

Aston Martin: A fusion of art and technology at Salone del Mobile 2016

- **Formitalia presents Aston Martin furniture collection at Salone del Mobile**
- **Continuing partnership with Formitalia strengthens Aston Martin Art of Living concept**
- **Newly unveiled DB11 makes Italian debut at exclusive reception in Milan**

13 April 2016, Gaydon: Aston Martin blends art and technology in Milan, showcasing the Aston Martin furniture collection with partner Formitalia and celebrating the Italian debut of the new DB11 sports GT during the prestigious Milan Design Week, Salone del Mobile.

Now in its 55th year, Salone del Mobile is a city-wide design festival, featuring more than 2,300 exhibitors and over 1,000 events across Milan. The festival welcomes over 400,000 guests from the international creative community looking for the latest trends.

The Aston Martin furniture collection will be presented by Formitalia at Salon del Mobile. The stunning range of bespoke furniture will be displayed from 12 – 17 April on Stand E32/E39, Hall 3.

Taking inspiration from Aston Martin's celebrated design language, each piece is handcrafted in Italy and produced and distributed worldwide exclusively by Formitalia Luxury Group. Years of experience in the luxury furnishings field have provided Formitalia with the expertise to translate the British brand's values of Power, Beauty and Soul into the Aston Martin furniture collection.

The collection offers ergonomic excellence and luxurious comfort and consists of an elegant curved sofa, a swivel chair, central and side tables and a sumptuous bed with headboard and night tables. Completing the collection is a futuristic bookcase and a reclining armchair. The range is flawlessly handcrafted to exacting standards using authentic luxurious materials such as Aniline and Nubuck leather and finished in an elegant range of muted stylish colours. The collection epitomises the Art of Living, an innovative initiative that includes a growing portfolio of luxury lifestyle goods and services, designed and developed with the same quality and attention to detail as Aston Martin sports cars.

Aston Martin will present the new DB11 at an exclusive reception at the Rosa Grand Hotel on 14 April. DB11 is the first product launched under the company's 'Second Century' plan, and the bold new figurehead of the illustrious 'DB' bloodline and an authentic, dynamic sporting GT in the finest Aston Martin tradition. Guests will enjoy first-hand the DB11's fresh and distinctive design language, pioneering aerodynamics and potent new in-house designed 5.2-litre twin-turbocharged

V12 engine. Built upon a new lighter, stronger, and more space efficient bonded aluminium structure, DB11 is the most powerful, most efficient and most dynamically gifted DB model in Aston Martin's history.

Aston Martin Chief Creative Officer, Marek Reichman said: "The collaboration with Formitalia on the Aston Martin furniture collection is a beautiful mix of design, technology and style. I'm looking forward to the reaction to the DB11 in Milan, a city famed for its love of design. Every millimetre of DB11 has been re-imagined from the ground up. The proportions have been thoroughly scrutinised, and intuitively measured, to ensure its beauty and elegance, while ground-breaking aerodynamics have been integrated to further enhance the car's design language. Even down to the hidden detailing, every part of DB11 is designed to create the world's most alluring DB to date."

AM Brands Managing Director, Katia Bassi concluded: "Milan provides the perfect setting to showcase our ongoing partnership with Formitalia, a key contributor to our Art of Living portfolio. In addition, I'm delighted we are debuting the DB11 in Italy, our exciting new sports GT."

- Ends -

Note to editors:

Aston Martin is a British luxury brand with more than a century of success behind it. Now, with its Art of Living programme the brand is translating its legendary quality into a new generation of carefully crafted commercial partnerships, ensuring that traditional licensing and merchandising are the very best reflections of its high luxury values. The Art of Living initiative includes a growing portfolio of luxury lifestyle goods and services made and delivered with the same care and quality that would be expected of an Aston Martin.

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