

Zanotta strengthen its presence in the Far East region and inaugurate a monobrand store in Seoul.

The far East area is confirmed as one of Zanotta's internationalising strategies, announcing the opening of a new showroom in the Korean capital city, following last year's openings of two flagship stores in Shanghai and Shenzhen.

The new flagship store is located in the Gangnam district, considered one of the chicest in Seoul, hosting where the headquarters of the Country's leading companies and of the most renowned international luxury and fashion brands, drawing the passage of experienced customers on design and attentive to contemporary trends.

The Zanotta exhibition space is developed over four floors inside a new building, completely renovated thanks to the concept by A.tempo, also hosting the Tecno showroom. The Group presents itself to the north Korean market, which is constantly growing, as a pole of excellence for the Italian design.

This synergic operation for both brands allows the entire Group to expand and integrate its offer of solutions for the home and working environments: Zanotta and Tecno interpret the new ways of living by proposing flexible and customizable collections that combine both the comfort of a home and the functionalities of a workplace, with a transversal approach that always puts people and their needs at the centre.

Zanotta exhibits a large selection of its collections, from the icons of the great masters such as Achille and Pier Giacomo Castiglioni, Carlo Mollino, Enzo Mari, Marco Zanuso, Superstudio, De Pas D'Urbino Lomazzi and Gatti Paolini Teodoro (just to mention a few) to the latest products, best sellers developed together with renowned designers, in home-feeling settings showing the brand's distinctive design. The space is divided into a sequence of living scenarios with an elegant and refined approach, there are large living and multifunctional rooms in continuity with the dining room that suggest furnishing solutions able to satisfy the different needs, habits and passions of those who live in a house. The setting also includes some proposals for the bedroom, the home office and studio.

In this way Zanotta confirm its key-role on the international spotlight, which constantly leads to the opening of locations in major cities around the world (Miami, Beirut, Shanghai and Shenzhen, New York) by making available to the foreign architects' community its own production know-how, design and technological innovation expression of that aesthetic sensibility, and typically Italian manufacturing skills that have long been appreciated in the global market.

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