

## ABET LAMINATI "PLASTIC VALUES" AT MACEF 2011

To celebrate the ninetieth edition and its story marked by the collaboration with all the companies that attended the Fair during the past years, the Salone Internazionale della Casa wants to dialogue with the public through the voices and images of the leader companies that are its protagonists, the "historics" and the younger ones both.

Two exhibitions, curated by the Italian architect Marco Migliari, will be dedicated one to the products which from the Seventies conquered the markets all over the world, the other, the history of a material constantly evolving: plastic. "Plastic Values", dedicates space to the manufacturing, the development and the communicability of refined design objects today largely widespread. Among the producers, most representative for the high level of technological and aesthetic excellence, ABET LAMINATI takes part of this initiative, aimed to find representative products to relate their origin.

The idea is to show, through an exposition that enhances tones, décor, materials and technical features, the long distance run from 1967, when ABET LAMINATI opened the silk-printing laboratory, up to the introduction of the new millennium innovative digital printing technology, which have distinguished the Company for the production of unives laminates created by the most important international designers; among the others Ettore Sottsass, Alessandro Mendini, Paola Navone and Karim Rashid. Displayed in a chronological and evocative sequence, nine samples, four digital décor and five serigraphies, through their strong modernity and quality will be the mirror of the particular attention that ABET LAMINATI has always dedicated to the contemporary culture and to the new trends, which mark the constant interest to the design and its evolution.

