



PANTONE UNIVERSE™



THE WHITE GOODS ERA IS OVER! MAKE WAY FOR PANTONE UNIVERSE™

17/22 April 2012 10.00/21.00
via Savona 26, Milano

The White Goods Era is over! Make way for Pantone Universe™

Colour has increasingly played a leading role throughout the history of international design. Pantone, the world standard in colour communication and indispensable tool for creatives and designers to accurately express their creativity, has recently launched the Pantone Universe™ lifestyle, a wide range of successful products ranging from hotels to cosmetic products.

Increasingly present in furniture and decoration, this year during the **Salone del Mobile 2012, from April 17 to 22 in Via Savona 26**, Pantone Universe will exhibit a range of products dedicated to kitchenware, tableware and interior decoration.

For this occasion, the Design Studio of **Antonio Lanzillo & Partners** has created a series of original appliances.

The stylistic and technological concept projects Pantone Universe appliances of the future: revolutionary, fresh, young, simple, 2.0, intuitive, ergonomic, domotic...

Each hi-tech product will have an OLED multitouch control pad in perfect Pantone style!

These home appliances use domotic language offering automation and remote control, and may be coordinated with one another and operated via smartphone using dedicated software.

Which home appliance brand will partner with Pantone Universe™?

Antonio Lanzillo & Partners is a multidisciplinary design's studio where new strategies of product and communication are born! Milan studio founded in 2001. **Claim Studio: "THINK BEFORE DESIGN"**.

Antonio Lanzillo born in 1976 Italian Designer graduated at the Politecnico di Milano in industrial design. He began his business in 2001 and after various experiences in the field of manufacturing molds and of the molding of plastics he planned several chairs for the contract market; in 2002 was a finalist in the competition for the Turin 2006 Olympic brand.

He joined for 3 times from 2001 to 2003 at the Salone Satellite during the Salone del Mobile in Milan, in 2005 was awarded a plaque YOUNG & DESIGN by Rima and designed for Fontana Arte a collection of lamps called "Mobius".

In his C.V. there are also important experiences of international design such as Marc Sadler Design studio and Rodolfo Dordoni. In 2006 he designed several watches for Lorenz S.p.A; he designed the Verner chair for Colico Design and he became consultant for the Technogym group working for the Pure Strength project; in 2008 he became consultant Research & Development Moribolo. In 2008 is becoming the official designer for Philip Watch of Morellato group. In 2009 he became a consultant of Rintal Scale and for LUBE group.

From 2010 he was art director for VASART Urban Furniture company. In 2011 he designed the collection of bedrooms "SPORT" produced by FAER in 2011 becoming consultant for Weibert planning a serie of Eisinger taps for Franke group. In 2012 he will introduce for Eurocucina two models of kitchens for two Italian companies. The project's character is marked by a precise research of formal originality and functional innovation. His style is an original synthesis of research, observation, and intuition that translates in an industrial product.

The innate curiosity, respect to the past and the enthusiasm for the future are the engine of his design culture. His main customers are: Fontana Arte, Artec, Lorenz Orologi, Technogym, Rintal, CucineLube, Colico Design, AreaDeClic, Armet, Seletti, Philip Watch, Morellato, Mobirolo, Vasart, Weibert, Faer, Asa Plastici.

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