



Press release Milano Design Week 2017

## **UNEDITED PARTNERSHIP BETWEEN 120%LINO AND OFFICINARKITETTURA: CERAMIC PAPER - POSTCARDS**

120% is pleased to introduce the innovative project of Officinarkitettura at Fuori Salone 2017. The store in Via Pontaccio, 19 in Milan, opened last year, will be contaminated with creative graphics aimed at illustrating a path of research, innovation and design, a real inventive route to discover the innate connection between 120% and Officinarkitettura.

Officinarkitettura® presents the new "POSTCARDS" line, a series of inspirations born from a common theme: the journey.

Whether it is real, imagined, or dreamed, the journey becomes the main focus of the new project, and in particular the personal experiences, episodes and moments which arise from it. Every day is an adventure, a journey towards a destination with undefined contours.

During Milan Design Week 2017, the store 120% Lino Via Pontaccio 19 will be transformed into an exhibition gallery of the new "POSTCARDS" project, where the visitors will be able to experience a journey across the world of architecture, design, furnishing and fashion.

"POSTCARDS", a series of wallpapers obtained with the latest generation of digital printing techniques, portray each one's journey, real or dreamed. To complete the wallpaper collection, a series of design tables with the same patterns of the wallpaper but reproduced on thin laminated stoneware "Kerlite" will be displayed. This new project seeks to give continuity to the wallpaper line using the same graphic decorations placed on different materials, for a total versatility of the product and its widespread use in the world of interiors.

For more informations:

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www.120percento.com

www.officinarkitettura.it

facebook: [www.facebook.com/120percentolino](https://www.facebook.com/120percentolino)

instagram: [http://instagram.com/120percento](https://www.instagram.com/120percento)

### **Info on 120percento**

Produced and distributed by Palladium Moda Srl, 120% lino was born in the early '90s thanks to the passion of its founder and CEO, Alberto Peretto, for fine fibers. Selected among the best available in the market and achieved with yarn of particular value, the linen assumes a totally new identity thanks to sophisticated manufacturing techniques. This has been the mission pursued over the years by the brand that combines elegance, quality, and refinement to a fabric with a history that goes back a millennia. The uniqueness of the 120percento garments is due to the particular "dyed garment" procedure, a technique that consists of dyeing clothes after their manufacturing, which gives the fabric an incredible softness and the possibility to offer an extremely wide range of colors, shades, and tones. There are collections for men, women, and children that express a timeless luxury, setting the stage for sober and innovative elegance. Today the 120% collections are present in the most important Italian and foreign multi-brand stores and in the 120% flagship stores of Milan, Miami, Palm Beach, Aventura, Brickell and St. Martin.

### **Info on Officinarkitettura**

Officinarkitettura, it was founded by a team of professionals who share the same passions for planning, art and design. With its line Ceramicpaper was born a new way of thinking and looking at the pottery and wallpapers. The work of Officinarkitettura team is the result of constant research and continuous experimentation of new solutions for the surfaces. Officinarkitettura is partner and distributor of the brands: Kerlite, Cotto d'Este, Blustyle by Cotto d'Este and Officina Italia Decorì.