

Wednesday June 25th, starting at 7:00pm

MO.OM Hotel
via San Francesco d'Assisi, 15
21057 Olgiate Olona
VA – Italy



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Food, Fashion and Furniture: three diamonds in the 'Made in Italy' crown become the 'stars' of the June 25th event that will bring Giorgio Caporaso's design, chef Giorgio Perin's prestigious cuisine and Cinzia Rocca's fine fashion to a place that turns hospitality into a refined encounter between art and wellbeing: the MO.OM Eco Luxury Boutique Hotel.



Thanks to **the collaboration between Giorgio Caporaso, internationally admired and awarded Italian architect and designer, and MO.OM Hotels**, the three sectors which export Italy's prestige around the world are combined for an experience in which perception and awareness, of the environment and beyond, showcase their most elegant aspect; expressing the emergence of a new cross-disciplinary approach. United on this occasion, Food-Fashion-Furniture will also demonstrate a way to welcome the international audience, which will be visiting Italy for Expo 2015, with a particular predisposition to food and environmental issues.

With his furnishings (manufactured by Lessmore) Giorgio Caporaso will create **an especially convivial setting** in which chef Giorgio Perin will express his creative genius with finger food creations especially designed for the event. Tables with distinctive sensory elements made with eco-friendly materials and living lichens will bring the sensation of a soft meadow indoors to enhance the cuisine and flavors. The newest rectangular tables *Dejeuner* and the sculptural *Clessidra* will interpret the convivial moment in innovative way. Neither will the essential and refined lines of these settings lack the minimalist touch of seating offered by the *Less Chair* flanked by the geometric multi-functionality of the *Twist Chair*. This will be the refined and 'naturally modern' backdrop in which a pleasing dialogue between design and the culinary arts will combine good taste and reflections on the present. **With a move towards fashion, Caporaso's design will then encounter the other major star of the event, the world-renowned fashion designer Cinzia Rocca, setting up a special exhibition space for her garments**, which are also admired by Hollywood stars for their elegance, exquisitely fine tailoring and top quality fabrics. The modular line *More* and *More Light* will then enliven the interaction thanks to the variety of dimensions and finishes,

including *More Stender* a valuable ally for exhibiting clothing that was expressly conceived for the fashion industry and for any space in which clothing can be enhanced by being framed like a valuable artwork. Taste, fashion and design create a suggestive and appropriate environment to foster wellbeing, not only through the senses and the reference to nature, but also thanks to a change in the air, created by of the coffee table *Tappo*. *Tappo* is a piece of furniture that impresses with its original charm, it is multifunctional (with a table surface, storage compartment, battery charger for mobile devices and a lamp), and now also contains an anti-bacterial filter that purifies the air as well as functioning as a diffuser of pleasantly-scented essential oils. And for the finishing touch, a collection of vases with clean lines, created in bio-plastic combined with other eco-compatible materials called: *To Be*. *To Be* is much more than an accessory, it is a tribute to the beauty of the Earth and as such is designed to showcase and enhance – by way of the clear glass vessel – even that part of the plant that is usually hidden within a vase.

This event aims to demonstrate how **style**, in cuisine as in fashion, **is expressed** not only through the dishes and the clothing but **also through the atmosphere of the spaces where they are presented**, the design and the way in which the product is offered to the potential client. **The Giorgio Caporaso Ecodesign Collection has worked in this innovative space for years, establishing itself as the perfect atmosphere in which to introduce Italian excellence through elegant and sustainable design furniture produced by Lessmore (www.lessmore.it)**. A collection of versatile furniture suitable for the home as well as any other environment where aesthetics, innovation and attention to the environment are the hallmark of a new attention to the contemporary lifestyle, more responsible towards the outside world, attentive to detail and above all in continuous change.

Starting at 7:00pm on June 25th, at the MO.OM Hotel in Olgiate Olona (Varese) a multidisciplinary event, in which the beauty of Italian minds come together to share design: whether the raw material be cotton, cashmere, tomatoes or corrugated cardboard, Italy is the only place in the world where the long-standing tradition of the country as a museum is translated into a blend of cultural vivacity that creates a unique style, capable of telling endless stories.

Lessmore

Lessmore brand produces and distributes the “Giorgio Caporaso Ecodesign Collection”, a collection of sustainable design products, with a simple, flexible and refined functionality that express ethics that are sensitive to the environment and to the future. These very characteristics address the constantly evolving and changing needs of contemporary living,

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