

## NEW EXHIBITION CONCEPT FOR SAMO

Samo introduced itself at Cersaie 2009 with a brand new exhibition concept that draws from the strong belief that the shower represents more and more a sensorial experience. A continuous search in the name of style and comfort, a philosophy based on physical and mind wellness, which Samo this year is expressing also through their exhibit area.

*“Nowadays, the complex and hectic world in which we are living increase the desire of feeling well with ourselves, making it even more intense” - says Chiara Suppiej, Samo’s Marketing Director - “Samo’s shower boxes are real well-being experiences, expressed by a original and unique characterization of natural elements, that aim at making you get back in touch with your inner being in harmony with the surrounding environment. In this context there stands out Samo’s Italian talent”.*



**“Beyond chaos: a real well-being experience surrounded by a dreamlike nature... let yourself be enveloped by a sweet embrace, the interpreter is Italian talent!”**

In the exhibition concept chaos is left out of the space: the big city is outside the stand’s walls but you can already perceive a well-being feeling from little windows.

When entering, a convivial space opens up that allows sharing and exchange of opinions; on the sides, preciously set like jewels, stand out like great characters Samo’s products: Alya, Zenith, Helios concept, Kuma, Suen, Acrux and Open Combination emerge like wellness oases enveloped by a play of lights and nature.

The products from the Trendy collection are located inside natural settings, which, reflected by mirrors located on all the walls, increase the sense of wellness and newly found harmony. From the leaves enlightened by the sun’s rays to the curves of the canyon, each shower box has its own theme, a dreamlike world to enjoy endless moments of everyday relax. A large screen shows a movie that alternates images of city stress with images of the wellness states experienced at Cersaie: Italian music complements and finally involves all senses in an effective harmony of styles, leaving the visitor with a desire to live again the same emotion day after day.