

INTERNATIONAL BATHROOM EXHIBITION 2024

PRESS RELEASE

An evocative architecture in typical bohemian chic style,
characterizes the new exhibition space of Arbi Arredobagno

Rho Fiera Milano, Hall 6 Stand A43-B38

Arbi Arredobagno presents itself at the 2024 edition of the International Bathroom Exhibition with a new stand designed by the Meneghello Paoletti Associati design studio which, thanks to the innovative layout, offers visitors an immersive and engaging experience.

The exhibition space, with spread over a surface area of 360 m², is configured as a real installation and stands out for its impactful and futuristic image. The creative format is characterized by the recurring presence of a highly expressive element, used as a backdrop for the multiple compositions on display.

We talk about large metal cages that envelop and define the different bathroom ambients, each characterized by a strong identity, following meticulous aesthetic and functional research.

The exhibition itinerary, characterized by a mix of elegance and romanticism in typical bohemian chic style, is designed to bring an aura of charm and suggestion that enchants and orient our guests.

Olive green emerges as the main color of the exhibition project, evoking sensations of regeneration and well-being. A non-random color selection that makes the environment welcoming and inviting, with the aim of leading guests to discover the new features, immersing themselves in the distinctive atmosphere of the Arbi world.

Crossing the metal cages, guests will be able to admire the numerous compositions on display, where design, aesthetic research and attention to detail combine with criteria of quality, innovation, functionality and customization, which have always been strong points of Arbi Arredobagno proposals. The exhibition itinerary is, in fact, designed to highlight each configuration through ad hoc chromatic and material choices, transmitting the design know-how and originality of the products.

With this new image, Arbi Arredobagno invites professionals from the world of design, projects, contractors and retailers to discover the infinite possibilities offered by the company, through a unique experience that challenges the traditional boundaries of the sector.

www.arbiarredobagno.it