

Italian design in High Point: SELVA presents its new creations

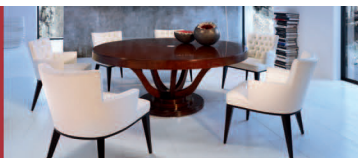
At the upcoming High Point Fall Market from October 19th to 24th, 2013 SELVA, the furnishings brand from Italy and a top Italian manufacturer will present new items of the Philipp Selva Home product line, created by three different designers.

After a preview during the Spring Market, the new models of the *Philipp Selva Home* product line will be launched to the US and Canadian Market with a complete showcase in the **exclusive 4,300 sq. ft. showroom in the 200 Steele Building.**

The designers **Lorenzo Bellini, Tiziano Bistaffa** and **Peggy Norris** were able to develop an exquisite collection of contemporary interior furnishings. The line was created with an aesthetic that will be experienced by all the senses. Remaining true to the company's philosophy of created pieces with a timeless beauty, the new items feature SELVA's signature handcraftsmanship and lovingly applied details and encapsulate the virtuosity of SELVA's artisans.

Philipp Selva, President and CEO of SELVA, is dedicated to continuing the legacy of his father with great commitment to the SELVA brand. With the use of innovative product ideas, unusual marketing measures and bold advertising campaigns, Philipp Selva has also managed to lead his company into a new era. Selva says, "*Our new creations are very modern and forward-looking for our company. The special interplay of tradition and modernity and the particular "Selva touch" are tangible in every single piece*". The new 2013 items perfectly embody modern elegance and the new contemporary course taken by the company in recent years.

Here are the new SELVA designs that will display at the High Point Fall Market, in addition to selected pieces of *Philipp Selva Home* from the Heritage J.S., Solitaire, Downtown and Vendôme collections.



Here some highlights of the new 2013 models:



PEGGY Chair by Peggy Norris

This is American designer Peggy Norris' first creation for SELVA and it debuted at the last Salone del Mobile in Milan proved to be a wonderful success. The PEGGY chair is modeled after the famous "barrel chair" and inspires guests through its feminine form and handmade craftsmanship. The PEGGY consists of the curved backrest and a seat made from a single piece of cherry. The handcrafted upholstery is a ten hours labor of love for each piece.



VICTORIA Table by Tiziano Bistaffa

Tiziano Bistaffa, in-house designer at SELVA since 1984, took inspiration from what he calls the "pages of the past". Inspired by the Empire Period, this table has a classic soul which, has been readapted for the comfort and functionality of today. The VICTORIA creates room for a friendly environment of hospitality and good company.



ASTORIA Bed by Lorenzo Bellini

For the renowned Italian architect and designer Lorenzo Bellini, this bed embodies a milestone in collaborating with SELVA for more than 20 years. The extremely futuristic lines of the cherry form an exciting interplay with the leather. The ASTORIA is Bellini's first unique design that steps from the present to the future, rather than transforming lines from the past.



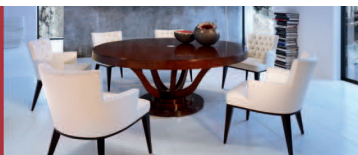
SHAPE Console & MAX Ottoman by Peggy Norris

The balance of feminine and masculine features defines the relationship between the upholstered ottoman and the console. Norris lets the curved forms meet with linear surfaces the create a balanced, harmonious exchange. The SHAPE has legs and a table top in root veneer, which is available in high gloss finish. The MAX has the frame in solid beech with a high quality upholstery, both are finished with piping. The simple elegance of this setting offers a wide variety of combinations that lend every room its personal charm.



ASTORIA Bergère by Lorenzo Bellini

The Bergère chair is not just Lorenzo Bellini's favorite piece personally, it has also inspired the entire new program he designed for *Philipp Selva Home*. In this creation, the leather covering flows together with the wood structure of the chair, as two elements become a harmonious whole. This innovation provided the momentum to venture to create an evolution with the other pieces. Now, *Philipp Selva Home* designs has a undeniably modern appearance.



About Selva

The name SELVA stands for creativity, variety, and Italian handicraft quality. Founded in 1968 by Peppi Selva as a family operation, over the course of many years the company has developed into a brand that's respected and appreciated worldwide. There is a special interplay of tradition and modernity and that famous "Transitional" that provides the SELVA touch that can be seen in every piece of furniture. With its headquarters in Bolzano, SELVA is rooted in Italian culture and the fine tradition of creating quality hand crafted furniture designs.

For more information, please visit our official website www.selva.com.

International Enquiries

Helga Lazzarino
PR & Communication
Tel: +39 0471 240288
Email: helga.lazzarino@selva.com

US Enquiries

Mary Hall Ross
President of The Ross Group
Tel: +1 323 935 7600
Email: mary@thereelrossgroup.com