



ITALIAN DESIGN BRANDS S.P.A. LAUNCHES "IDB FOR ARTS" AN ARNALDO POMODORO SPHERE IN THE GROUP'S SHOWROOMS

Milan, 8th August, 2023 - Italian Design Brands S.p.A. ("IDB"), Italian industrial Group in high quality design, has launched the "IDB FOR ARTS" project, with the aim of promoting the link between design and art.

As a testament to the strong bond that binds the excellence of our brands to art, a path was launched to embrace the different souls of our companies to iconic works of art.

After an initial collaboration undertaken by Davide Groppi with the Peggy Guggenheim Collection in Venice, as well as the participation of several IDB brands in the "Quirinale Contemporaneo" project, the journey continues with the exhibition of a prestigious work by **Arnaldo Pomodoro, "Rotante Massimo, III," dated 1968, a sphere with a diameter of 80 cm**, in the new Meridiani flagship store in Via Manzoni, Milan.

IDB FOR ARTS will make it possible to boost and emphasize initiatives that the Group will promote for the valorization of Italian and international cultural and artistic heritage. The dialogue between art and design has always been alive in the collective imagination, and the harmonious synergy between creativity, design and craftsmanship reinforced by this project will revitalize the appreciation of art within our Group's excellences, allowing for cultural experiences of the highest level within our showrooms and flagship stores.

IDB FOR ARTS testifies both to our commitment to aggregating and shaping the future of Italian design and the desire to leave an indelible mark in the landscape of a valued sector of Made in Italy.

Andrea Sasso, Chairman & CEO of IDB, declares: *"With the launch of this project, we want to confirm our commitment to promoting initiatives that enhance cultural and artistic heritage. The close link between the world of art and design has driven us to develop ideas with a long-term perspective. I am proud that the first piece selected is by a very important Italian artist like Arnaldo Pomodoro, with whom we share a passion for Milan, the capital of design, and the search for shapes and geometries with a desire to experiment with materials to give life to objects of great significance. I am sure that the presence of the sculpture in our spaces will help give magic and value to IDB brands. This idea fits perfectly with the values of our model, which is based on complementarity and contamination to create a perfect synergy between different elements in order to offer our customers an offer of increasing value."*

ITALIAN DESIGN BRANDS (IDB)

Italian Design Brands S.p.A. is one of the most important Italian groups in high-quality design. The group consists of ten operating companies, each with its own distinct identity, as part of a coherent strategic project and with mutually complementary activities: Gervasoni creates furniture solutions through its namesake brand and the Very Wood brand; Meridiani specializes in the creation of refined contemporary and versatile furniture; Cenacchi International and Modar are two established leaders in the luxury/fashion contract sector; Davide Groppi creates and produces lamps and lighting designs with significant environmental impact; Saba Italia creates and produces furniture items with innovative, high-end designs; Flexalighting designs and produces lighting systems for interiors and exteriors; Axolight specializes in the design and production of made-in-Italy designer lamps; Gamma Arredamenti is one of Italy's leaders in upholstered furniture in the highest quality leathers; and Cubo Design produces top and premium kitchens and furniture systems under the Binova and Miton Cucine brands.

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