



made by Italian hands since 1984

PRESS RELEASE

ZEUS invites you to the event

STYLISH MINIMALISM

1984 - 2024

Fuorisalone 2024

April 15th – 21st

From 10 am to 10 pm

ZEUS celebrates 40 years of history, making the sixty-second edition of the Salone del Mobile in Milan the perfect setting to present the 2024 novelties by **Maurizio Peregalli**, introducing visitors to the history of the brand born in 1984.

The company's iconic pieces come out of the archive to go through a completely Italian and artisanal experience, made up of conscious attention towards materials and the design process, embracing the central theme of the 2024 Salone: "**Materia Natura**".

A multi-year exploration, which places the constant dialogue between refinement and minimalism at the center of the journey and leads the theme of the exhibition:

"STYLISH MINIMALISM".

The two concepts meet and overlap to generate the thought of the entire exhibition, two ideals that have represented ZEUS since 1984.

"Stylish" like the elegance of ZEUS collection, a distinctive and evident sign of the company which pays the utmost attention to every production phase, completely handmade, from bending to welding, up to the treatment of the surfaces. **"Minimalism"** as a stylistic and functional constant, which has identified ZEUS since 1984. The design "in subtraction" and the aesthetic choice of the brand merge in a single essence.

Maurizio Peregalli, designer and co-founder of the company, will present the 2024 novelties he has designed: through the synthesis of consolidated experience over four decades, ZEUS is ready to welcome and share the evolution of the brand in its Showroom of Corso San Gottardo.

With these premises, ZEUS makes sure to involve people in its world, welcoming them in the historic **Blue Garage**, a place of meeting, communication and exchange.

ZEUS Design Store will host again this year the project

D E S I G N
Ensemble

Selected brands that share the search for a synthesis between modernity and tradition, with particular attention to the quality of the products.

PAULIG

Fine manufacture rugs

DIX HEURES DIX

Decorative lighting

SAVE THE DATE

From Monday 15th to Sunday 21st April 2024 from

10 am to 10 pm

Cocktail every day

ZEUS Design Store

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