

# Ritzwell

## exhibits at "Salone Internazionale del Mobile 2009" in Milan for two consecutive years.

—March 25, 2009— We are please to inform you that Ritzwell is going to exhibit at “Salone Internazionale del Mobile 2009” in Milan, Italy for two consecutive years.

**Dates: 22 - 27 April 2009 9:30 - 18:30**

**Pavilion: Hall 6 - E 48**

At last year's first exhibition for Ritzwell in Milan, we have received a high evaluation from interior designer, architect, buyer and so on around the world, and have been receiving orders since then from European, Middle Eastern and Asian countries.

We are going to introduce new collections at the exhibition and exhibit articles with much "Ritzwellness" appeal, those that suggest a tasteful harmonious design. We believe that our exhibit at the Salone will provide clues that convey the message to an international market that our attractive products are a Japanese brand.

IBIZA FORTE coffee table is also exhibited as the most attractive Japanese product for both quality and design.

### **\* Ritzwell / Who we are ?**

All of Ritzwell's products are manufactured in Japan developed from our original designs. Ritzwell, aims to produce furniture with simple designs that are innovative and yet authentic. This is the unique insight for collections by Ritzwell. It targets Japanese as well as international furniture markets, where demand for artistic furniture is rapidly increasing. This standard attains for all collections produced by the company. It aims to create a consciousness of individuality as well as a distinctive and tactile sensation of restfulness through the materials used. Ritzwell endeavors to make roomy easy chairs and other authentic furniture with a carefree elegance. This undertaking is the origin of the main collections of Ritzwell.

*Tutti i prodotti Ritzwell vengono progettati e disegnati da noi e sono di esclusiva manifattura Giapponese. Ritzwell punta a produrre, con design semplice, un mobile innovativo oltre che autentico. Questa è l'intuizione unica della nostra collezione. Mira non solo al mercato giapponese ma anche a quello internazionale, dove la domanda di mobili artistici sta crescendo rapidamente. Tale criterio è*

*stato raggiunto in tutte le collezioni prodotte dalla Ritzwell. Punta a creare una coscienza sull'individualità nonché sulla sensazione distintiva e tattile di rilassamento derivanti dai materiali usati. Ritzwell cerca di creare sedie comode e spaziose, e altri mobili autentici con un'eleganza spensierata. Questa impresa è l'origine delle collezioni principali della Ritzwell.*

**\* Core Value / Concept for Ritzwell's Product Design "Furniture with Memories"**

From the standpoints of both practicality and aesthetics, design ideas are repeatedly reviewed, trimmed to the essentials and turned into quality furniture. This product design process encapsulates Ritzwell's unique core value: 'Furniture with Memories', which emphasizes that the fabrics and the wood materials of the furniture gradually develop the patina we cherish the more we use it.

*Le varie idee di design vengono riesaminate continuamente sia dal punto di vista della praticità che dell'estetica, portate all'essenziale e finalmente trasformate in mobile qualificato. Questa procedura di product design riassume il valore centrale e unico della Ritzwell: "Mobile con memoria", che dà importanza al fatto che i tessuti e il legno del mobile sviluppano progressivamente quella patina che segna l'uso, e che ci sta a cuore.*

**\* Salone Internazionale del Mobile**

Started in 1961, Salone Internazionale del Mobile is the world's biggest international furniture fair and has expanded in size every year. Salone is the generic designation of individual exhibitions, such as Fuori Salone, which will be held at various sites in the city of Milan, and Salone Satellite, an exhibition that focuses on products of young designers. Today, Milan Design Week is not just about furniture, it's also about automobiles, fashion, electronics and much more. Salone has gotten a lot of attention from buyers and journalists from all over the world. In 2008, it attracted over 340,000 people, the largest attendance ever. It has become a big event, a place of general design and life-style.

[www.cosmit.it](http://www.cosmit.it)

**\* Press Contact:**

Wataru Yano

Ritzwell & Co.

Fax: +81-92-584-2241

Email: [info@ritzwell.com](mailto:info@ritzwell.com)

[www.ritzwell.com](http://www.ritzwell.com)



**IBIZA FORTE JK-834 Coffee table**  
size: W1200 D1200 H210



**LUCAS 439 Lounge chair**  
size: W770 D690 H730 SH380



**RIVAGE RI-450 Armchair**  
size: W580 D590 H820 SH430



**CAREZZA 782 Chair**  
size: W460 D510 H810 SH440