

## **Alpi at the Salone del Mobile.Milano 2024. The novelties: Aura by Odo Fioravanti and Vero by Marco Zito**

**International Bathroom Exhibition. Hall 06, Stand C41**

Gattico Veruno, 16 April 2024

Alpi is taking part in the International Bathroom Exhibition 2024, part of the Salone del Mobile in Milan, for the first time. This is a significant presence for the company, which for years has dedicated itself with firm commitment to the research and development of products oriented towards the values of the best design in its field of competence. After a long tradition of participation in the most important international trade fairs in the sector, the presentation at the Salone del Mobile in Milan confirms Alpi's commitment and is a renewed recognition of the quality of its products in the design world.

Two significant new products are presented on the Alpi stand, designed by Odo Fioravanti and Marco Zito respectively, together with a careful selection of outdoor taps, shower heads and shower columns.

On this occasion, the general catalogue is also renewed in form and content, under the guidance of the company's art director, Luca Cancelli.

Alpi's booth at the fair can be found in Hall 06 at Stand C41.

## Product news – Salone del Mobile 2024

### Aura

#### Design Odo Fioravanti

##### Enlightening water

Water and light, together. As if conveying a vital energy radiated from the body. Built into the false ceiling, Aura is a head unit that combines the functions of a shower and a small light. Blending into drops of water, it generates a volume in which light shines as three-dimensional matter.

The LED source housed at the centre of the shower head brightens the booth while creating a dreamy and relaxing atmosphere.

### Vero

#### Design Marco Zito

##### Transparency meets elegance

Crafted glass joins brass to forge an original mixture of matter, colour and form. Vero is a tapware collection distinguished by its knobs, where glass – in the shape of a cap and in varying tones – engages with metal to conjure up bright material volumes. The overlapping of two solid bodies, one concave and the other convex, generates a system of chromatic variables, accentuated by the ever-lovely iridescence of glass.

To request images of Aura, Vero and all Alpi products, please contact  
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## Alpi and design

Design is a value and a choice. To achieve a specific identity and to circulate a renewed culture of inhabiting bathroom spaces. To be part of the design world means to thoughtfully produce the best possible objects in a strategic role that makes sense and forges true quality. To do that, Alpi relies on talented designers – like Odo Fioravanti, Philippe Tabet, Marco Zito, and artistic director Luca Cancelli – whose contribution has created special collections endorsed by accolades ranging from the Good Design Award, to the ADI Design Index, German Design Award, Big See Product Design, iF Design Award.

## Alpi: company profile

Alpi is an industrial enterprise that since its foundation, in 1994, has successfully focused its energies on technology and its evolution. In particular, the shower sector has always been of strategic importance to the company, located in the historic district of Piedmont's tapware industry. Alpi's industrial knowhow and experience enable it to create and manage its own complete brass processing chain. To produce tapware, shower heads, columns and accessories made in Italy through and through – from design to manufacture.