

GESSI, THE PRIVATE WELLNESS COMPANY, PRESENTS ITS LATEST DESIGNS AT CLERKENWELL DESIGN WEEK 2022

ON THE OCCASION OF CLERKENWELL DESIGN WEEK 2022, INTERNATIONAL DESIGN LEADER GESSI PRESENTS ITS LATEST CONCEPTS AND CREATIONS FOR THE PRIVATE WELLNESS AND STYLE PERSONALIZATION IN THE BATHROOM, WELCOMING VISITORS AT "CASA GESSI LONDON", THE COMPANY'S GRAND SHOWROOM IN THE HEART OF CLERKENWELL DESIGN DISTRICT

Located in the heart of Clerkenwell, London's most thriving design district, that houses many of the world's leading contemporary design and architectural innovators, Casa Gessi London is a celebration of Italian design and life-in-style for a wellness experience in the most private and intimate space of the home: the bathroom. During Clerkenwell Design Week 2022, the inspiring Gessi "home" (Casa is the Italian word for "Home") will welcome visitors to escort them along the discovery of the Company's latest designs, concepts and creations, such as the Venti20, Anello, Ingranaggio Collections, Outdoor, Architectural and Private Wellness Programs, and much more, in the awesome setting of one-of-a-kind historical building.

In fact, hosted in the Old Sessions House, an 18th-century Palladian-style Grade II listed, the Casa Gessi London showroom spans a grand space of 725m². The three-story building, with its vaulted ceilings and original brick walls, pays homage to its past whilst embodying Gessi's passion for beauties, architectures and creation skills that transcend time, which the Company infuses into its contemporary design, style and wellbeing concepts.

Presenting an exhilarating sensorial journey, the London showroom seeks to embody the philosophy, the history, and the identity of Gessi to engage visitors in a palpable emotive experience. Combining contemporary design technology with traditional Georgian and Victorian architectural features, the Casa Gessi showroom presents a bold and ambitious juxtaposition, showcasing products at the forefront of innovation within the historical infrastructure of the Old Sessions House. The building's long, storied history is carefully integrated into the present-day design, including the prison-cell structure which extends across the ground floor and now hosts product display exhibitions.

Gessi boasts an extraordinary client base of architects, interior designers, and lifestyle enthusiasts, who are invited to explore the 'Libertà' bar and lounge within the showroom, in addition to working and networking from the numerous dedicated spaces. The Architectural Wellness space features a spectacular performance of light and water, and to conclude the showroom, the Gessi Wellness Tailor Atelier Dressing Room offers guests a chance to explore their wellness dreams, by hand-selecting novel new combinations of Gessi products and finishes.

Recognised globally for its 'Made in Gessi' bathroom concept and design, Gessi presents 'design to be experienced' a forward-thinking approach to wellbeing, manufactured with the utmost respect for both the environment, and the user. Gessi strives to make people's lives better, designing products with people in mind, making bespoke private spaces.

Casa Gessi London is the most recent international opening by the brand following the Gessi showroom in the cities of Milan, Singapore, Dubai and Shanghai.

Clerkenwell Design Week
24th May 2022 - 26th May 2022

CASA GESSI LONDON

Old Session House
4 Farringdon Lane
EC1R 0EF London

Opening time: 9:30 AM to 6:30 PM - guided showroom tours 10AM to 6PM

*please reserve your slot sending one eMail to: gessilondon@gessi.com

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