

expormim

Press release

Salone del Mobile 2024:  
passion for the Mediterranean

---



## Press release

# Bringing to life the white light of the Mediterranean

---



One of the most pressing challenges our world faces today is ecological transition. The 62nd edition of the Salone del Mobile Milano, that will take place between the 16th and the 21st of April, 2024, will focus on this theme which happens to be, not by coincidence, one of our main themes too. Our stand, located at Hall 22, is an example of how recycling and reusing can put us in the path towards sustainability and a more ecologically conscious way of living.

### **Do you speak Mediterranean?**

The design of stand F23-F25, Expormim's stand this year, has been entrusted once again to interior designer Sylvain Carlet. Inspired by the Mediterranean patios and the white washed houses of the beautiful Andalusian towns, the stand celebrates a centuries-old culture, dating back to the Roman era, a culture of enjoyment, well-being and light, abundant light.

White is the common thread of the three different areas into which the stand is divided. Wavy white walls suck visitors into a seamless shell-like space giving off a fresh oceanic sense and enhancing fluid movement. White ceramic floors in the traditional Mediterranean clay tile pave the way. The absence of physical obstacles allows the constant flow of light. All our iconic collections and novelties will be also dressed in white for the occasion while lush tropical plants will be responsible of punctuating the whiteness of the speech. This is how we speak Mediterranean.

---

### **For further information**

Esther Boluda - Press Office  
+34 662 382 760  
press@expormim.com

[Download Press Kit here](#)

## Press release

# Cadenza by David López Quincoces: the unguilty pleasure of everyday luxury

---



### Technical information

---

**Design year:** 2024  
**Product Category:** Sofas  
**Environment:** Indoor  
**Materials:** Rattan  
**Dimensions:** 87cm x 68cm x 65cm

Luxury, according to the Cambridge dictionary, “is a great comfort, especially provided by expensive and beautiful things. Something expensive that is pleasant to have but it’s not necessary”. Well, for some years now, we’ve been working in a new definition of luxury. *Cadenza*, our new rattan collection by David López Quincoces, embodies our particular approach to the concept away from that sense of superfluity and extravagance often associated to it.

For us, craftsmanship is luxury. The humbleness of rattan is luxury. Discreet design is luxury. Simplicity is luxury. And, of course, comfort is luxury. And if you bring together craftsmanship, humbleness, discreet design, simplicity and comfort as designer David López Quincoces has done, the result is *Cadenza*, a rattan collection aiming to overturn the conventions of luxury and give it a new meaning based on the company values.

### **Music, maestro, please!**

In *Cadenza*, rattan is once again the starting point and fulcrum of the project. The seek for harmony and the almost musical rhythm of the collection revolve around the unique features of the material. *Cadenza* is also inspired by Expormim’s long-standing rattan tradition and innovative solutions that have not only brought it up to date, but turned it into a more than valid option to create contemporary objects imbued with timelessness, objects predestined to become classics.

*Cadenza* stands out as the perfect blend of design, tradition and avant-garde for it nourishes straight from the company’s philosophy and intrinsic values. Defined by its vertical rattan elements orderly arranged to outline the silhouette of the piece in an elegant symphony, *Cadenza* rattan collection has been developed into a loveseat, a three-seater sofa, an XL sofa and two different-sized armchairs. *Cadenza* is everyday luxury, an unguilty pleasure of contemporary design.

### For further information

---

Esther Boluda - Press Office  
+34 662 382 760  
press@expormim.com

[Download Press Kit here](#)