

**Arpa @ Milano Design Week 2010: give *shapes* to creativity.
A HUB for an environment-friendly future.**

Arpa, a leading company in the production of decorative High Pressure Laminates reveals itself during the Milan design week through key words such as innovation, technology, creativity, excellence. Thanks to many partnerships it created a **HUB** full of ideas to completely support the genius of architects, designers and companies in the kitchen and furniture field.

The engine of all activities at Fuori Salone 2010 is the Arpa**CuriosityLab** in Zona Tortona: it is a space imagined by a young German designer **Alexander Pelikan** (PeLi design), where all the following elements interact together: the "**Arpa for Kitchen**" laminate collection, the textures of "**Naturalia**" a new wooden environment-friendly material and the **Curiosity Kitchen**, a concept created by Pelikan, that turns the food preparation into a unique experience.

Arpa**CuriosityLab** is a place where visitors can live the materials, learn their technical features and play with the **Curiosity Wall**, a wall where innovative materials and surprising textures can be combined (released in co-operation with **Material ConneXion**).

Experimenting with Arpa surfaces means interacting with them: the partnership with **Slow Food Milano** derived from this need and led to the creation of a schedule of events with famous chefs, who will prepare foods taken from the Piedmontese cooking tradition (Piedmont is the region where the Company is based) on a Curiosity Kitchen made up of Naturalia.

Another possible expression of Naturalia can be experienced at the exhibition "**Sostenibilità a tutto vapore**", at the Spazio Polifemo in the **Fabbrica del Vapore** within the "**Posti di vista - Green Block**" show. Here the co-operation between Arpa together with **Veneta Cucine** takes concrete shape. The architect **Paolo Rizzato** designed the "**Ecocompatta**" a fully and really environment-friendly concept/kitchen. Ecocompatta is a module kitchen whose concept originated from the idea of reduction: formal reduction, dimensional reduction, reduction of proposed range, reduction of problems during assembly and placing. Architect Rizzato chose Naturalia thanks to its properties: highly uniform, very solid, water-resistant, with high density and good load capacity. The structure, the external sides and the worktop are made with Naturalia.

Arpa is also present at Salone del Mobile (Fiera di Rho) in the **Material ConneXion** space (one of the most important resources for project makers and interesting companies to get to know and use innovative materials and working processes). Here Arpa presents some of its new materials, the digital printing techniques and the anti-bacterial SilverLam solution.

The meeting with the creative team of **Diesel** gave birth to the surface installation "**Dreamscape**" (c/o **SuperstudioPiù** in via Tortona) here Arpa is the material support. Arpa laminates have also been chosen to create the "Total flightcase", a modular case of the Diesel-Moroso collection.

Arpa pursues innovation and competence integration, co-operating with qualified professionals to create projects and transform ideas into surfaces: a hub to shape an environment-friendly future. Milano, April 2010.



ARPA

Since 1954 Arpa Industriale has been designing and manufacturing panels with very high quality HPL technology for the most diverse applications: from architecture to interior design, from health care to shipyards, from transport to hospitality, from retail to kitchens. It offers a vast range of choices of products, extremely varied in both structure and appearance. The numbers speak volumes: 500 decorations, 30 finishes and numerous formats, produced at the 150,000 sqm plant in Bra in Piedmont, all the expression of a creativity "made in Italy" that is lively and original, enhanced by the possibility of reproducing any design, decoration or colour scheme made-to-measure, using a digital printing system. The over 50 years of investment in research, technology, experimentation and staff training have enabled Arpa to gain a leading position on the international markets and a reputation for great reliability: it is an industrial firm that stands out for the expertise of staff, the quality and variety of what it offers, its manufacturing flexibility and its range of services. One of the priorities for 2010 is the extremely high profile given to the service for architects, designers and companies, who are excellent and essential partners for the application of Arpa solutions.