

Press Release

Milan, 21st March 2018

At the next Salone del Mobile, **100X100 Group**, leader furniture company, will present **three new collections** produced and distributed by **100x100 Factory**.

MANGANESE.

Evolution of the collection presented in 2017, in partnership with Manganese Editions, stylistic department of the Saguez & Partners group in Paris. This year the collection is enriched with different products, which represent an answer to the everyday, in which the environments and the relative uses of the office, the home and the spaces of conviviality coincide.

HET.

Human Eco Technology is a project of the *Bertero Projects* team, born experimentally, already 16 years ago, from the review of housing schemes in which it was useful to find a *balance between nature and man*, a need now more than ever compelling. HET is the embodiment of this philosophy in a family of products of which the *Trotter bookcase* is a complete system of plants chosen functionally for their characteristics. *Green* is no longer just decorative and aesthetic, but becomes functional and vital support of the space itself, transforming itself into the concept of lung and adapting to private and public spaces, homes and offices. The plants used are a green organism that helps to create wellbeing: they produce oxygen, absorb the fine powders and the harmful chemicals and reduce the electromagnetic waves. Within the structure there is a system of irrigation and vaporization for the plants, a plant of phytochromatic lights and a system of sensors that test the quality of the air is under study. The project is already an integral part of the furnishings of the corporate offices of 100x100 Group in Aosta, the spaces of the IED (European Institute of DesignI in Milan and the offices of Mc Donald's in Casablanca.

beMAJIDA.COM

Brand that uses a *multi-channel platform for the production, distribution and sale of furniture and design furnishings*, sold online and visible at retailers. Its innovative strength is the synergy between these two main sales channels. The goal of beMajida.com is to solve current real needs, proposing a new model of customer/producer/retailer interaction, based on the uniqueness, quality and ethical value of its products. The beMajida.com project offers unique design products with a high ethical content. It presents the first six sections: Furniture, Light, Textile, Object, Homeware, Art.

Manganese | Het | beMajida.com

100x100 Group | Via Palermo 1, Milan

17-21 Apr | h 10.30 am - 9 pm

22 April | h 10.30 am - 6 pm

Cocktail April 18th | h 6 - 10 pm

100x100 Group Srl

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