officially integrates the historic commercial brands (Rex, Casa dolce casa – Casamood, Floor Gres and Cerim) under its umbrella, translating them into expressions of design: ***Luxury***, ***Creative***, ***Architectural*** and ***Contemporary***.

Florim has commissioned architect and designer Matteo Nunziati to design and install a specially created project for the stand at the Salone del Mobile and the Showroom in Foro Buonaparte. Four different interpretations of space, united by the common denominator of ***sustainability.*** Through different languages, lifestyles and materials, Luxury design, Creative design, Architectural design and Contemporary design achieve a mutual dialogue from which they all draw strength.

Matteo Nunziati’s installation showcases the large slabs of the new **Heritage Luxe** and **Nature Mood** collections, alongside Earthtech/ and Match-Up.

**DOWNLOAD** Florim Press Kit and also CEDIT Press Kit

[**Florim\_Salone - Fuorisalone 2022**](https://florimgroup-my.sharepoint.com/%3Af%3A/g/personal/comunicazione_florim_it/EtMgacMBIc1KlndI9Rpx0BEBN8Vphz8wFeeppSkBkG0hgQ?e=FowJ6T)

**CEDIT | NEW FUTURE TREASURES**

A **virtual museum**invites you to a new experience of art and design. CEDIT – Ceramiche d’Italia explores the **metaverse** with an immersive project: an art exhibition that exhibits the brand’s 10 collections in the form of non-fungible tokens (NFTs), creating a bridge between Florim’s innovative vocation and the experimental identity of the CEDIT brand.

New Future Treasures is an art gallery installed in the Spazio CEDIT and which can continue in the form of a virtual experience on smartphones, tablets, or other devices. Ten **ceramic slabs** are presented as ‘**objects found in the future**’ in a landscape where references and symbolism leading back to the historical ruins of classicism coexist. A muffled, darkened room in the Spazio CEDIT gives access to the virtual museum, which can be visited through a **large screen**.

With this project, CEDIT is looking through the lens of innovation at the art and design world, while always incorporating its innate poetic flair, deeply rooted in a culture of beauty, art, design and architecture.

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**FLORIM SPA SB**

Inspired by an innate passion for beauty and design, Florim has been producing porcelain surfaces to meet all the needs of the construction, architecture and interior design sectors for over 60 years. Headed by Claudio Lucchese, son of its founder Giovanni Lucchese, the company has a past firmly rooted in the ceramics district and a present as an international industry trendsetter. The Group employs about 1,400 people worldwide and generates turnover of more than 480 million Euro with the brands FLORIM, CEDIT, FLORIM stone. With state-of-the-art production plants, distribution companies and partnerships in Europe, America and Asia and a number of flagship stores and single-brand showrooms, the company is well positioned in the world's top design districts (Milan, New York, Moscow, Singapore, Frankfurt, London, Abu Dhabi, Paris, Rome). Its strategy focused on quality, innovation and sustainability combines with the creative drive and passion of its human resources to transform the value known as “made in Italy” into “made in Florim”. After changing its articles of association and becoming a Benefit Corporation, Florim obtained the B Corp certification in 2020 and has been since 2022 a member of Altagamma, the Foundation that brings together an elite of Italian companies considered as ambassadors of the Italian lifestyle around the world. | [www.florim.com](http://www.florim.com)