

**Italian Design Brands (IDB) Establishes US Presence with New Flagship Showroom**

**for Meridiani and Davide Groppi**

**October 2023 – New York, NY –** This October, Italian Design Brands (IDB), diversified industrial Group among the Italian leaders in high-end design, behind some of the major luxury brands in Italy, will open a US headquarters and two flagship stores for Meridiani and Davide Groppi, two significant Group brands, in a major move for the US market.

IDB Group, which executed an IPO in May 2023, consists of fourteen brands specializing in furniture, lighting, kitchen systems and in the highest level of custom turnkey projects, each rooted in Italian history and devoted to creativity and craftsmanship.

Designed by Andrea Parisio, Meridiani’s Art Director, the 5,500 square-foot two-level showroom located on Lexington Avenue and 32nd Street in New York City, will be dedicated to showcasing Meridiani and Davide Groppi residential and contract collections.

“We are thrilled to have reached such a milestone with the opening of our very first NYC flagship. In addition to launching our home base for the Americas, we aim to create a welcoming space available to the local A&D community and the design world,” said Renato Delle Side, CEO of IDB USA.

“We are proud to inaugurate the IDB USA new headquarters, the focal point of IDB companies' business development in North America entrusted to the coordination of Renato. The opening of the New York office, in the vibrant heart of the city, highlights our commitment to supporting the global growth of the individual companies. In this unique space we bring together the best of two worlds; the elegance of Meridiani design furniture and the inspiration of Davide Groppi’s lighting solutions,” noted Giorgio Gobbi, Managing Director of IDB.

The Meridiani space showcases distinct clean lines and graceful volumes. The six different areas will feature: the Oscar sofa, Belt low table, Ludwig storage unit, Plinto travertine table, Emilia chairs, and Tuyo bed, in addition to other iconic products from the brand. Meridiani has reserved a special area for its material library; a space where the brand’s extensive textile portfolio can be viewed and designers can explore customization possibilities.

Davide Groppi’s vision of light is brought to life in the brand’s New York flagship. Featuring a range of designs from the brand's fundamental designs including Nulla, Infinito, and Pablo to suggestive fixtures like Moon and Simbiosi. The showroom "Spazio Esperienze" is a space open to all, to welcome professionals and designers interested in witnessing Davide Groppi’s light. A thin balance of light and shadow, solids and voids, spaces and emotions.

Meridiani and Davide Groppi’s joint showroom speaks to IDB’s mission to boost competitive strength, while maintaining each brand’s distinctive identity. For the past eight years, IDB has been committed to developing and promoting a hub for high-quality Italian design which includes, among others, Gervasoni, Saba Italia and Axolight. The success of the Group’s initial public offering has allowed the company to accelerate expansion plans and future acquisitions.

Meridiani, founded in 1996, manufactures 100% Italian-made furnishings for all areas of the home to tell a story of comfort and beauty which can be interpreted in a variety of settings and contexts. Known for their commitment to careful craftsmanship and sophisticated designs, Meridiani has established itself as a leader in the high-end furniture industry. The New York flagship will be the second showroom Meridiani has opened in 2023; following the unveiling of their prestigious storefront location in the Milanese fashion district during Milan Design Week.

Inspired by the playfulness and wonder light can evoke, Davide Groppi founded his namesake company in 1988. A lighting design house with a distinct vision in minimalism to create a powerful lighting expression within architecture.

This new storefront will provide A&D professionals with the opportunity to experience the quality, craftsmanship, and heritage these brands embody.

“A new Meridiani flagship store in New York City is a significant step in our path of expansion and consolidation in the USA, in a market where we are already present with a store in Miami and where we stand out for the quality and versatility of our contract products as well as for complete residential projects. New York is dynamic and innovative, and the new store affirms Meridiani’s commitment to being an active part of it with its corporate identity and energy,” says Antonella de Martino, CEO of Meridiani.

The concept of the new space in New York responds to this intent: “This is a further chapter in the brand’s story, demonstrating the way Italian design is able to speak in an international language. Meridiani talks about its future without forgetting its roots, knowing how to make new collections communicate with previous ones and constantly emphasizing fabric and material. The new store’s “box” is designed to take advantage of the whole depth of the building and provide a wide view from the entrance. The effect is enhanced by a monochrome palette of surfaces that, with shades of white and ivory, embrace the different interpretations of the offered environments,” says Andrea Parisio, Meridiani’s designer and art director.

“New York has always fascinated me, above all for the sense of freedom it transmits. Sometimes, the sound of a tug boat reaches you beyond the skyscrapers and reminds you that Manhattan is an island. Every time I come back inspired, contaminated by this metropolitan sensation of life, art, music, culture. I've been dreaming of opening a store in New York ever since I've been doing this job. We did it!” says Davide Groppi, founder of the namesake brand.

Italian Design Brands HQ

192 Lexington Avenue

New York, NY

Showroom Hours:

Monday - Friday: 10:00am - 6:00pm

Saturday - 12:00pm - 6:00pm

Sunday - Closed

**For additional information, contact:**

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**Italian Design Brands (IDB)**

Italian Design Brands S.p.A. is one of the most important Italian groups in high-quality design. The Group consists of a number of operating companies, each with its own distinct identity, as part of a coherent strategic project and with mutually complementary activities: Gervasoni creates furniture solutions through its namesake brand and the Very Wood brand; Meridiani specializes in the creation of refined contemporary and versatile furniture; Davide Groppi creates and produces lamps and lighting designs with significant environmental impact; Saba Italia creates and produces furniture items with innovative, high-end designs; Flexalighting designs and produces lighting systems for interiors and exteriors; Axolight specializes in the design and production of made-in-Italy designer lamps; Gamma Arredamenti is one of Italy's leaders in upholstered furniture in the highest quality leathers; Cubo Design produces top and premium kitchens and furniture systems under the Binova and Miton Cucine brands; Turri is a historic very high-end furniture brand; Cenacchi International and Modar are two established leaders in the luxury/fashion contract sector.

**Meridiani**

Founded in 1996, Meridiani is a Made in Italy furniture company, distinguished by its ability to create timeless, contemporary and versatile collections. At the heart of Meridiani’s philosophy is a personal vision of the home as a dress to wear. Quality, craftsmanship, technical know-how and deep knowledge of the materials characterize Meridiani’s products, which give life to an all- embracing style of living. Today Meridiani is a truly global brand distributed in more than fifty countries and with flagship stores around the world in Milan, Rome, Paris, Miami, London, Singapore, Munich, Amsterdam, Suzhou and Shanghai.

In 2016 Meridiani joined Italian Design Brands S.p.A. (IDB), expanding its international presence and developing new distribution channels including contracts. IDB officially opened its Chinese branch in Suzhou in 2020; the UK branch was opened in London in 2021; the Group's third foreign office was opened in 2022 with the goal to support the commercial development of the brands of IDB in North America.

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**Davide Groppi**

It all started in a small laboratory in the historical center of the Italian town of Piacenza during the late 1980's. Davide Groppi was inventing and producing his first lamps and decided simply to use his own name for the name of the company.

Creative independence and passionate, unconventional management have allowed him, over time, to develop his own brand of original and unique products, currently distributed the worldover. Simplicity, weightlessness, emotion, creative invention and amazement are the fundamental ingredients of each lamp or lighting project designed by Davide Groppi. His creations come about through the need to give life to something that is necessary or significant. The things that inspire these ideas are works of art, ready made objects, magic, the desire to make things with his hands or simply the urge to play and have fun with light. Light, for Davide Groppi, is a wonderful way to seduce and excite. He has always worked with a faithful group of collaborators, who share his vision and help him develop ideas and bring them to fruition.

Over the course of many years, Davide Groppi has developed products, projects and shows in collaboration with companies specializing in design. There have also been many international projects the world over, including the illumination of houses, stores, museums, restaurants. Davide Groppi has been particularly active in the area of hospitality. Some of the most famous chefs have chosen lighting solutions by Davide Groppi for their venues, including Albert Adrià, Massimo Bottura, Massimiliano Alajmo, Moreno Cedroni, Carlo Cracco, Gennaro Esposito, Giancarlo Perbellini, Ciccio Sultano and others.

Davide Groppi has been recognized for excellence by the press and received prestigious awards, including the Edida Award, in 2011, for the Sampei lamp; the Design Plus Award, in 2014, for the Neuro lamp; the two awards at the 23rd edition of the ADI Compasso d’Oro Awards for the Nulla lamp and for the Sampei lamp; the 24th edition of the ADI Compasso D’Oro Mention of Honour Award for TeTaTeT rechargeable battery lamp. The ADI Compasso d’Oro Award is considered the oldest and most prestigious recognition for design in the world. As part of the “Quirinale Contemporaneo project”, inaugurated in 2019, Sampei and Origine floor lamps light up the Quirinal Palace, in particular the ''Studio alla Vetrata'' and the ''Prima Sala di Rappresentanza'' respectively.

Origine also enriches the interior of the Italian Embassy to the Holy See for the initiative “Contemporanei a Palazzo Borromeo.”

The company has been a part of IDB since 2018, with the aim of strengthening its already important presence in international markets. In 2019, Davide Groppi became a member of Altagamma Foundation, the creative and cultural ecosystem that is the most important accelerator of Made in Italy products.

[www.davidegroppi.com](http://www.davidegroppi.com)

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