



PRESS RELEASE

ZEUS

Design made by Italian hands since 1984

Invites you to the event

MINIMAL TOUCH

Fuorisalone 2021

September 4th – 11th

The new, 59th edition of the Salone del Mobile will have a new look, focused on improving novelties and projects of design producers. For ZEUS, one of the Fuorisalone forerunners, it will be a great opportunity to introduce 2021 novelties to customers and press, as well as the historic collection. In the Blue Garage, the iconic showroom set in the Canals' district, during the Milan Design Week the new products designed by Maurizio Peregalli will be the main subject of ZEUS, made by Italian hands.

From September 4th to 11th, guests will have the opportunity to capture the evolution of ZEUS collection, always characterized by thin and minimal lines, and to *touch* the quality of every single product, from the very first designed in 1984 to the 2021 novelties. Furthermore, the installation of one of Maurizio Peregalli's first design icons: POLTRONCINA, in an original Extra Big version!

ZEUS has always placed manual skills and craftsmanship in the foreground. The link between idea and material is in fact the *touch* that our artisans give during the creation of every piece. The production cycle is all handmade, from bending to welding, up to the treatment of the surfaces, allowing us to take care of details and make each product unique.

... follows ...

This year too, ZEUS Design Store will host

D E S I G N
Ensemble

Selected brands that share the search for a synthesis between modernity and tradition, for the quality of presented products.

DIX HEURES DIX – decorative lighting
NEO – hand-woven Neoprene
COVO – uncommon things
HANDS ON DESIGN – high design craftsmanship

SAVE THE DATE:

2021, September 4th – 11th
From 10 am to 10 pm non stop
Cocktail every day

ZEUS Design Store

Corso San Gottardo 21/9
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<http://www.zeusnoto.com/>

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