

PRESS RELEASE

THE PIAGGIO GROUP FRONT STAGE AT DESIGN WEEK IN MILAN

The iconic Vespa and Moto Guzzi brands share their values with the design and fashion

Milan, 4 April 2017 – **Vespa** and **Moto Guzzi**, two of the Piaggio Group’s most iconic brands, will once again represent Italian excellence in style and technology innovation, as protagonists of a series of exciting initiatives and important partnerships for **Milan Design Week**.

First off is Vespa, which, together with **Peuterey**, is celebrating Italian Fashion and Design through an exclusive partnership rooted in beauty, creativity and passion. The two brands have teamed up to develop a see now buy now collection, which will be immediately available at selected flagship stores, on their respective online shops, and at the **La Rinascente** department store in Milan.

Eight **Vespa** scooters will also be out on the streets of Milan throughout the week, accompanying the project ambassadors from one location to the next during the busy schedule of events for Design Week.

Vespa has also been chosen by the **Studio Ciarmoli Queda** as a “disruptive” element. Occupying a prominent position in the “**Hall of Art**”, the venue hosting the top brands in Italian design, Vespa is the object that blends perfectly with the environments narrated by the exhibition. A unique creation embodying the concept of luxury linked to experience and authenticity, conceived and developed to separate and unite contemporary living spaces. The Vespa is interpreted as an art and design object in **DeLightFuL** (Hall 15 - Rho Fiera), a visual and sensory exploration of daily life and contemporary space, which looks at the way the new generations live and see the home. There is a fluid space combining technology and domestic archetypes, public and private, primary needs and new desires, an emblem of creativity that moves beyond the traditional subdivisions among functional areas.

For the 50th anniversary of the V7, launched in 1967, **Moto Guzzi** is presenting **TOMOTO**, an exclusive model customized by British designer **Tom Dixon**, an enthusiastic biker who has always been close to the values and history of the motorcycles from Mandello del Lario. Untreated aluminium, startling wheel-rims and a Tom Dixon lamp for the headlight are the distinguishing features of a concept that mixes motorcycle art and industrial design. Tom Dixon not only designed the details, he was directly involved in the study of the prototype. Tomoto will be presented as part of the Tom Dixon Multiplex, at the **Manzoni Gallery**, via Manzoni 42, in The **Rubber Shop**, a workshop devoted to two-wheelers during the **Salone del Mobile** (means: Furniture Expo).

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