**PRESS RELEASE**

**Florim presents “Hotel Chimera” by Elena Salmistraro**

***The Spazio CEDIT is transformed into a crucible for images***

Illusion, imagination, dream, utopia: this is the mix of ingredients in the installation investigating the potentials of the ***Chimera*** collection, created to mark *Milano Design City* at the Spazio CEDIT in the city’s Brera district.

**Hotel Chimera** is space where we can **escape from and evade** reality, achieved by Combining a heterogeneous mixture of elements.

 “It’s not easy to convey the spirit of such a **broad collection** with a single installation. Hence the idea for **Hotel Chimera**, a sort of non-place, a location free of all ties and bonds to reality, and above all that brings a variety of components together to create a **crucible for images**, where the artificial reigns supreme,” the collection’s designer Elena Salmistraro explains.

Conceived as a journey through time, the installation traverses the sequence of 20C design movements with the aid of the collection’s graphic themes. It starts from the **Hall**, clad with “**Empatia**” slabs, which construct an **interior** based on **Art Deco** images, with an alternation of **black** and **white** forming **modules** and **geometric shapes**. On the opposite side is the **lounge area,** representing the **Modernist Movement** through “**Ritmo**” slabs, freely inspired by the work of leading **Bauhaus** figures **Gunta Stölzl and Anni Albers**.

These two interiors are separated by a sinuous curve which both subdivides and compacts the entire installation. On a second level, we find two panels covered with “**Radici**” and “**Colore**” slabs. The former reference the **animalier trends of the Radical period,** and provide the perfect backdrop for a possible **bedroom**, while the latter, which **express the hyper-decorative contemporary style,** could be the perfect wall covering for a **restaurant area**.

“This dream-hotel also has a facade, in the form an illustration embracing all the collection’s graphics, signs, colours and inspirations,” Elena concludes.

**Elena Salmistraro** once again confirms her talent as an **artist and designer with incomparable communicative power**. **Large ceramic slabs** are the perfect medium for her inspiration since they offer both **visual** and **tactile potentials**, enabled by **innovative technologies**.

The **Hotel Chimera** installation by Elena Salmistraro can be viewed every day from **28 September**, from 10:00 to 19:00 hrs.

**PRESS KIT**

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#### *Origini italiane e spirito internazionale: CEDIT - Ceramiche d’Italia è un marchio del Gruppo Florim rilanciato nel 2016 sul mercato, che si distingue per un forte legame con il territorio, una chiara vocazione alla sperimentazione e la volontà di contribuire all’evoluzione delle nuove forme dell’abitare. Negli anni, CEDIT ha collaborato con le più prestigiose firme del design italiano, fra cui: Achille e Pier Giacomo Castiglioni, Ettore Sottsass, Enzo Mari, Alessandro Mendini, diventando così una delle principali aziende che hanno fatto la storia nel mondo del progetto. Oggi, CEDIT continua a promuovere la creatività contemporanea nel solco della grande tradizione, dando vita a collezioni ceramiche ideate da Autori italiani definiti da uno stile originale e unico.*

#### [www.ceditceramiche.it](http://www.ceditceramiche.it)