

**S.Pellegrino and Giulio Cappellini -Art Director of Cappellini- unveil ‘The Journey of Water’
An exceptional Design project involving three international artists:
Chinese Neri&Hu, American Steven Haulenbeek and French Philippe Nigro**

MILAN, 16 April, 2018 — **S.Pellegrino**, the world’s leading sparkling mineral water with over a century-long heritage of Italian good taste and lifestyle, unveils its awaited *Design Special Edition* at Milan Design Week. In partnership with architect **Giulio Cappellini**, talent scout for the world’s next top designers and Art Director of Cappellini, S.Pellegrino is bringing unique pieces of design to the tables of the finest restaurants in the world to celebrate “The Journey of Water”.

Opening this new Milan Design Week edition, S.Pellegrino and Giulio Cappellini reveal their special collaboration and disclose the names of the three international designers chosen for the “first time ever” design project: **Neri&Hu** from China, **Steven Haulenbeek** from the United states of America and **Philippe Nigro** from France, each of whom has conceived a different label.

Neri&Hu, award-winning architects and designers hailing from Shanghai, China, whose projects range from architecture to interior and from hotel to restaurant, take a critical approach to their work. Context is key to any project and in the case of S.Pellegrino, the duo have delved into the natural elements of the brand fusing the cyclical theme of past and future. Their label is a sophisticated representation of water in the form of clouds, “*deeply rooted in the past with a view to the future, they take us where it all begins, the sky. From here, we start our journey.*”

Chicago based artist, Steven Haulenbeek, named by the New York Times in 2015 as one of America’s most exciting designers, is known for his functional sculptures and use of raw materials. Haulenbeek applies his experimental style to his special edition label to illustrate the continuation of the journey through the earth. “*I am representing the filtration of rainwater through the ground using an inverted pyramid of flowing lines. The lines descend to the source - the red star - at the center of the label. From the source another pyramid of lines cascades downwards and out into the world.*”

The journey of water is completed by award-winning French designer, Philippe Nigro, whose experiences, reinforced by the combination of Franco-Italian culture, allow him to navigate between projects of different types and scales, products and scenographies, working with industry, furniture editors and craftsmen as well. Nigro’s modern interpretation of the classic label looks to the signature sparkling ness synonymous with S.Pellegrino water. ‘From the sky, through the rocks, to the sparkle.’

Following a prestigious line of limited edition partnerships recognizing Italian talent, style and heritage, this is the first time a range of exclusive labels will hero S.Pellegrino’s own iconic identity, interpreted by some of the most exciting figures within the world of design. The three special edition bottles can be found in the best restaurants of the world along 2018, while the three individual installations are exposed at CAPPELLINI POINT – show room and space to meet, discuss and promote design, and at SUPERDESIGN SHOW, the showcase of Italian and international talent in design at SUPERSTUDIO PIÙ.

Notes to editors

Previous limited edition partnerships have included the likes of Bulgari, Vogue Italia, Pavarotti and Missoni. More information can be found [here](#).



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S.Pellegrino and Acqua Panna

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"Explorers of design between fantasy and reality"

Founded in 1946, Cappellini has become synonymous with contemporary, avant-garde design. Over the years it has launched some of the world's greatest designers, producing innovative and high quality furnishings. Cappellini's collection is characterized by experimentation and the exploration of new ways of living, furnishing the whole domestic landscape from the living room to the studio and bedroom, but also contract areas such as lounges, hotels and restaurants. Many of these products have also become iconic pieces which are exhibited in museums throughout the world such as the Victoria & Albert Museum in London, the MoMa in NY and the Centre Pompidou in Paris. Giulio Cappellini creator of the company's uniqueness and emblematic figure in the international design scene is universally recognized as a talent scout of young designers: some examples include Jasper Morrison, Marcel Wanders, the Bouroullec brothers and Marc Newson. Giulio Cappellini is the Art Direction of Cappellini and also looks after the company's product range and communication strategies. He has recently been nominated by Time Magazine as one of the most important trendsetters in the world. Cappellini is available worldwide. Its flagship stores are located in Milan, Rome, Paris, New York, London, Manila and Ho Chi Minh City. The headoffices are in Meda, Brianza district.

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