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Park Plaza Westminster Bridge London to Showcase Work of Top Italian Design Companies

Park Plaza Westminster Bridge London will showcase the work of many of Italy's Top Design Companies and will feature the launch of a new collection of travel products created exclusively for Park Plaza Hotels & Resorts by award-winning designer Odoardo Fioravanti.

The showcase is part of the "Travel Through Design" exhibition at I.D.E.A. 2011 (Italian Design Exhibition Area) from 22 September – 22 October 2011 at the hotel.

Sponsored by ILLY CAFFE and FIAT, whose new FIAT 500 has earned a number of prestigious design accolades, the free exhibition will be displayed prominently in public areas throughout the hotel, which is situated at the foot of Westminster Bridge opposite Big Ben and the Houses of Parliament.

Ranging from travel products to contemporary furnishings and accessories, each of the items on display will be supplied by a leading Italian company and will be related to the world of travel either by their unique design or inspiration. Participating companies include Alessi, Danese, Foscarini, Kristalia, Magis, Serralungua, Teuco and Guzzini. The exhibition also proudly will host the ILLY Art Collection designed by Francesco Clemente.

I.D.E.A. 2011 is supported by ADI (Association for Industrial Design) which brings together industry professionals, researchers, teachers, critics and journalists in design to play a leading role in the development of industrial design as a cultural and economic phenomenon. "Travel Through Design"

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Collection designed by Francesco Clemente.

I.D.E.A. 2011 is supported by ADI (Association for Industrial Design) which brings together industry professionals, researchers, teachers, critics and journalists in design to play a leading role in the development of industrial design as a cultural and economic phenomenon. "Travel Through Design," which is curated by Dyade Ltd, will coincide with the London Design Festival, a series of design events at venues throughout the capital.

Odoardo Fioravanti, who is creating an exclusive range of luggage for Park Plaza Hotels & Resorts, is recognised as one of Italy's top designers and has won numerous awards for work created at his Odoardo Fioravanti Design Studio in Milan. Fans of his work will be able to see his prototype Colibri Lamp, designed for Foscarini, as he unveils it for an exclusive premiere at I.D.E.A. 2011.

Among his many accolades, Fioravanti was awarded the prestigious XXII Compasso d'Oro ADI Prize 2011 for his Frida chair design. A regular lecturer in many design schools and academies, Fioravanti's work has been featured in many international exhibitions and notably, in 2010, the Design Museum of the Triennale di Milano featured "Industrious Design," an exhibition exclusively about his work.

Mr Eli Papouchado, Park Plaza Hotels International chairman, said: "Best quality, elegance, innovation, and guest hospitality of the highest standards are always at the forefront of our hotels. Quality is the result of passion and experience and it is exactly what represents Italian design. That is why we used to select the Italian companies for our furniture and that is why we would like to continue to invest in this sector for our next project developments".

For information about I.D.E.A. 2011, please visit www.parkplaza.com/idea



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