

## SWISS KRONO GROUP a contemporary fairy tale!



Corso Garibaldi 99

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For the 2018 Fuorisalone, SWISS KRONO GROUP relies on one of the most beloved icons in Italian and worldwide culture: Pinocchio.

The BE SUSTAINABLE project traces the experiential passages that lead author Collodi's puppet to turn into a child. Just as Pinocchio, we also learn from our mistakes and experiences, to become more "human", and in a broader sense SWISS KRONO GROUP wants to tell, through this metaphor, of the various steps that over time have led the company to become ever more aware and eco-friendly.

The project, sponsored by the City of Milan and the Carlo Collodi National Foundation, is proposed as a widespread exhibition that will touch three symbolic venues of the Fuorisalone. (Brera Design District, Lambrate Design District and Galleria San Fedele). Corso Garibaldi will host the most representative installation of the Pinocchio fable. The sculptures, designed by Caberlon Caroppi studio, are made with SwissCDF, while a series of decorations and finishes, including CamuStyleTX, will embellish the individual shapes. The entire structure rests on a platform made with an innovative product, the Swiss Krono water resistant flooring. As in all fairy tales there is a moral. Respect for the environment and constant innovation have led SWISS KRONO GROUP to create 100% eco-sustainable products, projecting the company towards an increasingly green future.