

UNVEILING NEW BRAND STORIES FROM MILAN TO HOUSE OF MADISON

New Milestones in Innovation and Design

This year Salone del Mobile event transforms once again Milan into a global mecca of creativity, drawing innovators from all fields of design to share, explore and seek inspiration. This year, all our brands were there and put on a strong show.

From Fiera Milano to San Carpoforo, here are the exciting new stories our brand partners presented.

bulthaup

Redefining the boundaries for the modern kitchen

Exclusive world first unveil in Hong Kong



Within a magnificent historical church, San Carpoforo, situated in the Milan city centre, **bulthaup b+** was unveiled as the highly anticipated extension to the award-winning kitchen systems, inspired by the enduring role of the modern kitchen as more than a space for preparing food, but also a space for socializing, sharing and creating memories.



The **b+** is a stylish individual workbench that combines maximum functionality with maximum flexibility. This moveable island can be placed anywhere in the home, blurring the lines between kitchen, dining and living spaces. It can serve as an extra work surface, serving station, display cabinet, or even a fully functioning kitchen on its own.



So as well as considering which functions and applications an individual would like, bulthaup also took in account of which atmosphere you may wish to create.

bulthaup **b3** provides atmosphere and makes it possible to create very different room effects using the interplay of material and light. The basic idea involves the creation of different levels which are arranged at different depths and which can be shifted horizontally where required. Within a few seconds, the user can create either an efficient working environment or a comfortable living ambiance.

With the boundless flexibility of the **b3** and **b+** systems, allowing one the freedom to re-imagine the traditional blueprint of the home. Once again, bulthaup anticipates the continued evolution of the modern kitchen, allowing us to create environments as individual as the people who live in it.



Thinking big with smaller spaces

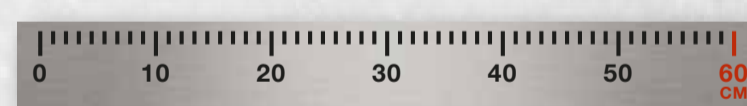
Waiting to be tested and tasted straight from USA via Milan to Hong Kong

As part of the bi-annual Euro Cucina exhibition themed “Future Technology for the Kitchen”, Sub-Zero and Wolf responded to the global trend of smaller luxury homes by introducing slimmer size options for their state-of-the-art specialist appliances.

All products including in the Wolf E series and all Sub-Zero integrated column refrigerators are now available in 60cm (24-inch) widths, ensuring their capacity for seamless integration into any cabinetry.



Time to season your kitchen to taste and answer the question:



size matters to you?

Rimadesio

Opening up with new hues and new views

Touching new finishing and opening new doors

Once again, raised the bar by introducing a new sliding door as well as stunning new finishes for a number of its most popular collections.



Elegant new material finishes, including marble and new shades of matt and gloss brushed metal, add to the already limitless customization options offered by Rimadesio.



The brand also expanded its collection of signature glass sliding doors with the new Soho series, a bold creation distinguished by both vertical and horizontal lines, spaced wide apart to create a room divider without inhibiting the view.



And while in Milan, we visited one of the most stylish address - Mandarin Oriental Milan. Velaria sliding doors were created by sandwiching a thin layer of fine gold mesh in between two thin glass panels, achieving a compelling new look with extremely subtle texture that catches the eye in any lighting.