



Cristal®
RE'NEW™

Salone del Mobile.Milano 2022

BIC® Cristal® Re'New™ is the official pen of the Salone del Mobile 2022

Where Design Begins: always at the side of designers from all the world, BIC presents an exhibition of five artworks to tell the story of the iconic pen, of its striking simplicity and unmistakable design.

MILAN, ITALY, May 30th 2022 - The BIC® pen is now known worldwide as the most popular ballpoint pen ever. In pencil cases and drawers, in backpacks and between the pages of diaries everyone has a BIC® pen somewhere in the house. Its extraordinary success is due to the visionary work of Marcel Bich who, in the middle of the last century, revolutionized the design and functionality of the ballpoint pen: with painstaking work, also aided by tools born for precision watchmaking, Marcel Bich simplified its line and use, offering a smoother and more accessible writing experience, giving freedom of expression to creativity.

BIC® has always been the indispensable ally for the beginning of a project, a vision, an idea because it is precisely from a sketch on paper that the greatest works of design can be born.

Indeed, the story of BIC® is the story of a design project, and it is precisely in the name of this essential link that BIC® presents itself today as the official pen of the **Salone del Mobile.Milano 2022**.

Where design begins: this is the theme of BIC's exhibition at Salone del Mobile.Milano. **In Hall 16-20**, a central hub for visiting the fair, **BIC welcomes the Salone audience with an exhibition of five artworks made with the iconic BIC® Cristal® Original pen**, used by the artists as a tool or an integral part of the works themselves.

The iconicity of BIC® Cristal® frames the contemporary and elegant design of the new BIC® Cristal® Re'New™. Indeed, the latest addition to the portfolio, it will be the protagonist of the Brand's presence at the Salone del Mobile.Milano 2022.

"This partnership is a demonstration of how the history of design and BIC are linked," comments Alessandro Renner, South Europe General Manager BIC. "For generations we have been the tool to bring people's creativity to life. From intuition to idea to its transcription on paper, BIC is *where design begins*. This is the purpose with which we present ourselves at Salone, bringing as official pen the new BIC® Cristal® Re'New™: the pen, elegant and comfortable, was introduced just a year ago and has already found great success with our consumers."

Over the past 70 years, the BIC® Cristal® range has evolved into more than 60 different models with 15 colors. Today a new model, designed precisely to enhance design and writing comfort, is added to BIC's rich product portfolio: the new **BIC® Cristal® Re'New™**. This pen **retains the design of the iconic BIC® Cristal® Original** while defining it in a contemporary way and with premium materials, thanks also to the **matte aluminum barrel** and the engraving of the BIC® logo. **The cap has also been redesigned:** it is made of metallic gray recycled plastic, creating a unique image with the barrel. In addition to meticulous aesthetics and design work, the BIC®Cristal® Re'New™ pen can be used over and over again: **the internal cartridge can be easily changed** thanks to a lever at the bottom of the barrel and choose blue or black ink color.

Also as the official pen of the Salone del Mobile.Milano 2022, BIC® Cristal® Re'New™ proves to be the indispensable tool for anyone who wants to shape their ideas through a stroke on paper. Designers, artists, students, writers, musicians and creative people of all sorts: the elegance and smoothness of the BIC pen are, and will be, the timeless certainty in daily work.

ABOUT BIC

A world leader in stationery, lighters and shavers, BIC brings simplicity and joy to everyday life. For more than 75 years, the Company has honored the tradition of providing high-quality, affordable, essential products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands and is a trademark registered worldwide. Today, BIC products are sold in more than 160 countries around the world and feature iconic brands such as BIC® Kids, BIC® Flex™, BodyMark™ by BIC®, Cello®, DjEEP®, Lucky® Stationery, Rocketbook®, Soleil®, Tipp-Ex®, Us.™, Inkbox™ and Wite-Out®. In 2021, BIC Net Sales were 1 831,9 million euros. The Company is listed on "Euronext Paris," is part of the SBF120 and CAC Mid 60 indexes and is recognized for its commitment to sustainable development and education. It received an A- Leadership score from CDP. For more, visit [about.bic.com](https://www.about.bic.com) or follow us on [LinkedIn](#), [Instagram](#), [Twitter](#), or [YouTube](#).

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Ca' del Bosco

CA' DEL BOSCO CONTINUES ITS EXCLUSIVE PARTNERSHIP WITH THE SALONE DEL MOBILE.MILANO FOR THE 2022 EDITION

**The collaboration between the excellence of Franciacorta wines and the design world
is confirmed for the ninth consecutive year**

Milan, 7-12 June 2022 – Ca' del Bosco is an official partner of Salone del Mobile.Milano also for the event that will be held from 7 to 12 June at Fiera Milano Rho.

A confirmation of mutual esteem, another opportunity to present Italian oenological excellence in a lively and creative international setting, typical of the design world, celebrating passion, style, ingenuity and innovation, along with craftsmanship and tradition, the same values that have always characterized Ca' del Bosco.

The 2022 edition will occupy all the spaces of Fiera Milano after the special edition of 2021 which had given way to numerous digital initiatives and installations created with reusable materials, with a special attention to circularity and sustainability.

Ca' del Bosco will be present with a 190-square meter stand in Corso Italia at Milan Fairgrounds, Rho. The space reflects the inimitable Ca' del Bosco style and echoes the winery's architecture. Its undulating roof is reminiscent of the gently rolling Franciacorta hills where the vines grow. Blue wolves - *Blue Guardians* by the cracking Art group, previously displayed on the winery roof at Erbusco - watch over the stand and its guests at the Fair. A vertical garden recalls the verdant vineyards. The Franciacorta experience is rounded off by an opportunity to taste Ca' del Bosco's wines paired with the highest quality finger food.

Ca' del Bosco is the leading producer of fine-bubbled Franciacortas. A position achieved thanks to the enthusiasm, the passion, the effort and the work that since the Seventies allowed to transform a house in a wood into a vanguard winery.

One overriding principle underpins all procedures at Ca' del Bosco, from bunch selection to bottling. That principle is quality, or rather just one level of quality. Excellence.

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illycaffè celebrates the 30th anniversary of the illy Art Collection at the 60th Salone del Mobile.Milano

Milan, June 2022 – illycaffè, the global leader in the high-quality coffee, is once again an official partner of the Salone del Mobile.Milano, the international furniture fair which this year will be held from 7th to 12th June. The event, now in its 60th year, will see illycaffè participate both in the main fair and in official side events, with dedicated spaces where visitors can sample and discover its unique 100% Arabica blend.

Designers, buyers, and journalists attending the Salone del Mobile at Fiera Milano Rho will enjoy illy's hospitality during their breaks at the Red Lounge, International Business Lounge and Press Area. There will be many opportunities to enjoy an excellent illy coffee in the city of Milan as well, in showrooms and special events staged by some of the leading and most beloved design brands.

But that's not all: to celebrate its commitment and consolidate its ties with the world of design and contemporary art, illy will actively participate in Milan Design Week also with an exhibition scheduled from 8th to 10th June in the spaces in Corso Venezia 6, to celebrate the iconic illy cup designed by Matteo Thun in 1991 and the 30th anniversary of the illy Art Collection - the renowned cups decorated over the years by over one hundred internationally renowned artists: Michelangelo Pistoletto, Marina Abramović, Jeff Koons, Ai Weiwei, Marc Quinn and many others.

"We are happy to have a presence once again in one of Italy's most prestigious and engaging events for both businesses and people" commented illycaffè CEO Cristina Scocchia. *"2022 represents an anniversary that we are honoured to share with the Salone del Mobile.Milano, where we can celebrate together the 60th edition of the international furniture fair and the 30th anniversary of the illy Art Collection"*.

ILLY EXHIBITION: 30 YEARS OF BEAUTY

Corso Venezia 6 (third floor), Milan

Opening hours to the public:

Wednesday 8th June from 2.00 pm to 6.00 pm

Thursday 9th and Friday 10th June from 10.00 am to 6.00 pm

illycaffè is an Italian family-owned company, founded in Trieste in 1933. Its mission has always been to offer the best coffee to the world. Illycaffè produces a unique 100% Arabica blend, combining 9 of the best varieties in the world, selected by illycaffè: every day 8 million cups of illy coffee are served in over 140 countries around the globe, in the cafés, restaurants and hotels, in single-brand cafés and shops, at home. As a result of its innovations, illycaffè contributes to the coffee technology progress at global level. In 1991, the "Premio Ernesto Illy de qualidade sustentavel do café para espresso" was launched in Brazil for quality espresso coffee. Illycaffè has contributed to the sharing of the know-how, paying growers a premium price for the best quality selected by illycaffè. Since 2016, with the "Ernesto Illy International Coffee Award", the company has celebrated coffee growers all over the world that, according to illy, have produced the best sustainable coffee. Since 2013, the company has been in the list of the World Most Ethical Companies. In 2019, it enhanced its commitment to pursue a sustainable business model integrating the interest of people with the environment, adopting the status of Società Benefit (Benefit Company) and adding this commitment into its own bylaws. In 2021, illycaffè was the first Italian company in the coffee sector to obtain the international certification as B Corp as a result of its commitment to comply with the highest standards of social and environmental performance. The company also founded the University of Coffee, which has the objective of sharing culture at all levels, offering a comprehensive and practical training to growers, baristas and coffee lovers.

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www.illy.com



Everything that is “made in illy” is about beauty and art, the founding principles of the brand, starting from its logo, designed by artist James Rosenquist, up to illy Art Collection cups, decorated by over 100 international artists. In 2020 the company employed 1291 people and posted consolidated revenues of € 446.5 million. There are 261 illy single-brand shops in over 40 countries all over the world. In 2021, Rhone Capital became a minority shareholder of illycaffè with the aim of contributing to the company’s international growth plans.

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Garessio, 7 June 2022

ACQUA SAN BERNARDO IS THE OFFICIAL MINERAL WATER OF SALONE DEL MOBILE

S. Bernardo is the official mineral water of the 60th edition of the Salone del Mobile.Milano, which is scheduled to be held at Fiera Milano Rho from 7 to 12 June. The mineral water and the important exhibition, icon of Made in Italy, confirm their collaboration, strengthened by a bond based on the sharing of a project of excellence in content and form. The partnership, which started in 2019, has seen S. Bernardo and the Salone del Mobile create original projects together, such as the two "Limited Edition" of Acqua S. Bernardo dedicated to the cities of Moscow and Shanghai, where the Salone del Mobile.Milano organises its International Exhibitions that attract the interest of a wide audience. Milan is always the centre of the best international design and this is why Acqua S. Bernardo feels part of a beautiful project.

S. Bernardo has always made these principles its way of acting: for 10 years it has been supplying the Garessio plant with clean energy from the San Bernardo wind farm. This is how the iconic "Goccia" glass bottle designed by Giorgetto Giugiaro is produced, now flanked by new sustainable packaging solutions, such as the new aluminium and multi-sensory cans with their own unique relief drops, a symbol of lightness, purity and design. And like the "Goccia Ely", the latest addition to the S. Bernardo range, a 100% recycled and recyclable plastic bottle, characterized by its spiral shape that reminds us that everything can come back and underlines with elegance how everything is connected. Just like the Fibonacci sequence on the bottle, with the classic drops arranged in the golden ratio. Its paper label, once removed for proper differentiation, reveals a small, pleasant surprise.

«Even when we look to the challenges of the future, we continue in the tradition of combining the quality of our water with a striking design that will win over those who approach with a multi-sensory experience: visual, tactile and gustatory. Thanks to our Drops and our pure and light water» says Antonio Biella, General Manager of Acqua S. Bernardo, who continues: «S. Bernardo's sensitivity towards a sustainable future does not stop at the search for new packaging solutions, Acqua S. Bernardo is constantly committed to preserving nature. In fact for bottling we use only a small part of the water that our sources provide, while the rest is returned to nature».

The company aims to achieve a negative consumption of environmental resources, in full agreement with the UN 2030 Agenda for Sustainable Development.

«We at Acqua S. Bernardo believe in sustainability as an absolute value and, as a first step, we want to achieve our 0 impact as early as 2025 with an action of reforestation of the mountain areas around the springs». «We take care of the mountain springs from which our water flows uncontaminated in the Maritime Alps at an altitude of between 1,200 and 1,600 metres in the upper Val Tanaro, in the heart of Piedmont. Our mineral water is really light, thanks to its low fixed residue and is very low in nitrates and nitrites because the sources are far from any form of pollution. We respect the water, which is constantly protected and controlled by our team of technicians. We respect nature and promote the use of returnable glass, to which we now add aluminium cans and 50% and 100% recycled PET bottles. For us, the container is a resource to be used, reused and recycled properly. We feel very close to the world of Salone del Mobile.Milano because for Acqua S. Bernardo elegance and authenticity have always been essential values, so much so that they have been included in our Drop of Values» concludes Biella.

Acqua S. Bernardo is dedicating itself to projects on the theme of art, but the thread that binds it to creativity, design and 100% made-in-Italy mineral water ideally goes back to 1926 (the year in which S. Bernardo was founded), when Leonetto Cappiello created the first historic advertisements that have remained in the collective imagination. It then continued over the years through various steps, including collaboration with Ugo Nespolo, author of "Il Tappo". In the sixties of the economic boom and consumption, while Italian furniture was growing, also through the Salone, the habits and way of life of families were changing. In the same years S. Bernardo left Piedmont, and in the Eighties it occupied the shelves of large-scale distribution and addressed the public with the unforgettable advertisements designed by Armando Testa on TV and on posters in buildings. In the Nineties, with furniture becoming objects for display and houses becoming works of art, Acqua S. Bernardo signed a partnership destined to become iconic for the brand, with Giorgetto Giugiaro, an internationally renowned designer, born in Garessio, just like S. Bernardo.

The "Gocce", bottles of Acqua S. Bernardo, thus began to be the most sought-after bottles in the best furnished and most fashionable restaurants, bars and hotels. Places that, thanks to the design innovations of interior designers, undergo many transformations. The Salone del Mobile is also somehow present in the last transformation of S. Bernardo, in 2015, when the company, thanks to the Montecristo Group, became 100% Italian owned again: the announcement was made at Fiera Milano.

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Ogni Goccia Conta