

.Delvis Club

Delvis inaugurates its first store in China, showcasing its collections to the public in a series of themed rooms. Many moods sharing just one style: Italian. The 300 sqm showroom, designed in collaboration with **Matteo Cibic**, an Italian designer of international renown, is located in the trade fair district of Hojiie in Dongguan, China.

The designer has this to say about his collaboration with the brand: *"In an increasingly glossy, minimal, aseptic world, rediscovering the warmth of natural materials in our homes becomes a human need. Sinuous shapes, welcoming volumes, tactile experiences created with the use of rock, wood and leather become domestic gateways that take us to distant places in our minds."*

The new collections embody the exclusive Italian quality of Delvis, thanks to a series of themed rooms that emphasise the uniqueness of this project. From research into the manufacturing and the use of different materials, from treated metals to different kinds of wood, skilfully worked in shapes and designs with an Italian spirit and soul, a style that has always made the brand's DNA stand out.

Those entering the store are immediately struck by its high ceilings, its walls and surfaces deliberately treated with neutral textures, the interior layout marked by wall dividers in different materials with a variety of finishes and colours, from plexiglas to velvets through to textiles created by the designer. Visitors are welcomed by a series of intimate rooms with diverse styles and moods that recreate display settings for the brand's collections Bowen, Venezia and Insolita, the latter by Matteo Cibic himself, presented at the 2019 Milan Furniture Show in the heart of the Italian design district of Brera.

On the walls are large plexiglass creations by the designer alongside black and white photos of Italy, everyday poetic visions, surreal metaphysical images that offer unusual original perspectives of daily experiences, telling the story of contemporary Italy through a black and white filter.

Walls, dividers, partitions, shelving, panelling, together with display units, tables of all kinds, sofas and chairs... all imagined as pages, not from a catalogue but rather from **a novel**, where busy chronology and style create unusual, illuminating cultural links.

Walking around the showroom is like moving through a maze, the 14 "rooms" allowing visitors to appreciate the collections presented in different colour palettes, from more classic shades to bolder newer shades, from Pink to Old Rose, via blue greys, alongside brass and treated metals. **These collections of furnishings and accessories** restore a sense of times past, of the durability of artefacts, a chance to rediscover plain simple materials skilfully manufactured into products with dissimilar identities. Side by side in the same catalogue, they dialogue from one room layout to another, creating a sophisticated world with unique style.

Stefano Del Vecchio, CEO and founder of Delvis, says: *"I wanted to treat the public to the same experience that drove our entire team: style, knowhow, and Italian vision combined with our research and our passion for working materials, attention to details teamed with the love that I have for art and my land, the DNA of the whole group that I have chosen to sustain this project and move it forward."*

"Our showroom reproduces a concept of home, a lifestyle store, a style of living that suggests experiences, that takes our clients into real rooms decorated with lighting, accessories, and a selection of glass and ceramic articles by the best designers and artisans of Italian excellence that are all a part of our mood, our vision"

The interior design by Matteo Cibic, featuring the various wall dividers that are no longer mere accessories but an integral part of an overall style, with accessories, fabrics, wall and floor coverings, articles, artisan objects or, obviously, works of art, presents an entire world to the public, an idea for living that goes beyond the single element, and becomes a lifestyle. The works of art were a natural choice, given that the brand's founder is an art lover of art and a collector... *"On the walls you will find work by Italian photographers and pieces of art that for our first opening were specifically created by Matteo and which will be joined by a selection of works by young contemporary artists that will alternate in our showroom. The idea is in fact to round out our offer with accessories and articles that complement our taste and our philosophy."*

The idea in fact is that the entire home should be interpreted as **an evolving story**, each room acting as both stage and narrator for one or even several curiosities, drawing on the memory of a journey to distant lands, such as America or China, or simply one nearby, your own city perhaps: Italy, Udine, or Venezia, the starting point for the path taken by Stefano Del Vecchio, founder of this brand.

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