

FOR IMMEDIATE RELEASE

SELVA TO SHOWCASE LEONARDO COLLECTION AT THE SPRING HIGH POINT MARKET

Los Angeles, CA. (March 2014)-SELVA is showing itself in an absolutely new light with the LEONARDO Collection which will be presented in the exclusive 4,300 sq. ft. showroom in the 200 Steele Building at the upcoming High Point Spring Market from April 5-10'2014. The LEONARDO Collection by SELVA is especially enchanting because of the modern design of its models. With LEONARDO, which is made from walnut, SELVA clearly and recognizably departs from the classic in a bold step and consciously moves in the direction of the modern world.



The design was kept clear and simple in order for the typical characteristics of the natural patterns of the walnut to have their greatest effect. Even if new trails are being blazed through the choice of new materials, SELVA remains true to itself. That is proven by this collection with the striking shadow gaps at the corners of the running frame molding, the glass doors without wooden frames, and the frosted glass inlays. This frosted glass, which can be selected as an option in either white, savannah-colored, or gray, lends this furniture that velvety charm possessed by the Collection LEONARDO. LEONARDO is to be understood as an entry into the modern interior world. The collection is opulent in its design, long-lasting, and executed with masterful handicraft.

Some of the highlights of the LEONARDO Collection that can be seen at the market are the exquisitely designed LEONARDO Sideboard (#7429) which distinguishes itself through the combination of wood and glass. The natural structure of the walnut and the frosted glass inserts bring out delightful contrasts. The LEONARDO China Cabinet (#7439) is both a modern and classic showpiece that showcases collected pieces in the perfect light or effortlessly placed as a center of attention piece. The LEONARDO Coffee Table (#3433) highlights a cutting-edge tabletop that is then contrasted by elegantly curved table legs

that accentuates any room. Another highlighted piece of the collection is the LEONARDO Television Stand (#5429) which features a sleek, attractive, and low to the ground design that heightens the SELVA touch with the featured use of walnut and glass in the piece. The highlighted pieces are only a part of the entire LEONARDO collection by SELVA.

SELVA was 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. The name SELVA stands for creativity, variety, and Italian handicraft quality. 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

Valentina Unterhofer
PR & Communication
Tel: +39 0471 240288
Email: valentina.unterhofer@selva.com

US Enquiries

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

SPRING 2014 HIGH POINT MARKET HIGHLIGHTS



7429



7439



3433



5429