

**NEXT** creative generation

CATEGORY

- ACCESSORIES
- ARCHITECTURE
  - PUBLIC
  - RESIDENTIAL
- AWARDS
  - AIDA 2008
  - RED DOT DESIGN 2008
- BATHROOM
- COMPETITIONS
- ECODESIGN
- EXHIBITIONS
  - 100% DESIGN LONDON 2008
  - ABITARE IL TEMPO 2008
  - AMBIENTE FRANKFURT
  - BDW 2008
  - CERSAIE 2008
  - DESIGN MIAMI/
  - DESIGN MIAMI/BASEL 2008
  - DESIGNERS' SATURDAY
  - I SALONI MILANO 2008
  - ICFF 2008
  - IMM COLOGNE 2008
  - MACEF
  - ORGATEC 2008
  - STOCKHOLM FAIR 2008
- FURNITURE
  - BEDS
  - CHAIRS & ARMCHAIRS
  - OTHER
  - SOFAS
  - TABLES
- GETAWAY
- HOME DECORATION
- INTERIOR
  - PUBLIC
  - RESIDENTIAL
- INTERVIEW
- KITCHEN
- LIFESTYLE
- LIGHTING
- LUXURY
- NEW FACES
- NEWS&EVENTS
- OFFICE
- OTHER
- OUTDOOR
- PRE-FABRICATED
- PROTOTYPES
- SPEED
- TECHNOLOGY

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- bathroom suites

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The Traditional Italian Home Hits New York City

Starting October 27, 2008, [Promos](#) (a specialized division of the Milan Chamber of Commerce) and [Regione Lombardia](#) will present [Living the Italian House in Soho](#) at 172 Mercer Street in New York City. The space, filled with Lombardy-designed furniture and home accessories, will be on display in the Soho neighbourhood of downtown Manhattan through December 20, 2008 and will also host approximately fifteen events and film screenings during that time.

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Living the Italian House in Soho will recreate five spaces found in the typical Italian house, using elements and products from 35 of the most innovative design companies in Italy. The items on display in the house will include over 150 products from companies including [Artemide](#), [Bizzari](#), [Enrico Pellizzoni](#), [Bodema](#), [Luceplan](#), [Arredi Marziani](#), [Progetti](#) and more.

Living the Italian House in Soho will also host film screenings and panel discussions with leading industry experts and tastemakers. The goal of Living's event schedule is to present a rich, detailed portrait of how Italian design started, became successful, and developed over time through the synergy of great designers and innovative manufacturing techniques.

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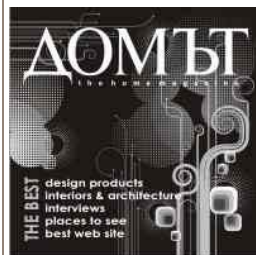
Butterfly lamp by Marzia Mosoni. Image by Arredi Marziani



Image by Enrico Pellizzoni Collection. Image by Enrico Pellizzoni



Bathroom faucet from the latest MGS Progetti Collection. Image by MGS Progetti



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