

Devon&Devon

CREATED IN FLORENCE. INSPIRED BY THE WORLD.

The Holiday bathtub on display in Florence for *Artigianato e Palazzo*



A path paved with images taking the traveller on a journey through the centuries and many ways of imagining beauty: this is how Devon&Devon imagined and created the world première of its new bathtub, designed in collaboration with US studio Gensler.

The backdrop chosen for the presentation was Palazzo Corsini al Prato, prestigious private home of one of Italy's most illustrious families.

For act one of the *mise-en-scène* leading up to its debut, Holiday was the protagonist of an amazing visual dialogue with the 16th century architecture of the Loggia del Buontalenti, decorated with ancient marble, and with the magnificent gardens designed by Gherardo Silvani for Prince Filippo Corsini exactly 400 years ago.

In a veritable *coup de théâtre*, the second act was then set in the 17th century ballroom of the Palace: there, a comparison was drawn between the origins of the unmistakable style of Holiday and its exquisite crafting process and the copy (made for the occasion by master craftsman Filippo Tattini) of the statue of Morgana sculpted around 1570 by Giambologna. The work was set on a base in White Tec Plus and Calacatta Oro marble, the same materials used for Holiday.

Thanks to a fundraising campaign also supported by Devon&Devon, the sculpture will soon be relocated in its original context, inside the splendid Nymphaeum of the Fairies in the grounds of Villa "Il Riposo", in the countryside of Bagno a Ripoli, Florence.

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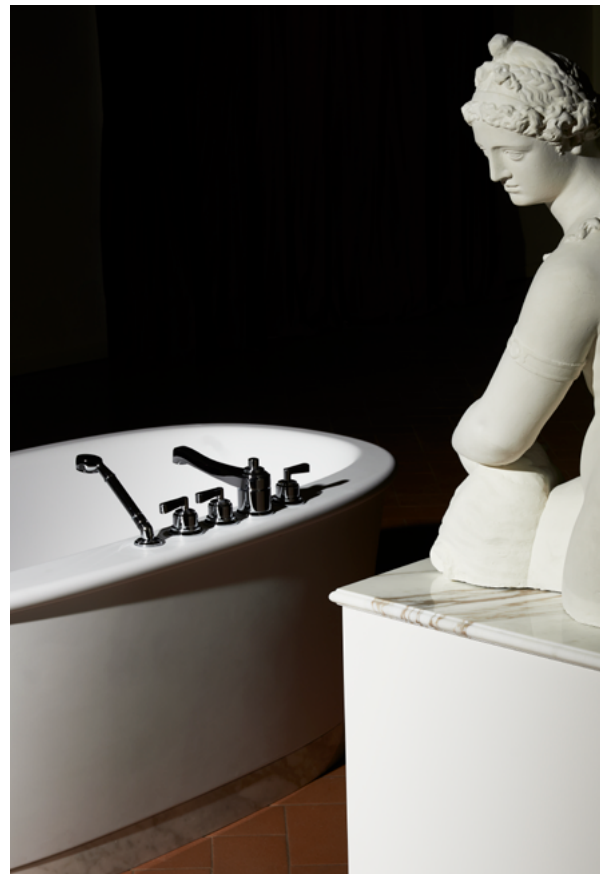
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The presentation of Holiday was staged from 17 to 20 September as part of "Artigianato e Palazzo", the event conceived twenty-five years ago by Princess Giorgiana Corsini, together with Neri Torrighiani, to celebrate and promote the finest Italian craftsmanship worldwide.

"I'm very proud - explains Graziano Verdi, CEO of Devon&Devon and the Italcra Group - to have ended the celebrations for the thirtieth anniversary of Devon&Devon at Artigianato e Palazzo, an event that describes and promotes the talent of the same skilled wood, ceramic, crystal and marble craftsmen and women that have enabled our brand to export the best of Tuscany all over the world. My sincere, heartfelt thanks go to Donna Giorgiana Corsini, who tirelessly promotes the skill of our artisans, supporting them as they hand down our most authentic manufacturing traditions without every taking their eye off the future".



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