



PATRIZIA PEPE  
F I R E N Z E

Milan, 21 March 2011

**ON OCCASION OF THE MILAN INTERNATIONAL FURNITURE EXHIBITION, PATRIZIA PEPE WILL BE PRESENTING A 'GREEN' SCULPTURE IN A FUTURISTIC STYLE – THE “SECRET GARDEN” INSTALLATION – INSIDE ITS STORES IN MILAN.**

A secret garden with an eco-friendly soul... large flowers, stems, insects, all made from honeycomb cardboard, interact with clothes and accessories from the new Patrizia Pepe collection inspired by environmentalist intentions, and recreate a playfully dreamlike landscape.

For this project Patrizia Pepe has entrusted itself to A4Adesign, a new and youthful company specialised in eco-friendly design that always uses recycled and recyclable cardboard for all its creations, and never loses sight of the playful side of design creativity.

The “Secret Garden” combines light-heartedness with poetry and promotes an ethical dimension for metropolitan design, where innovation and responsibility join forces with the brand's fashion values.

To round off the project, stylised flies and butterflies – inspired by the die-for accessories from the Patrizia Pepe Spring-Summer collection – will be transformed by A4Adesign into recycled cardboard exclusive miniatures. These will make collectable gifts for customers in the Patrizia Pepe stores in Via Manzoni 38 and Via Brera/corner Via Pontaccio during the period of the Furniture Exhibition.

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