Signorini

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capitale sociale € 270.000,00 i.v.
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Uff. Reg. Imprese Trib. Firenze n° 9690

SIGNORINI PRESENTS THE FUORISALONE TEMPORARY BARBER SHOP

***Downtown*.** A single word to indicate the centre and the beating heart of a given city, whose dynamics and cultural influences collide, merge and pulse defining the identity of the city itself.

The **Brera** district has always been the creative and commercial center of the city, where a combination of suggestions typical of old Milan, majesty of its architecture and bohemian atmosphere have combined over the years making it the cradle of the city's artistic contaminations and, in the occasion of the annual date of Milan's Design Week, a breeding ground of design talents and *décor* inspiration.
The main street of the **Brera design district** has been chosen as a *home away from home* by **Signorini Rubinetterie**, historic taps and fittings manufacturer established in Florence in 1923, that, despite the ever changing aesthetic influences and tastes over the years, keeps its eye young and thirsty for evolution in technology, in experimentation and in elegance, accepting the challenge of the contemporary design world with the confidence and determination that come with almost a century of experience.

Signorini and **Dainellistudio**, architecture and industrial design studio also from Tuscany, worked together to express the harmonious oxymoron of classic and modern: the result is the **Downtown Collection**, a line of minimalistic yet highly decorative taps, designed following the contemporary aesthetic taste and made in such an antique material as brass.

In the occasion of the 2016 edition of the **Milan Design Week**, in a real celebration of all things Tuscan, **Signorini Rubinetterie** will present the new **Downtown Collection** with an event that mirrors both the historic relevance of the brand and the modern taste in interior design, becoming, in partnership with **Proraso**, a Temporary Barbershop in one of the main streets of downtown Milan.

Proraso, another leader amongst Tuscan companies, was born in 1948 and has been ever since a basic component in all of Italian men's cabinets and barbershops. Its collaboration with **Signorini** came naturally not only for the strong territorial roots they share, but particularly for them both being historical that constantly reinvented themselves over the years, decade after decade and trend after trend, yet keeping themselves staples within the *Made in Italy* production, and their products must-haves within the Italian homes.

Signorini
Corso Garibaldi 44, Milano
Opening Tuesday April 12th - 6 pm.
April 13th – 17th from 11.30 am. 'til 10 pm.
Barbershop by appointment – April 12th -15th from 5 pm. 'til 9 pm.

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