



**5 – 10 September 2021
FUORISALONE DESIGN WEEK 2021 EDITION**

**PLINIO IL GIOVANE PRESENTS THE NEW SMART COLLECTION IN
ITS HISTORICAL ATELIER IN PARTNERSHIP WITH
THE ICA GROUP & DIRECTA PLUS**

**On display in the Plinio il Giovane Showroom – Via E. Cernuschi 1 – Milano
from 5 - 10 September 2021 from 10.00 - 19.30**



At Plinio il Giovane our philosophy has remained the same for the past 50 years. All our products have their own unique identity and are the expression of the ideals and social mission that continue to characterise our brand. Under the direction of our founder, Mario Prandina, we all share the same respect for man and nature.

PLINIO IL GIOVANE
Via E. Cernuschi 1 – Milano
press@plinioilgiovane.com Tel. 02.55190210



At the Fuorisalone Design Week 2021 Edition to be held in September we will be presenting our latest product created by our new team of young creative designers.

Our priorities remain the same. We always use **ecological materials** that are the expression of those who work behind the scenes to create our products - our highly regarded skilled artisans (“Homo Faber”) and our young creative team.

Everyone works together with great passion following the same common ideal: **respect for our planet**. The real innovation this year is our solution to provide clients with a **healthy good night’s sleep**. This has been conceived by our young team of creative designers – Francesco Ippoliti and Benedetta Di Matteo, under the direction of our explosive founder and designer, Mario Prandina.

What is Plinio il Giovane’s strategy?

We have created a community of people who together share the same passion to produce authentic products “Made In Italy”, their love of the work of the craftsman and their respect for man and nature.

What is Plinio il Giovane presenting this year?

The main highlight of the year is our solution to provide our customers with an **ecological good night’s sleep**. Our collection brings together a taste of the past, with Plinio Il Giovane’s knowledge of working with wood, and the extensive palette of paints produced by ICA, a company that since 1971 has specialised in **technological research into water-based paints**.

What is the product you will be presenting at the 2021 Fuorisalone?

Easy Bed is the first pilot product from our **Smart Collection**.

The design and execution come from the historical company Plinio Il Giovane, but **Easy Bed** presents a new concept – **it is Smart**.

Easy Bed is made from **solid beech**, using methods that are far faster to execute than when we make the products in our historical collection.

What is the difference between Easy Bed and the other beds designed by Plinio il Giovane?

This product can be purchased on-line, direct from the producer. For the delivery, special packaging made from ecological and recyclable materials is used, and the bed can even be assembled by the client in just a few minutes.

The product is available in untreated wood or comes with a kit to apply a protective ecological treatment based on natural finishes.

For those who love colour, for the first time the bed can be finished in the colour of your choice, thanks to the wide range on offer from our latest partnership with the ICA Group.

This makes the product a unique, one-off item.

Does Easy Bed come with any accessories?

Plinio il Giovane’s anatomic mattress is also available made from eco-sustainable materials.

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What are the new technologies that differentiate the Smart collection from Plinio il Giovane's classic product?

After 50 years of patient research into materials by both companies to guarantee sustainable production, the ICA Group and Plinio il Giovane have joined forces on eco-sustainability. Today it is finally possible to purchase a product from Plinio il Giovane whose characteristics are enhanced by the new varnish using water-based paints in a multitude of Iridea Bio colours produced by the ICA Group. These are derived from renewable waste materials that do not interfere with human food consumption and the production of which complies in every phase with the latest green policies by reducing Volatile Organic Compounds and CO2 emissions. Thanks to their certificate of excellence and sustainability, that is reflected in their extraordinary physical/chemical characteristics, these furniture paints are awaiting Leadership in Energy (LEED) credits and have already obtained the Environmental Claim Validation (ECV) from the UL, world leader in product certification.

In the creative world of Plinio il Giovane new sustainable synergies are being created and when **design** and **highly innovative technology** meet, **the result is truly amazing**.

So not only technology and tradition in the new Smart Collection but also innovative technological materials. What is Graphene Plus?

The partnership between Plinio il Giovane and Directa Plus is focused on personal safety and environmental sustainability in order to create artisan products with a contemporary look: a look that combines technology with empathy and where attention to detail and hand-made products create an open dialogue with the people who will use them in their daily life.

For the 2021 Fuorisalone, Plinio il Giovane will present a number of products using textiles with a G+® technological coating produced by Directa Plus SpA – an innovative textile covered with Graphene Plus, a sustainable product from this Lombardy-based, nano-technology company.

The result is a finish and unique colour that merges aesthetics with technology and represents just the visible part of a series of unique characteristics of this material.

Graphene Plus guarantees protection to the end user, thanks to its anti-viral and anti-bacterial properties (the material is even capable of combatting the SARS-CoV2 virus) as well as improves thermal comfort and provides an antistatic barrier.

In particular the G+® coating offers the following advantages:

- Enhanced thermal comfort since the heat is distributed evenly;
- Antistatic characteristics that dissipate electrostatic in a very natural way;
- Protection from UV rays;
- Strong protection from light;
- Resistant to atmospheric agents;
- Resistant to scuffing.

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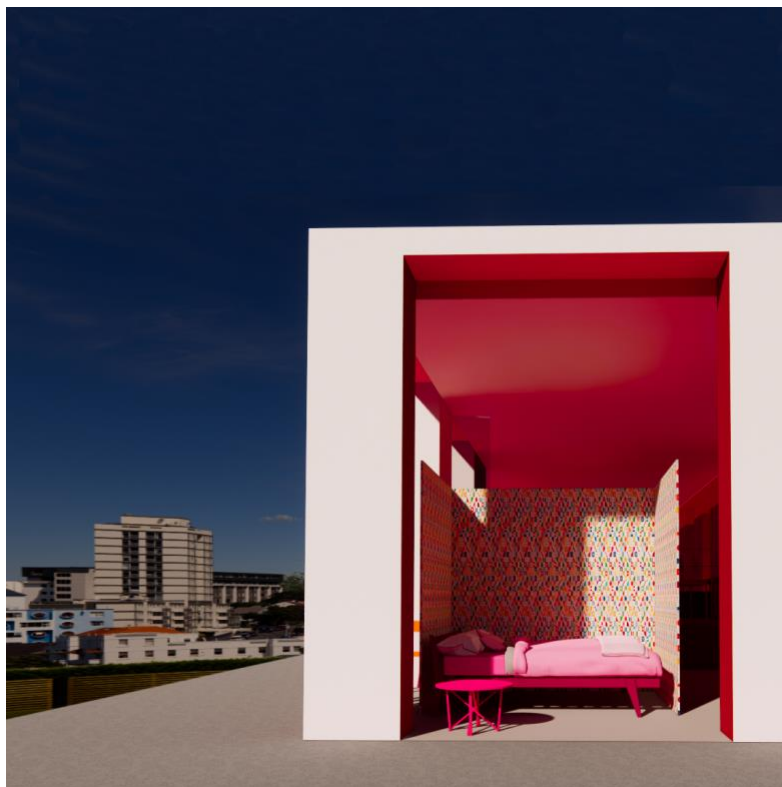
All the G+® technologies are produced in a sustainable way, in respect of man and the environment, using a water-based process that does not use solvents or any other chemical agents and that are dermatologically tested. The safety of their graphene product is of significant value to Directa Plus, which holds 38 certificates guaranteeing that their materials have no biological impact on the environment.

What new items will Plinio il Giovane be presenting in the showroom?

From 5-10 September 2021 from 10.00-19.30, on the occasion of the Fuorisalone, at Plinio il Giovane's historical showroom on Via E Cernuschi 1 in Milan, the Easy Bed will be on show, our pilot product from the Smart Collection, the new One Chair, lacquered with eco paints from the ICA Group, as well as other items from our historical collection that have been enhanced using an incredible textile made from graphene and produced by Directa Plus.

Easy Bed:

Made from solid beech using faster working methods compared to our historical collection. Lacquered with ICA eco paints.
Dimensions: 165x210cm



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One Chair:

Wooden frame in solid beech with tenons, stackable, and varnished using ICA eco paints.
Dimensions: 36x44 cm, height 84cm.



Pinco:

Small wooden table varnished with ICA bio paints.
Dimensions: diameter 50cm.



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**Minuetto:**

Versatile, lightweight, with a minimalist look and using interlocking joints, all made by hand. The two twin structures are made of solid oak and the cushions can be easily repositioned to turn Minuetto from an armchair into a practical single bed.

Alternatively, the two Minuetto structures can be separated to create two comfy poofs. Like all our products, Minuetto is made by hand, using old-fashioned interlocking joints made from only the best solid oak.

For the Fuorisalone 2021 the Minuetto cushions will be covered using the Graphene Plus coating produced by Directa Plus.

Dimensions: 96x75cm (closed), 192x75cm (opened).

**Discola Chair:**

Discola, our ergonomic chair that takes you back to your childhood.

When you are tired of sitting still, you can make the chair rock as if you were on vacation. For the 2021 Fuorisalone the seat will be covered with material coated with Graphene Plus produced by the company, Directa Plus.

Dimensions: 34x42cm, height of chair 47cm.

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Information about Plinio il Giovane:

Mario Prandina is otherwise known as Plinio il Giovane. All Plinio il Giovane furniture is hand made, one at a time, regardless of the time it takes, using natural materials and in complete respect of nature, all aimed at making his dreams come true. It all began in 1975 in an atelier in the center of Milan, next to the Brera Academy, where Mario Prandina, a dreamer with his feet firmly on the ground, surrounded by artists and designers, created and offered to the Milanese public an original collection of ecological lightweight furniture, built using old-fashioned interlocking methods. The Plinio il Giovane brand, which is very well known today thanks to the countless publications in newspapers and trade magazines, for its original communication campaigns, which speak of life as a dream, of the world as of a place to love and of the future as a project to be brought to completion. Plinio il Giovane has created a collection that transmits his great respect for nature and the concept of safeguarding the carpentry profession in order to pass it on to new generations. Whoever buys a piece of furniture made by Plinio il Giovane introduces into their life not only a product, but also a way of life that is very topical today, because its products have the characteristic of being able to modulate their functions according to needs. Ecology not only means producing furniture with natural materials, but also creating products that, for more than thirty years, have always been functional from a stylistic and structural point of view. Plinio il Giovane's drawer is full of dreams and full of projects.

Information on the ICA Group:

ICA is a large Italian group based in Civitanova Marche (Macerata) and is world leader in innovation in producing paint for wood and glass, which this year celebrates its fiftieth anniversary. One of the main strategic assets of the ICA Group is its culture of the highest quality through innovation, a principle that underlies every strategic initiative and decision they take and has characterized the group since its foundation, guaranteeing the development of cutting-edge products in terms of quality, technological content and reduced environmental impact.

The green research carried out by the ICA group has reached 80 different countries with over 28 million kilograms of paint produced, 4 production plants and more than 15,000 customers worldwide. Their rapid expansion internationally is the result of a shrewd company policy capable of conquering the most prosperous world markets and strengthening its position thanks to its direct presence in the USA, Canada, China, India, Poland, Germany and Spain.

The approach of the ICA Group is to develop a proactive relationship with the customer placing the customer at the center of their business, thus becoming real partners with whom to realise concrete and efficient solutions to their problems and accompanying them towards ever greater sustainability. The corporate history of the ICA group, in fact, is characterised by their desire to work for a better world through research and the implementation of projects that reduce the impact of products and processes on the planet.

Information on Directa Plus:

Directa Plus is one of the largest producers and suppliers of graphene-based products destined for the international consumer and industrial markets, listed on the London AIM since May 2016. Directa Plus's graphene-based products, identified by the G + ® brand (Graphene Plus) are natural, chemical-free, hypoallergenic, non-toxic and non-cytotoxic certified by an independent laboratory, made in a sustainable and tailor-made way based on specific customer requests.

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Directa Plus is focused mainly on two sectors, where it has a strong competitive advantage in terms of marketed products and technological leadership: environmental (based on the Grafysorber® product) and textile (based on G +® products). It is also active, again with G +® products, in the field of Lithium-Sulfur batteries, elastomers and composite materials (including tyres and asphalts). Founded in 2005, Directa Plus creates its graphene-based products in the Officine del Grafene in Lomazzo (Como), through a patented process. More info on www.graphene-plus.com and www.directa-plus.com

For further information:

PLINIO IL GIOVANE:

ELENA PRANDINA & BENEDETTA DI MATTEO

Plinio il Giovane Press Office: Via E. Cernuschi 1 – Milano

press@plinioilgiovane.com

Tel. 02.55190210 Cell. Benedetta 3452400614 - Elena 3336104483

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