

FOR IMMEDIATE RELEASE

**Arnhold Design Boutique Celebrates the Shanghai Launch of
the Pozzi-Ginori Designer Series by Antonio Citterio**



(From left) Mr. Raymond Yeung, Director of Bathrooms Division, Arnhold & Co., Ltd.; Mr. Michael Thurow, Executive Vice President of Global Business Development, Sanitec; Ms. Janet Cai, Brand Manager of Great China, Sanitec Asia; Ms. Emily Green, Associate Director of Corporate Relations, Arnhold & Co., Ltd.; Mr. Daniel Green, Managing Director, Arnhold & Co., Ltd.; Mr. Luc Siezenis, Vice President, Sanitec Export; and Mr. Michael Ngan, Department Manager, Arnhold Design Boutique Shanghai.



Mr. Luc Siezenis shares the history and development of Pozzi-Ginori with the guests.



Cocktail, the latest basin collection of Pozzi-Ginori.

Shanghai - January 24, 2011 – Arnhold Design Boutique celebrated the launch of the Pozzi-Ginori bathroom series designed by internationally acclaimed designer Antonio Citterio at its event *A Night with Pozzi-Ginori* on January 20th. Top management from Sanitec Group, the parent company of Pozzi-Ginori, attended the event and introduced the brand and its products.

A Night with Pozzi-Ginori was jointly hosted by Arnhold Design Boutique and Sanitec. Over 200 guests attended the event, with representation from China's top property development firms as well as many interior designers. Daniel Green, Managing Director of Arnhold & Co., Ltd, opened the event with a welcome speech to the excited crowd. Luc Siezenis, Vice President of Sanitec Export, followed by giving an address that introduced the history and development of Sanitec and Pozzi-Ginori, as well as the characteristics of each Antonio Citterio series.

“Sanitec is the largest bathroom-ware group in Europe and a world leader in providing bathroom solutions that make people feel at home wherever they might be... Since its first collaboration with Antonio Citterio in 1998, Pozzi-Ginori has offered alternate options for those who are not satisfied with classical solutions,” said Siezenis. “As a brand with over 250 years of history, Pozzi-Ginori needs a good partner in China. We found Arnhold and we are looking forward to working closely to strive towards a prosperous future.”

Six Pozzi-Ginori bathroom series designed by Antonio Citterio – 500, Easy.02, Egg, Join, Novecento and Q3 – and the latest basin collection Cocktail are now available for viewing at Arnhold Design Boutique Shanghai.

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About Arnhold Design Boutique Shanghai

Following overwhelming success in Hong Kong, Arnhold & Co., Ltd. has brought its luxury bathroom showroom concept to Shanghai by opening Arnhold Design Boutique in October 2008. Arnhold Design Boutique presents an innovative way to view bathroom furnishings and showcases the latest designs from leading European brands to the China market. Trained professional bathroom consultants work closely with designers and end-users to provide customized bathroom solutions.

About Pozzi-Ginori

The history of Pozzi-Ginori can be dated back to 1735 and it is one of the oldest ceramics manufacturers in Europe. Originally established as Ginori, the company merged and integrated with other leading ceramics manufacturers in later years to form the renowned brand Pozzi-Ginori. Since 1918, Pozzi-Ginori has collaborated with leading designers around the world and most recently with the award-winning Italian designer Antonio Citterio. Pozzi-Ginori has become a brand of Sanitec, the leading European multi-brand group that designs, manufactures and markets bathroom ceramics, and bath and shower products, since 1994.

About Antonio Citterio

Antonio Citterio was born in Italy in 1950. He graduated in architecture from Milan Polytechnic and opened his studio in 1972 where he started his architectural and interior design business. In 1999 he founded "Antonio Citterio and Partners", a multidisciplinary practice for architectural design, industrial design and graphics. Citterio has taken part in and has won a great number of international competitions. In 2007 he received the "Royal Designer for Industry" award from the "Royal Society for the encouragement of Arts, Manufactures & Commerce" in London. His recent significant works include the Bulgari Hotels & Resorts in Milan and Bali, the Bulgari restaurant and café in Tokyo and the new headquarters of Ermenegildo Zegna Group. In the field of industrial design Citterio works for Italian and foreign companies such as Ansgro, Arclinea, Axor - Hansgrohe, Aubrilam, B&B Italia, Flexform, Flos, Fusital, Guzzini, Iittala, Inda, Kartell, Maxalto, Sanitec Group - Pozzi Ginori, Simon Urmet, Technogym, Tre Più, Vitra.

Pozzi-Ginori Designer Series by Antonio Citterio



500



Easy.02



Egg



Join



Novecento



Q3