

ALCHEMYX BY FENIX NTM®

With the Pinacoteca di Brera as a setting, FENIX NTM, Nano Tech Matt material for interiors, reinterprets the allegorical figure of the “joker” with creativity of Van Orton Design

Brera Design District, February 2017 — The essence of FENIX NTM®, an innovative material for interior design, is expressed through the concept of alchemy. Alchemy interpreted as “research, experimentation, transformation,” in a set-up marked by the allegorical presence of the “joker,” a symbol of creativity and lateral thinking.

In the upper loggia of the Pinacoteca di Brera, in Milan, the textural and chromatic alchemy of Arpa Industriale’s nanotech material will come to life through a powerful and visual installation by Van Orton Design. With a Pop art twist and in an extra-large scale, the two Turin-based artists will reinterpret a selection of iconic images of the Joker card – starting from the representations kept at the Pinacoteca di Brera. An emotional installation in which FENIX NTM becomes the allegory of “an ingredient that adds value” to a series of timeless design projects.

*Pinacoteca di Brera, upstairs loggia
via Brera 28, 20121 Milano
April, 4th - 9th 2017
10.30 am – 8.30 pm*

Arpa Industriale

Since 1954, Arpa has been designing and manufacturing high-quality panels with HPL technology for a vast array of intended uses, including architecture, interior design, healthcare, shipyards, transport, hospitality, retail, and kitchen industries.

A wide range of extremely diversified products, both in terms of structure and aesthetics. Arpa high-pressure decorative laminates are made in the 150,000 sq.m plant in Bra, Piedmont, and are the expression of the vivid and original Italian creativity. Over 60 years of investments in research, advanced technology, and personnel training have allowed Arpa to win over international markets and gain its consolidated reputation as a highly reliable player in the industry that stands out for the expertise of its personnel, excellence and variety of its offering, flexibility, and rapid service. Arpa is well aware of its social responsibility towards its stakeholders, but also society and the environment. This is why, in 2008, it adopted a Code of Ethics that regulates its shared practices and focuses on values, such as integrity, transparency, and sustainability. In 2013, Arpa obtained the FSC® chain of custody certification. In 2015, it added the OHSAS 18001 certification, complying with the international standard for occupational health and safety management.

For further information, please visit arpaindustriale.com
Follow us on Twitter: @a_arpa / Facebook: @arpaindustriale

**Arpa Industriale S.p.A.**

Via Piumati, 91

12042 Bra (CN) Italy

t. + 39 0172 436111

f. + 39 0172 431151

FENIX NTM®

FENIX NTM is an innovative material created for interior design by Arpa Industriale. Launched in 2013, it is suitable for both vertical and horizontal applications (kitchens, bathrooms, design furniture, retail, offices, and contract). Applying proprietary technologies, this material was developed by an international multidisciplinary team of 15 researchers. The external surface of FENIX NTM involves the use of nanotechnology and it is characterised by the use of next generation, hardened and fixed through an Electronic Beam Curing process. With low light reflectivity, its surface is extremely opaque, anti-fingerprint and features a very pleasant soft touch with antibacterial properties. The use of nanotechnology allows for FENIX NTM's thermal healing of micro-scratches. FENIX NTM is distributed in over 51 countries and has obtained numerous awards and recognitions, including: MaterialPREIS 2014, "Best Design Material" Dwell On Design 2014, ADI Design Index 2014, "Best of the Best" Interzum Award 2015, "New Product Award" Archidex 2015 and 2016 ADI Compasso d'Oro Award Honourable Mention, "Best of Best Product" Iconic Awards 2016.

For further information, please visit www.fenixntm.com

Follow us on Facebook: [@fenixntm](#) / Instagram: [@fenixntm](#)

Press Office

Martina Gamboni press@martinagamboni.it T. +39 02 36637390

Arpa Industriale

Sandro Marini s.marini@arpaindustriale.com T. +39 0172 436346