



Stand Cersaie 2015

Catalano

design Studiomartino.5

Like every year, the Catalano's image in this important international event in Bologna is coordinated between exhibit and visual design and designed by Studiomartino.5 srl of Rome. The new stand, always allocated in Pav. 29, is larger than the previous years, covering about 400 square meters and occupying the whole block next to the main entrance.

Due to the new size and layout, the stand has been designed both as a public and private place. It is, in fact, a kind of Agora, characterized by a central square which is the focus of all the activities of this event. All around the square, the modules – turned towards the square - host the new collections, the ranges additions, the reception, the offices and a relax area.

The “green” philosophy of the company is confirmed more than ever in the choice of materials and colours. Wood, stone, natural fabrics and, above all, the “green” as the main chromatic choice for the materials and the colours used. Essential lines and square geometries define a scenario in contrast with the soft look that is the main trait of many of the new products. The stand is brighten up by light effects, harmonized between diffused and accent

lighting, and also by dynamic images showed in many displays.

Each collection, in fact, is provided with videos made by Fabio Iaquone and Luca Attilii.

In coherence with the aesthetic choices of the stand architecture and the videos, static and dynamic materials – representing the “visual identity” of the event – have been developed and spread both through the web and the press.



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