



BOERO
COLORI ITALIANI DAL 1831

BRERA DESIGN DISTRICT
14-19 April 2015

EXPERIMENT THE NEW ATMOSPHERES WITH BOERO AND BAXTER IN THE NEW CONCEPT STORE IN BRERA

BOERO is also present at the Salone Internazionale del Mobile in the stand BAXTER entirely painted with some colors of the new Collezione Milano.

Included in BRERA DESIGN DISTRICT circuit, **BOERO** opened a new concept store in corso Garibaldi, 34 in Milan. From 14th to 19th April (open from 9.30 AM to 7.30 PM) will give you a chance to try out textures, colors and pairings and discover the 150 colors of the new "Collezione Milano". It is a perfect offer to give any surface a new high-impact aesthetic finish. There will also be interactive "games" where you can pair various nuances to create unique and original effects as well as purchase small quantities to experiment before making your final choices of its two Home collections – the already popular **Artdecor** line and the new **Collezione Milano**.

During the fuorisalone 2015, **BOERO** will showcase some pieces of the collection **Baxter** to involve professionals but also those who are looking for new inspirations for their own homes, in an environment where the atmosphere is created by the passion for beauty. Together transmit the emotions that only two Italian companies united by family values and pursuit of excellence can offer. Baxter's pieces on display, designed by Paola Navone, are the Chassis, Old England leather chair and Mumbai coffee tables, hand made in India with melted raw aluminum. The collaboration with Baxter continues at the Salone Internazionale del Mobile, where the stand (pad. 5 - stand F03 F07) is entirely painted with some colors BOERO: you can see the "touch feel" colors of the Collezione Milano in stylish and contemporary shades of beige, brown and gray.

BOERO recently supported the first edition of the Milan Design Film Festival by repainting the Anteo movie theatre, returns to the Brera Area in Milan to present its new image. By choosing this district, the company intends to reinforce its connection with the world of creativity and design: this is also where the Academy of Fine Arts is located and over the years some of the best architects and interior decorators have opened their prestigious showrooms here. Today Brera Design District gives life to a series of events during the Salone Internazionale del Mobile and Fuorisalone.

The first Boero pilot store will be open until end of October during a period when the city is filled with events such as the EXPO2015, the Universal exhibition. Along the entire period, a series of events will animate the location. Collaborations with excellences will transmit the spirit of Italy's leading company in the sector: BOERO has currently undertaken over one hundred restoration projects in neighborhoods all over Italy including places such as Cinque Terre, Camogli, Capri and Positano, (just to name a few). Thousands of families live in homes with BOERO colors.

BOERO CONCEPT STORE – corso Garibaldi 34, Milan – tel. +39 3403735981
from 13 March to 31 October 2015, cocktail 17 Friday 6 PM (Brera Design Night)
Opening hours: Monday 9.30 AM - 7.30 PM, From Tuesday to Saturday 9.30 AM – 7.30 PM

COLLEZIONE MILANO. Collezione Milano is available in 150 colors selected with Boero's longstanding expertise. It is a water-based odorless color that is very resistant making it perfect for high traffic areas as well. It is easy to apply and ready to use. It dries quickly and it is perfect for walls. Thanks to its special composition it is perfect for all kinds of surfaces with the proper preparation. Treated surfaces have an opaque aspect with a noteworthy aesthetic impact and a great 'feel' thanks to the innovative polymer acrylic binders. The special formulation insures a clean surface that doesn't allow dust to penetrate. It is washable and it can be cleaned very easily.

***Boero Bartolomeo S.p.A.** Founded in 1831 and on the Italian stock exchange since 1982, Boero Group is an industrial holding that formulates, produces and distributes paints for the building, yachting and naval sector. It is Italy's leader in paint products and it is a point of reference for architects and color professionals. Technological research, study and innovative development have always been part of Boero's winning philosophy. The company has ISO 9001:2008 certification and an ecological attitude accompanies all of the various production and distribution phases – from the choice of raw materials and processing to transportation and waste handling and recycling. www.boero.it*