

EXCLUSIVITY AND SUSTAINABLE EXCELLENCE IN INTERIOR DESIGN

International Conference promoted by AIPI and organized by ECIA
curated by Elisabetta de Strobel

Abitare il Tempo 2015 will host the International Conference titled "**Exclusivity and sustainable excellence in interior design**" curated by Elisabetta de Strobel. The event is promoted by AIPI and organized by ECIA (European Council of Interior Architects), the representative body for various European trade organisations in interior architecture and design. Founded in 1992, ECIA currently represents 16 national member organizations, in turn representing more than 7500 professional interior designers and architects.

The conference will boast attendance of many European interior design studios that will have the opportunity to hold B2B meetings with exhibitors at Abitare il Tempo.

Interior design refers to settings acting as spaces for relationships designed to accommodate and organize all kinds of human activity with the involvement of the user on physical, emotional and social levels. Interior design is one of the most dynamic areas in the design field: close attention to the choice of materials and details, creativity and analysis of trends. Today, the concept of "luxury" has changed completely: this market by now has an important economic, social and environmental value that was once often identified with ostentation and superficiality, in contradiction with values such as sustainable development associated with wisdom, ethics and moderation.

Today, opulence no longer coincides with the "luxury concept" and the ways of luxury and sustainability can come together, especially when the former re-discovers its craftsmanship soul. This demands a new sensitivity within society: this has seen the expansion of the new "sustainable luxury" trend, a term used to differentiate certain products and services on the market. Yet what do "luxury" and "sustainable" really mean? True luxury has two main features: on the one hand, high quality levels and, on the other, exclusive supply and consequently appropriate prices. Sustainability also has two meanings: one refers to environmental impact and the other to social impact. So, in order to be part of this exclusive category, a product must ensure high quality, reduced environmental impact, positive effects in social terms and a fair price: a result that is anything but trivial. Everyone is now aspiring to excellence in form and content, seeking value and quality in various spheres. Aware of this trend, there are quite a few companies in the "luxury" sector which have reset their production processes on the basis of socially responsible policies and close attention to the environment, holding the values of quality and craftsmanship high while never forgetting that customers are increasingly better informed and attentive to the services they receive. Considerable attention is also paid to the quality of time, focused on well-being and the construction of personalised spaces, as a kind of comfortable "nest" dedicated to personal care and looking after one's family. All this helps define the guidelines of "luxury" for the future as something more accessible and in step with the times, where cutting-edge technologies and constant control over production processes join the meticulous search into raw materials for outstanding results. The sublime trompe l'oeil, the precious character and unique perspectives of marble, consecrate as a trend-setting natural material. Mineral nuances and the purity of its components bring marble into the forefront of contemporary sustainable design on a national and international scale. Nobility and majesty, as well as simplicity and the echo of



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legendary gold and mythical brightness: these are the characteristics of finished marble surfaces, helping to create universal forms or complex geometries.

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