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## PRESS RELEASE

### THE SECRET GARDEN – an adventure for the senses

*Vienna / Waidhofen an der Ybbs, 17 April 2023 – dreamlike, delicate and abundant with intoxicating colour harmonies: even in everyday work, the question of meaning plays a key role and is replacing the more practical approach. Those looking for extraordinary experiences in Milan will find them in THE SECRET GARDEN by Bene – from 18 to 21 April 2023 at Fuorisalone.*

Floral splendour, sustainable materials and sleek paper flower installations – THE SECRET GARDEN by Bene is sure to enchant the design metropolis of Milan with fantastic spatial inspirations. With their new approaches to design, the internationally acclaimed office furniture manufacturer from Austria is bringing creative flow into the planning of working environments. From 18 to 21 April 2023, Foro Buonaparte 53 will put the spotlight on emotions and nature's creative power. Colourful, lush and with a flourish of artistic finesse.

#### **Symbiosis of art and design**

"Bene is breaking new ground in product presentation and brand communication", explains Patricia Möckesch, Bene's Head of Innovation & Design. "We want to do more than just display a piece of furniture. In Milan, we are creating a unique visitor experience and showcasing our first outdoor collection in a strikingly surreal fantasy world." In collaboration with breathtaking digital artists, outstanding creatives and Bene's talented designers, a congenial platform was constructed for the new product CASUAL Outdoor by Bene. Emotional design plays a vital role here: art, colours, textures, light and more stimulate the senses.

#### **CASUAL OUTDOOR – sustainable and convivial**

The presentation focuses on a special edition of the CASUAL Outdoor setting. The CASUAL by Bene collection's weather-resistant version can be used anywhere outdoors. In addition to function and comfort, it creates a unifying togetherness in a relaxed atmosphere and encourages team spirit. Whether lounge chairs, low or high benches or the tables which are available in various heights – CASUAL Outdoor celebrates a new lifestyle and upgrades the study outside with the help of a modern design language. The line also scores in terms of sustainability: Thanks to the modular design, all materials can be separated by type and fed into another closed-loop material cycle.

#### **Textiles by Création Baumann**

It's also important to consider details when looking at the various materials: the creative partnership with Création Baumann provides further visual highlights. The Swiss family business has been one of the world's leading textile producers for more than 130 years and has developed a curtain that matches the concept in terms of colour. "The experience will be the focus of office concepts in the future," Patricia Möckesch is convinced. "People are looking for spaces that inspire and immerse them in new worlds. The atmosphere and holistic design are crucial to achieving this."

THE SECRET GARDEN is sponsored by **illycaffè**

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