



INTERTEK MAISON BRINGS SCIENCE AND LUXURY TOGETHER WITH LAUNCH OF INAUGURAL ON-SITE EVENT “SUSTAINABLE FEELINGS”

AN EXHIBITION AND WORKSHOP BY ARTIST AND DESIGNER MICHELA FINAURINI

**Maison, June 14-15-16-17
17:00 – 21:00**

Lastra a Signa, June 14-17: Intertek’s Maison Centre of Excellence, an innovative experiential space where science meets luxury, is pleased to announce the launch of its highly anticipated inaugural on-site event: “Sustainable Feelings”. Coinciding with the renowned menswear fashion trade show Pitti Immagine Uomo 102, this unique exhibition of fashion pieces and paintings by textile designer and artist **Michela Finaurini** will bring together some of the fashion industry’s leading designers and influencers.

Based in Florence, Northern Italy, at the heart of the garment manufacturing district, Intertek Maison is the Intertek home for premium brands, where technological innovation and science meets high luxury. It is designed to take new, original, ideas from inspiration to reality and offers a unique, technologically advanced venue for events, ideas and collaboration – supported by the research, design and quality assurance expertise of its adjacent world class laboratories.

“Sustainable Feelings” represents the first in-person event for Maison, where the versatility and glamour of this unique space can be showcased to a broader audience. Maison’s focus on the world of luxury fashion spans artisanship to artworks; from sustainable materials to leathers, providing best-in-class insights on the challenges, trends and issues at the heart of the luxury world.

Michela Finaurini's approach to fashion originates from her artistic instincts and her deep engagement with sustainability. The workshop with Michela is focused on how to create a sustainable moodboard, from inception through to execution. When asked "Why 'Sustainable Feelings'?" Michela commented: "Because the sustainable approach can be learned technically, but really sustainability must be felt inside, it must pertain to one's own cultural values".

Michela's artwork is an ethereal, surreal, open-minded style that both inspires and features new perspectives and viewpoints for the fashion pipeline. **Luca Novelli** (Italian designer, journalist and writer) noted that her work was: "A dreamlike journey, rich in symbols and metaphors...Her philosophy is embodied in her paintings: no strict rules but an equilibrium of relationships between tract and word, between sound and image. Hers are new designs, happy to communicate, born to talk to a big public and play the sounds of our time. A harmonic world where real life and her contiguous world are not divided".

Elena Ruffino, SE+EERCA Sales & Strategy Director, Intertek SL&HL, said: "Intertek Maison is excited to hold its inaugural physical event. We cannot wait to see Michela's work come to life in our innovative, sustainable, technologically advanced and elegant space. We consider the space to be the home where science meets luxury due to its proximity to our excellence labs.

As leader providers of Total Quality Assurance solutions for the luxury world, at Intertek we are relentlessly focused on delivering comprehensive risk-based quality, safety and sustainability assurance services, rooted in our science-based customer excellence. As the need for creative solutions underpinned by rigorous research, design and quality assurance expertise becomes even more relevant, and Maison offers a unique thought-leadership space, where we can showcase cultural contents and exhibit important and inspiring talents. We thank Michela for choosing our venue for her beautiful exhibition".

To participate in:

Michela's workshop, June 14, 17.30 CET [I will join - click here](#)

An Introduction to Maison, June 14, 18.30 CET [I will join - click here](#)

(Please note access to the exhibition does not require a reservation)

Intertek Maison
Via di Stagno 17 F/G
50055 Lastra a Signa (FI)
Italy

A complimentary shuttle bus service is available to and from Maison:

- Shuttle bus timetable on maison.intertek.com
- On-site parking available

Access is allowed only if complying with the safety Covid 19 national instructions
From 18 June the Exhibition is by appointment only

FOR FURTHER INFORMATION:

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ABOUT MAISON

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maison.intertek.com

ABOUT INTERTEK

TOTAL QUALITY. ASSURED.

Intertek is a leading Total Quality Assurance provider to industries worldwide. Our network of more than 1,000 laboratories and offices in more than 100 countries, delivers innovative and bespoke Assurance, Testing, Inspection and Certification solutions for our customers' operations and supply chains. Intertek Total Quality Assurance expertise, delivered consistently with precision, pace and passion, enabling our customers to power ahead safely.

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