

## **Bedroom Stories, the new challenge from Interna Collection**

*At the Salone Internazionale del Mobile di Milano (Hall 5 – Stand M04), the latest project from the Italy-based company, leader in the contract sector for luxury hotels and boutiques all over the world.*

**Tavagnacco (Udine) April 2009** - Interna Collection, the contract brand of the Interna group, will be present at the 48<sup>th</sup> edition of the “Salone Internazionale del Mobile di Milano”, the International Furniture Exposition of Milan (22-27 April 2009 at the new Rho expo centre) with a *preview* of *Bedroom Stories*, a new range of furnishing solutions for hotel rooms, specially designed for the luxury hospitality and contract sectors. For the new *Bedroom Stories* collection, the Italy-based company, world leader in the contract sector for luxury hotels and boutiques, invited five prestigious international design studios specialised in the hotel and contract sector - Decoration Jacques Garcia from Paris, Tonychi and Associates from New York, FG stijl from Amsterdam, Hirsch Bedner Associates from Atlanta and Bikey Lilinas Design from Hong Kong - to present five different hotel room design concepts to meet the variegated requirements of the modern ‘global traveller’, in search of a hotel with ever-higher standards, yet which is welcoming and personalised, with attention to every single detail, able to arouse emotions. The *preview* of the five creations for *Bedroom Stories* will be on show at the Interna Collection stand. And here, each of the five hotel contract design studios will illustrate their projects in a fascinating virtual area, where lovers of design enter into a kind of “wonderland” and, by being absorbed into a sensorial experience, may experience at first hand a preview of the five proposals, which will then be physically presented at the 2010 edition of the Salone del Mobile.

And at the same time, there will also be a presentation of the complete range of the new *AngloDutch* collection, created for Interna Collection by Colin Finnegan and Gerard Glintmeijer of the Anglo-Dutch *FGstijl* design studio. A collection, according to the two designers, inspired by the royal families of their respective homelands: the United Kingdom of the Tudors and the Stuarts, and the Netherlands of the Oranges, who have often crossed each other’s paths over the centuries. Traditions, history, kings and queens, empires, victories and court intrigues which have all inspired the *AngloDutch* collection: 32 collector’s pieces including armchairs, sofas, tables, chests of drawers and outdoor furniture, with a common theme of sober elegance, yet never banal, with hints of the past brought up to date using avant-garde

technology to form a refined mix created for a contemporary, elegant and global lifestyle. A number of pieces from the *Anglo Dutch* collection have already been used in some of the most important and multi award-winning turnkey creations by INTERNA all around the world, such as The College and The Dylan Hotel (2006) in Amsterdam, Maxime's restaurant (2006) in Aja and the futuristic BMW Welt (2007) in Munich. With the preview of *Bedroom stories*, the *Anglodutch by FG stijl* and *Les Grands Classiques de Jacques Garcia* monographic presentations, together with a number of pieces from the *Traditional*, *Transitional* and *Contemporary* collections, Interna is presented to the public at Milan as an ambassador to the world for Italian style, and confirms their passion for the luxury contract and hospitality sectors.

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#### **Notes for the press**

Interna Collection belongs to the Interna Group of companies from Tavagnacco, Udine. Interna Group operates in the furnishing sector for the high end hospitality and contract industries with three specialized brands: Interna Contract spa, Interna Collection s.r.l. and Logica s.r.l. It draws on the wealth of experience acquired by Interna Contract over more than two decades of work in the niche luxury market, and is an innovative furnishing concept involving more than 200 designs, which together form three different lines, each the expression of different stylistic trends: Traditional, inspired by the 19th and earlier 20th Centuries; Transitional, the classical seen through modern eyes; and Contemporary, which harnesses the creative talents of five top contemporary designers Uwe Fischer, Alfredo Häberli, Isao Hosoe, Franco Poli e Hannes Wettstein. In order to guarantee the greatest possible flexibility of choice to our clients, each of these design concepts can be customised and rendered unique by accessing a wide range of different sizes, materials and finishes. The 'Designer Monograph' is a collection within the collection, the work of a designer of outstanding importance which accompanies the three main lines. The first was Le Grands Classiques de Jacques Garcia in 2006. The second, in 2008, was the monograph of the AngloDutch studio FG stijl. The third, that will be presented as a preview at the Salone 2009 (and will be fully presented in 2010) its Bedroom Stories, created by 5 world renowned hospitality designers.

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