



TVS PRESS RELEASE

TVS present at “La Città dei Saloni”

In design week, TVS will be involved in the wide-ranging program of side events at the Salone Internazionale del Mobile – Fuori Salone – that will liven up the whole city of Milan from 13 to 19 April, with two initiatives: **Around Food** and **Chez Eloise – 3 Previews at the Rinascente**.

On Thursday 15 April from 6.30 to 8.30 p.m., the first floor at the Rinascente store in Milan will host “Chez Eloise”, an event created by TVS, the Matteo Thun & Partners studio and Salvarani.

Eloise, architect in the Thun studio and a great cookery enthusiast, will take on the guise of chef for the occasion. The cook will have fun preparing a typical, traditional Italian dish, cooking in the new Salvarani “Kitchenette” and using cookware from the TVS Terra range, aiming to recreate the intimate, warm atmosphere of the home environment.

These three, entirely Italian companies thus invite you to bring back tradition, to rediscover the “luxury” of the flavours of times gone by and to eat healthy food and seasonal produce, choosing local, simple and high quality ingredients.

An exhibition devoted to Matteo Thun - a showcase for the TVS ranges created by the designer - will open on 13 April at the headquarters of “Il Sole 24 Ore” (Via Monte Rosa 31, Milan), on the occasion of the launch of the new issue of AREA - a bi-monthly architecture magazine- entitled “Around Food”.

TVS will be present with its sophisticated designer products at the 49th International Furniture Exhibition, held in Milan from 14 to 19 April 2010, in collaboration with the Salvarani and Colombini companies.

Colombini will show on its stand some items from the Bianca collection, TVS’s environmentally friendly range with ceramic internal coating, characterised by its total white look.

Salvarani, on the other hand, will include in its display-space the ranges designed by Matteo Thun for TVS: Terra, a range with elegant, simple and functional lines synthesizing art, nature and tradition, and Archetun, a simple, minimal design icon with a surprising functionality in use.

Its active presence at Milan design week is an important occasion for TVS, a leading name that has long directed its efforts towards innovation with a futuristic outlook, to consolidate the strength of its brand.

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