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## Superalone - Salone del Mobile.Milano and Fuorisalone in Milan

5-10 September 2021

[www.lualdi.com](http://www.lualdi.com)

Superalone - Salone del Mobile.Milano

Fuorisalone Showroom Lualdi – Foro Buonaparte 74, Milan

### Welcome to the future

Lualdi presents Welcome, the result of the brand's collaboration with Philippe Starck. A "talking" and interactive collection, projecting into the future of the hospitality sector.

"The doors of the future will become so intelligent  
that they will communicate with each other.

They will be set up to manage the home through artificial intelligence.  
The doors will certainly be smarter than us."

Philippe Starck

Welcome is the new collection from Lualdi, imagined by Philippe Starck and designed specifically for the hotel industry.

The heart of the project is formed by the system of accessories: the handle, the courtesy light and the number, which includes a screen that comes to life on the door surface to coordinate the various guest services such as check-in and room automation. The flush-to-wall door is itself available in a wide range of finishes, including wood, matt lacquer and also two different types of aluminum.

"Interactive and connected, as already foreseen by Philip K. Dick in his novel Ubik, the collection of doors Welcome answers a range of services: recognize people, heat a home, send messages, become a screen, in order to both welcome and protect us." Philippe Starck

The idea of equipping the door with a series of accessories capable of making it "converse" is part of a vision of the present able to anticipate the demands of a rapidly evolving market. The accessories of the collection Welcome, created by Philippe Starck, can be customized and adapted to the aesthetics of different types of hotels. Defined by a backlighting system that highlights the three-dimensionality of the flat surface of the flush-to-wall door, these elements take on the sculptural physicality of stone, although they can always be realized in different finishes.

T. +39 02 8052445  
F. +39 02 8052251

sede legale e showroom  
Foro Buonaparte, 74 20121 Milano

[www.lualdi.com](http://www.lualdi.com)

F +39 02 9789248  
F +39 02 97289463

via Kennedy  
20010 Mercatec con Casone MI

Lualdi spa  
sede amministrativa



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The collaboration between Lualdi and the French creator was born and developed for the hospitality sector, one of the main areas of business for the Milanese brand: "The hotel sector is very challenging - says Pierluigi Lualdi, Contract Manager of the company - because it requires an exceptional ability to customize the product, a service we have long been renowned for".

Indeed, Lualdi combines the most advanced industrial production processes with the capacity for the customized tailoring of the product and the materials. Founding its business on values such as quality, research and 'Made in Italy', the company is able to respond to the complex needs of both clients and architects with highly technological solutions and tailor-made design.

"With Philippe Starck - continues Pierluigi Lualdi - we have established a rewarding collaboration. We love his witty spirit and his skill in creating objects with original shapes. He defines himself as an explorer of the future and with him we have indeed come up with an object that projects into the future, inventing a time in which the door is no longer simply a passage between one space and another, but an object that can provide services and interact with people".

And indeed Welcome brings together much of the philosophy of its creator, Philippe Starck, who sees the door as an object capable of enthraling by its very nature: "The door is a vital element that I use a great deal in my projects - says Philippe Starck - a door is not an object, it is a moment, an action, the beginning of a story. A door is always extraordinary because it unites two sides, two worlds. A door is a mystery, a play, an artwork."

**Lualdi** is an historic Italian design company operating in the field of interior doors, bespoke furniture and contract, founded in 1859 as an artisan joinery and currently managed by the fourth generation of the family. The move to industrial production began in the sixties thanks to the close symbiosis that had been established with the architect Luigi Caccia Dominioni. Today, the company works with the world's most important architects, has showrooms in Milan, New York and Miami, and its leadership is recognized the world over. The quality of the product and the production processes are long-held values of the company, a manufacturing operation requiring specialized knowledge that combines the quality of traditional craftsmanship with the most advanced industrial production methods. Corporate social responsibility is one of the cornerstones of its philosophy and its daily commitment to environmental protection. The socially and ecologically sustainable use of materials and resources has allowed the company to become FSC® certified. - [www.lualdi.com](http://www.lualdi.com)

#### Press Office and Public Relations

Silvia Marinoni - 54words - Milan  
[silvia@54words.net](mailto:silvia@54words.net) - [www.54words.net](http://www.54words.net)

T. +39 02 8052445  
F. +39 02 8052251

sede legale e showroom  
Foro Buonaparte, 14 20121 Milano

[www.lualdi.com](http://www.lualdi.com)

F +39 02 9789248  
F +39 02 97289463

via Kennedy  
20010 Mercalli con Casone MI

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