



# POZZI MILANO

**POZZI MILANO S.p.A. PRESENTS “ARTABLE, WHERE ART MEETS THE TABLE”**

**ON APRIL 19, 2023, DURING THE SALONE DEL MOBILE**

**The experience will take place in collaboration with the Deodato Arte Gallery for the exclusive national preview launch of the “Pozzi Milano 1876” Tableware Collection**

*Event in Milan on Wednesday, April 19, 2023, Celebrating the Fusion of Art, Conviviality, and Table Elegance. A special evening event will take place to showcase the new "Pozzi Milano 1876" Tableware Collection, set against the stunning backdrop of the iconic Castello Pozzi. The occasion will bring together leaders from the worlds of finance, art, and industry, celebrating the harmony between art and fine dining. Pozzi Milano is moving forward with renewed momentum, unveiling four iconic collections set to make history and be distributed across 75 countries worldwide.*

*Monticelli Brusati (BS) – Italy, April 18, 2023 – Pozzi Milano S.p.A. (“Pozzi Milano” or the “Company”), a company listed on the Euronext Growth Milan market organized and managed by Borsa Italiana S.p.A., operates in the table fashion sector and, through its subsidiary Pozzi Brand Diffusion S.r.l. (“Pozzi Brand Diffusion” – collectively with the Company, the “Group”), owns the “Pozzi” and “Castello Pozzi” brands, on the occasion of the 61st edition of the Salone del Mobile in Milan, Pozzi Milano - in partnership with Deodato Arte Gallery, a global reference for Pop and Street Art - is organizing ArTable, an exclusive experience that blends art, lifestyle, and conviviality in a special evening event at the iconic Castello Pozzi in Milan.*

**ArTable** was created to celebrate life through the pleasure of art, beauty, and togetherness, forming a perfect synergy between creativity and design. The event is part of the Salone del Mobile Week, one of the world’s most prestigious furniture and design exhibitions, and will welcome distinguished guests from the fields of finance, art, and industry.

The event is scheduled for the **late afternoon of April 19, 2023**, where guests will be greeted by the “Love Art 4 All” playing card installation by **Rinaldo Denti and Elio Fiorucci** in the garden of **Castello Pozzi**. Attendees will have the opportunity to explore both the indoor and outdoor spaces of the historic venue, which will showcase artworks from the Castello Pozzi Private Collection and Deodato Arte, as well as the **new “Pozzi Milano 1876” Tableware Collection**, which will be unveiled for the first time in Italy before launching across three continents.

The evening will commence with a **welcome speech** by **Rinaldo Denti, CEO of Pozzi Brand Diffusion**, and **Fabio Sanzogni, CEO and Vice Chairman of Pozzi Milano**. The highlight of the event will be a **live painting performance** by **Mr. Savethewall**, the renowned artist from Como, who will



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create exclusive designs on a limited number of Pozzi Milano 1876 plates, to be later distributed to guests through a lottery drawing.

**Rinaldo Denti, CEO of Pozzi Brand Diffusion**, states: "There is no fair or Fuorisalone event more important than the Salone del Mobile in Italy. After years of dedicated work on the rebranding of Italy's first menswear fashion brand, we could not miss the opportunity to organize a special event open to all stakeholders involved in this renaissance. We want to send a message to all Italian companies looking for a brand that can help them sell and compete in international markets: Pozzi Milano 1876 is available to those who want to differentiate themselves through heritage, history, and the values we represent".

**Fabio Sanzogni, CEO and Vice Chairman of Pozzi Milano**, adds: "We were among the first to recognize the potential of the Pozzi Milano 1876 brand, to the point of renaming our company and going public on the stock market. The market rewarded our boldness and vision with a triple-digit stock increase, and our international clients have already supported us with strong initial orders. We aim to pave the way for thousands of Italian companies that, like us, can integrate a high-end luxury brand into their existing product lines to differentiate themselves from competitors and promote a timelessly elegant, Made in Italy lifestyle worldwide".

At the event, guests will be able to preview the "Pozzi Milano 1876" collection, inspired by the prestigious Castello Pozzi in Milan. The Art Director, Bruno Piardi, who also serves as a Board Member of Pozzi Milano, drew inspiration from the castle's rich history, architectural details, and color palette to create four distinct timeless tableware collections: Charles, Déco, Liberty and Rosita. Each line reinterprets Art Deco aesthetics in a modern key, combining high-quality materials with sophisticated finishes, designed to create an atmosphere of refined elegance and luxury.

The event will feature renowned sponsors, including: **Harmonic Shapes**, **Capobianco Organic Farm**, Award-winning **Tosi Pasticceria** and Historic **Villa Franciacorta Winery** (founded in the 1500s). The banqueting experience will be curated by Eventi Catering, under the supervision of Angelo Garini, a renowned event designer, who will craft a stunning table installation, serving as the centerpiece of the evening's culinary experience.

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This press release is also available in the **Media** section of the issuer's website [www.pozzimirano.it](http://www.pozzimirano.it).

## **Pozzi Milano**

*Pozzi Milano is headquartered in Monticelli Brusati (BS), Italy, and operates in the tableware industry, creating medium-to-high-end "Themed Tableware" collections and gift items under its proprietary EasyLife brand, which has been on the market for over 15 years. Through its subsidiary Pozzi Brand Diffusion, the company owns the "Pozzi" and "Castello Pozzi" brands, which are managed under a licensing strategy. To further expand its offering, since January 2022, the company has also been distributing the "WD Lifestyle" brand internationally.*

*Production is carried out entirely through full outsourcing, leveraging a well-established network of suppliers, primarily in China, Europe, and Italy. A distinctive feature of Pozzi Milano is its constant creation of new collections, thanks to its in-house creative team, which enables the company to offer customers a comprehensive and trend-driven product range, making the concept of fashion for the table accessible.*

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### **Pozzi Milano S.p.A.**

**Fabio Sanzogni – Investor Relations Manager**

Email [investor@pozzimirano.it](mailto:investor@pozzimirano.it)

Tel. +39 030 68 50 825

### **Media Relations**

**Spriano Communication & Partners**

**Fiorella Girardo**

Email [fgirardo@sprianocommunication.com](mailto:fgirardo@sprianocommunication.com)

Tel. +39 348 8577766

**Cristina Tronconi**

Email [ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com)

Tel. +39 346 0477901