

## GIORGETTI OPENS ITS FIRST MONOBRAND IN NEW YORK

In celebration of its **125th anniversary**, Giorgetti is expanding its **international presence** with several new showrooms that offer a complete immersion into the world of Giorgetti and an opportunity to experience the Group's unique approach to design.

Weeks after inaugurating an innovative showroom concept in Milan with "Giorgetti Spiga - The Place", Giorgetti turns its attention to the heart of the Big Apple. During NYCxDesign—the most important US event dedicated to design running from May 18th to 25th—Giorgetti will unveil a spectacular new 14,000 square foot **Penthouse Atelier in the heart of Manhattan**.

A vibrant, pulsating metropolis where everything happens, New York represents a **major milestone** for Giorgetti. This new monobrand will join those already existing in Boston, Houston and Los Angeles, and, in 2023, will be joined by two more opening in Miami and Washington DC. This significant expansion brings to fruition an important development strategy for the North American market, which has proven itself to be extremely receptive to the high quality of Made in Italy design.

*"In recent years we've decided to invest in spaces that allow us to communicate to the market the enormous capabilities of 'using Giorgetti': the creation of products that combine beauty and functionality - the result of unyielding research on finishes, shapes and colours - as an essential tool to deliver the design and creation of 360° interior proposals. New York is the epicenter of art and creation: culinary and shopping capital, cradle of fashion and trends, New York has something irresistible for everyone. Opening in one of the most important cities in the USA, and the world, is not only a fundamental step on our path of international growth, but it is the natural answer to our desire to intercept and influence new trends and ideas."*

Giovanni del Vecchio, CEO Gruppo Giorgetti

*"The Group's American mission is to communicate the company's know-how in the management of projects at any scale, hospitality or residential, while conveying the 'Giorgetti style' which represents centuries of tradition and craftsmanship, a culture of manufacturing and design identity. Through these strengths, we intend to consolidate our market positioning."*

Moreno Vitaloni, CEO Giorgetti USA

Located in **NoMad**, one of Manhattan's most vibrant design districts, Giorgetti Atelier New York spans the top two floors of an historic building on the corner of Fifth Avenue and 34th Street. The **penthouse** includes almost 6,500 square feet of indoor space and a panoramic **rooftop** of more than 4,300 square feet, a **green oasis** in the heart of the city - thanks to the collaboration Giorgetti has developed with renowned landscape designer **James Doyle** - directly across from the Empire State Building.

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Featuring a selection of **Giorgetti's 2023 collection** alongside **iconic** offerings, the space replicates a private apartment, inviting architects, developers, and interior designers to truly experience Giorgetti Group's full capabilities which extend far beyond single object design. An ability to change the perspective from object to project that makes Giorgetti unique in the panorama of contemporary design.

Giorgetti's ability to conceive and design **complete architectural projects** is on display in the New York Atelier where the sensorial experience of the Giorgetti world can be discovered in a space where the company expresses the broadest concept of design culture, surrounded by beauty and art. The New York Atelier thus becomes a place where the brand confirms their ability to dialogue with different spheres of creativity.

Prestigious collaborations celebrate the **inseparable bond that links the worlds of art and design**. Thanks to **Oblong Contemporary Art Gallery**, the Atelier hosts a selection of the harmonious and essential monumental sculptures of Colombian master **Gustavo Vélez**, and in partnership with curator **Kipton Cronkite**, Giorgetti will feature a selection of carefully curated artworks from acclaimed international artists including **Chaaban Designs, Alexandria Hilfiger, Shay Kun, Brandon Lomax, Karin Mørch, Tom O'Connor** and **Rotem Reshef**.

The Atelier also features a stunning site-specific custom mural by artist **David Paul Kay**, who spent a month in-house hand painting the interior staircase transitioning from the indoor space to the rooftop terrace. With intricate lines and compositions rich in detail, the artist transformed the surface into a complex and impactful narrative.

The New York Atelier will be inaugurated on May 19<sup>th</sup> and will be open from Monday 22<sup>nd</sup>, 2023.

See you there!

GIORGETTI ATELIER NEW YORK  
PENTHOUSE 349 Fifth Avenue  
New York, NY 10016

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