

# FULGOR

## MILANO

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### **Fulgor Milano announces Ciao Sofia North American designer trip**

*Ten interior designers will travel to Italy to experience the culture, design, and passion behind Fulgor Milano luxury appliances*

**Bassano del Grappa, Italy (May 25, 2022)** – Italian luxury appliance manufacturer Fulgor Milano announced their Ciao Sofia designer inspiration trip taking place from October 3-8, 2022. Named in honor of the Sofia, Fulgor Milano’s flagship professional range, ten North American designers will head to the birthplace of the Fulgor Milano brand in the Bassano del Grappa region in Italy. For six days, they will explore the region and experience the culture that inspires the brand. Hosted by the Vetta Group who represents Fulgor Milano in North America, the designers will also get a chance to visit Fhiaba refrigeration and Falmecc ventilation also represented by the Vetta Group.

“We welcome key members of the design community to experience our Italian craftsmanship by visiting the Fulgor Milano headquarters in Bassano del Grappa. We hope to give them a deeper understanding of our development process and design choices,” said Stephen Polloni, President, Vetta Group. “We’re excited to not only give them some in depth product knowledge but a once-in-a-lifetime cultural experience of this beautiful region, and the amazing people who produce our appliances.”

In addition to Bassano del Grappa, the designers will also visit Vittorio Veneto and Venice, where special inspirational tours have been planned. Designers attending the trip will include:

- Madeleine Sloback, *Madeleine Design Group*, Surrey, British Columbia
- Brian Brown, *Brian Brown Studio*, San Diego, California
- Kimberly Kerl, *Kustom Home Design*, Greer, South Carolina
- Tristan Gary, *Tristan Gary Design*, Seattle, Washington
- Eva Healy, *Avenue Design*, Burlington, Ontario
- Laura Hodges, *Laura Hodges Studio*, Catonsville, Maryland
- Sarah Robertson, *Studio Dearborn*, Mamaroneck, New York
- Marina Umali, *Marina V Design Studio*, Ridgewood, New Jersey
- Arianne Bellizaire, *Arianne Bellizaire Interiors*, Baton Rouge, Louisiana
- Sarah Harper, *Harper Design Projects*, Lucas, Texas

Three designers (Marina Umali, Arianne Bellizaire, and Sarah Harper) won the trip in a draw in Fulgor Milano's booth during the 2022 Kitchen & Bath Industry Show (KBIS) which took place from February 8-10, 2022, in Orlando, Florida.

"Although we've had a strong presence at KBIS in the past, and are investing in KBIS 2023 again, we want to continue the momentum and increase brand awareness with the North American kitchen design community," added Polloni. "Providing Italian hospitality, seeing the brand's manufacturing environment firsthand and gaining insight into the Italian lifestyle is the perfect opportunity."

For more information on Fulgor Milano or the designers attending the Ciao Sofia trip, please contact Erin McKay at [erin@flyingcamel.com](mailto:erin@flyingcamel.com).

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**About Fulgor Milano:**

Founded over 70 years ago, the Fulgor Milano brand has built upon its extensive heritage of developing and manufacturing professional domestic Italian appliances that exceed all expectations of quality, performance, and design. Branded initially as Fulgor, the company was purchased in 2008 by the Meneghetti family, who had a 30-year history in manufacturing for some of the world's leading appliance brands. Reborn as Fulgor Milano in 2010, the brand has since become Meneghetti's premium appliance offering for the North American, European, South American, and Australian markets.

Manufactured and headquartered in Bassano del Grappa, Italy, the Fulgor Milano brand is synonymous with Italian passion and continues to establish new and exclusive aesthetic and functional trends in the North American and International markets. Fulgor Milano is distributed in the US by Pinnacle Group, Maple Distributing, Zephyr Distributing and in Canada by Pacific Specialty Brands and Distinctive Appliances. [www.fulgor-milano.com](http://www.fulgor-milano.com)