

Support with a high design content

Mamoli joins ADI for “Love Design”, the Italian design fair held to fund cancer research. The event will be presented at the upcoming Salone del Mobile

Mamoli robinetterie is one of the 15 companies selected by ADI (Associazione per il Disegno Industriale – Industrial Design Association) to support the 2009 edition of the “Love Design” project, the fair organised together with AIRC (Associazione Italiana per la Ricerca sul Cancro – Italian Association for Cancer Research) to raise funds for cancer research. As at previous editions, the most prestigious companies and brands of Italian design will offer their products free of charge to AIRC, who will put them on sale at a reduced price. By purchasing these products it will thus be possible to tangibly contribute to funding cancer research, while at the same time acquiring highly desirable design items of furniture or accessories. In fact, the products on sale at the fair are themselves representative of the aesthetical and functional quality of the best Italian Style design, combined with the added values of the social responsibility and support for medical research. Mamoli, one of the longest established Italian design brands has been chosen for its high profile by the organising committee, and thus joins the other companies which this year too will take part in this ideal alliance between design and solidarity. The 2009 edition of “Love Design” will be held in Milan from 22 to 25 October, in the prestigious setting of the PAC (Padiglione di Arte Contemporanea – Contemporary Art Pavilion), and will be presented, with a special stand, at the upcoming Salone del Mobile.

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