

## Great success when 'Masterpieces by Georg Jensen feat. Alfredo Häberli' launched during Milan Design Week.

**On Thursday 14 April, the first ever 'Masterpieces by Georg Jensen' exhibition was presented to the world's press at renowned Galleria Carla Sozzani at 10 Corso Como in Milan.**

Concurrently with the exhibition came the global launch of Alfredo Häberli's new kitchen concept for Georg Jensen which was presented to the press at an exclusive morning reception that attracted the limelight of the international design press.

Energy levels were high as the guests enjoyed a taste of the Scandinavian lifestyle in the relaxed atmosphere of the packed gallery.

On board along with the press was Alfredo Häberli himself as well as representatives from the Georg Jensen living, sales and design team.

Known for his sharp eye and innovative and playful designs, Alfredo unites tradition, joy and energy in his collections. Showcased along with the Georg Jensen Masterpieces was the Peacock Pitcher, the star of his collection, hereby introduced as a Masterpiece.

"The Georg Jensen Masterpieces Collection is the epitome of the very best of Danish design, craftsmanship and quality. Being in Milan presenting both masterpieces and Alfredo Häberli to a global audience makes me very proud. The next step is to bring the exhibition and the strong message to Dover Street Market in London - and the rest of the world," says Ulrik Garde Due, CEO of Georg Jensen

For this special occasion, Georg Jensen teamed up with Denmark's best food suppliers in order to offer a unique experience of fine Scandinavian cuisine. Exquisite Danish specialties provided by Claus Meyer from Meyer's Kitchen, co-founder of world-renowned restaurant NOMA, and chocolaterie Summerbird, were flown in especially as guests were invited to a Danish Breakfast Treat.

Since its opening on 9 April, visitors have flocked to the exhibition, and both attendance and overall reception have exceeded all expectation.

'Masterpieces by Georg Jensen' forms part of a new road show concept, designed to communicate the Georg Jensen Masterpieces story and Living range to a global audience. The exhibition at Galleria Carla Sozzani runs from 9-23 April and the next planned destination after Milan is London. More information will follow.

