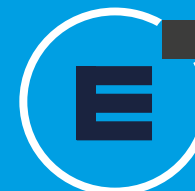




Press Kit 2017



ELISABETTA
de STROBEL
INTERIOR DESIGNER

“My projects tell stories.

Stories that start
from my passions
and the interests I cultivate day after day:
reading,
traveling,
people,
civilization
and lifestyle.”

“我的设计项目在讲故事
这些故事源于我日常培养的激情和兴趣：
阅读、旅行、
人、
世界、
生活方式”



Born in Rome, in the Italian capital par excellence, Elisabetta de Strobel is an international **Interior Designer and Art Director**. Interior, Product Concept, Exhibition Design, and much more...

Elisabetta has been an honorary member of the Italian Association of Interior Designers (AIPi) since 2010 and in 2015 she was named Italian AIPi delegate of the Executive Board of E.C.I.A. - European Council of Interior Architects.

A **careful study of markets and trends**, to anticipate them and to strategically promote brands in the target of interest and reference areas. There is a lot of collaboration with Russia, Ukraine, Moldova, Kazakhstan, Azerbaijan, Egypt, Oman, Germany and the United States.

Not only interior design in the pure sense, in 1994 Elisabetta de Strobel founded **Terzomillennium in Verona**, a communications agency where she deals with communication and company positioning. For several years, she has been working at an editorial level with major design and trends publications, such as Architectural Digest, Vogue House and Interni.

Searching, exploring, inspiring. This also led to the birth of another of Elisabetta's passions - **territorial marketing**, which led her to work with enterprise networks and design a well-defined identity and image for Verona as an international smart-land business model. It is Smart City which is the specific fundamental concept behind the project "**To Be Verona**", of which Elisabetta de Strobel has been the Project Manager and promoter for over 6 years. Innovation, business, promotion of talents and cultural human resources must be the new driver of development from which to launch the image of Verona in the eyes of Italian and foreign investors.

Style notes, but also ideas, images, stimuli and experimentation: it is here that Elisabetta de Strobel really comes into her own.

Elisabetta de Strobel出生于罗马，辉煌的意大利首都，是享誉世界的室内设计师兼艺术总监。室内设计、产品概念设计和布展设计等等……2010年，Elisabetta成为意大利室内设计师协会（AIPi）荣誉会员，2015年当选AIPi参加欧洲室内建筑师团体联盟（E.C.I.A.）执行委员会的意大利代表。

该设计室专注市场和流行趋势，以实现提前预见，并针对目标客户和相关领域对品牌进行战略性推广。与俄罗斯、乌克兰、摩尔多瓦、哈萨克斯坦、阿塞拜疆、埃及、阿曼、德国和美国均有许多合作。

Elisabetta de Strobel不仅从事纯粹的室内设计，1994年还在维罗纳成立了Terzomillennium，这是一家广告公司，其中Elisabetta de Strobel负责企业宣传和定位。多年来，她与设计和时尚领域的重要杂志合作，例如《Architectural Digest》、《Casa Vogue》和《Interni》。

寻找、探索、启发。这也令Elisabetta找到了令她充满激情的另一件事，这就是地域营销，与企业网络合作，希望为维罗纳创造一个清晰的形象和身份，成为国际智能土地商业模范。准确的说，智能城市是作为To Be Verona计划基础的基本概念，Elisabetta de Strobel在6年多前成为该项目的项目经理和推广人。创新、商业、文化人才和人力资源增值必须成为新的发展动力，由此出发，向意大利和国外投资者推销维罗纳的形象。

Elisabetta de Strobel讲述的不仅是风格说明，同时还有理念、形象、激励和实验。

Ferpi partner
since 2016

2016
年起成为Ferpi会员

Member of the executive council of E.C.I.A.
(European Council of Interior Architects)
since 2015

自2015
年起成为欧洲室内建筑师团体联盟
(E.C.I.A.)
执行委员会成员

Project Manager
'To Be Verona'
since 2013

自2013
年起成为To Be Verona
项目艺术总监

Honorary member
Italian Association of Interior Designers (AIPi)
since 2010

自2010
年起成为意大利室内建筑师协会 (AIPi)
荣誉会员

Communication Commission
Ass.Im.P

Ass.Im.P
通讯委员会

President
MiMA Cultural Association,
International Image District

MiMA
文化协会国际形象区主席

***INTERIOR DESIGN AND IMAGE
CONSULTING***

室内设计与形象咨询

广告与策略营销

***STRATEGIC MARKETING AND
COMMUNICATION***

SALONE DEL MOBILE 2017 Three exclusive and personalised exhibition concepts

A partnership for over a decade with the **Salone del Mobile**, led Elisabetta de Strobel to create also for this edition state-of-the-art exhibition concepts.

Creativity conceived to go beyond the boundary of time.

2017年米兰家具展 三个独家定制展览概念

与家具展合作超过十年，今年Elisabetta de Strobel再次推出达到业内最高水平的展览概念。为超越时间而设计的创意。



Project: design concept Salone del Mobile 2017
Francesco Pasi
Materials: marble, wood, leather and natural fabrics
Style: design from the 1950's
Colour palette: beige, pale gold, black
Mood: valuable and scenic to create a seductive atmosphere

设计项目：2017年家具展设计概念
Francesco Pasi
材料：大理石、木材、皮革和天然面料
风格：50年代的设计
色调：米黄色、淡金色、黑色
情调：珍贵而具有舞台特色，带来引人入胜的氛围



Project: design concept Salone del Mobile 2017
Bertelè
Materials: wood, brass, steel
Style: revisited Art Deco
Colour palette: emerald green, gold, black
Mood: elegant conviviality for lovers of tailor made

设计项目：2017年家具展设计概念
Bertelè
材料：木材、黄铜、钢铁
风格：重新诠释的装饰风格艺术
色调：绿宝石色、金色、黑色
情调：典雅欢宴，为量身定制爱好者而设计



Project: design concept Salone del Mobile 2017
Brunello
Materials: glass, metal, wood
Style: absolute purity and geometry of lines
Colour palette: green, teal, grey
Mood: a fascinating journey in an enchanted,
distant time

For Brunello, Elisabetta de Strobel not only took over the exhibition concept, but also gave birth to the Miuccia collection, previewed at the show in 2017.

设计项目：2017年家具展设计概念
Brunello
材料：玻璃、金属、木材
风格：纯粹和绝对的几何线条
色调：绿色、汽油蓝色、灰色
情调：在遥远迷人时空里美轮美奂的旅行

Elisabetta de Strobel不仅负责Brunello的展示概念，同时还为其设计了Miuccia系列，将在2017年家具展中预先面世。



TO BE VERONA The rediscovery of local know-how

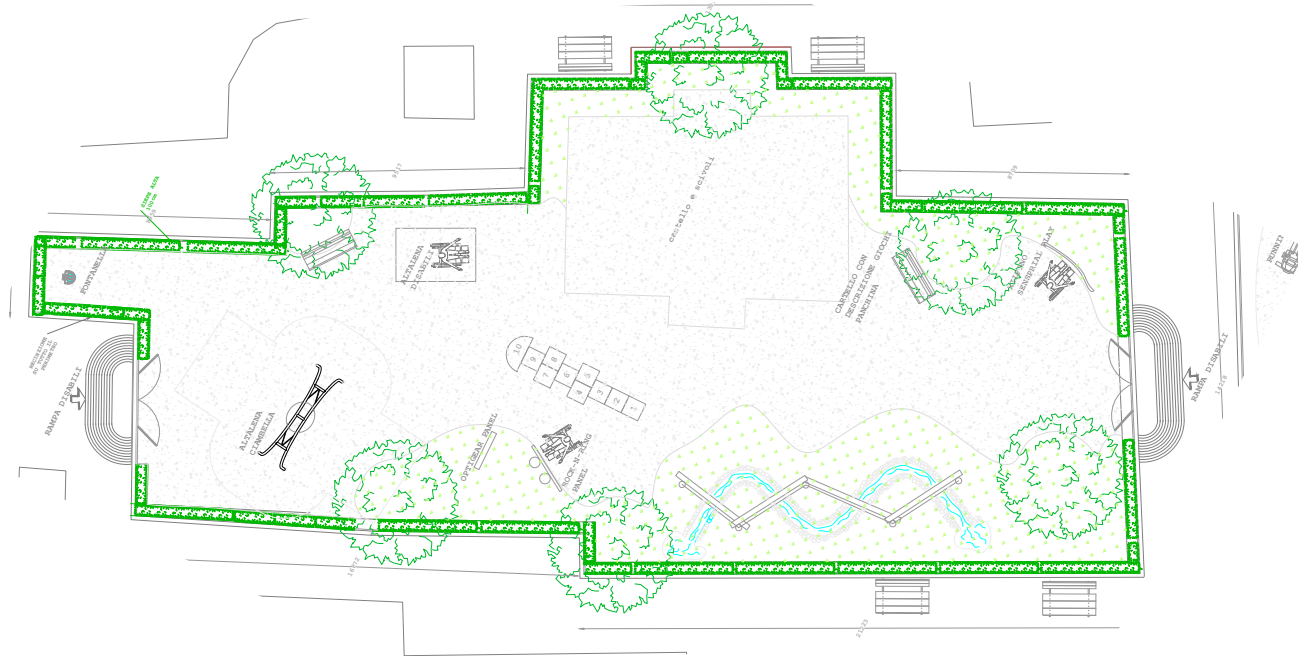
“Increasingly promote the region of Verona on the international scene by fostering the development of ideas and projects to enhance the well-being of the city and businesses and by better preparing it to welcome a future that is already here as well as the new industrial organization 4.0”

Within the project “To Be Verona”, Elisabetta de Strobel has worked on the redevelopment of an area of the city of Verona, designing a playground dedicated to children and the elderly. In the beautiful setting of the Gardens of Giarina, citizens can glimpse the Roman Theatre and Piazza Isolo near the Adige River. A new green space, inclusive and eco-friendly, which gives a new look to the whole area.

Project: Playground ‘The Gardens of Giarina’

Partner: To Be Verona, Ass.Im.P, Air Dolomiti, Amia, Prisma

Concept: to have fun together, without exception, without barriers or divisions



TO BE VERONA 重新发现本地经验技艺

令世界更加了解维罗纳这个地区，促进理念和设计项目的发展，以提升城市和企业的健康，提升其水准，使其能够应对已经到来的未来以及新一代的工业组织4.0”

在To Be Verona中，Elisabetta de Strobel尝试再次提升维罗纳市一个地区的品质，在美丽的Giardini della Giarina公园中设计了一个专门为儿童和老年人准备的游乐园，这个城市景观位于阿迪杰河畔，在古罗马大剧院（Teatro Romano）和Piazza Isolo广场之间。这片全新的绿色空间包容且环保，为这片地区带来新的面貌。

设计项目：Giardini della Giarina公园中的游乐园

合作伙伴：To Be Verona、Ass.Im.P、Air Dolomiti、Amia、Prisma

概念：一起娱乐，无人例外，没有界限和分割

Le Chevalier RELAIS

RELAIS LE CHEVALIER

Living an emotional experience in the heart of Riga

“A stay is unforgettable when it makes us feel good and rediscover happiness”

The Paris of the Baltic welcomes the prestigious Relais Le Chevalier to which Elisabetta de Strobel returned its former glory, with the approval of the Fine Arts. Colour schemes you will never forget and striking textural fabrics adorn the communal areas and exquisitely decorated rooms.

RELAIS LE CHEVALIER

在里加市中心享受激情体验

“如果能够通过重新发现幸福而感受良好，那么居住时光将令人难以忘怀”

尊贵的Relais Le Chevalier 座落在被称为波罗的海巴黎的里加，Elisabetta de Strobel还原了它的古老光彩，获得了美术馆 (Belle Arti) 的批准。令人无法忘怀的色彩搭配，具有冲击质感的面料装饰公共区域和极为优雅客房。



Project: **Relais Le Chevalier, Riga**
Style: refined French style, designer furnishings according to contemporary trends
Colour palette:
1st floor: bright blue with pale gold glow (in search of harmony and balance)
2nd floor: beige and black (a seductive elegance that strikes)
3rd floor: bright orange and vibrant fuchsia (in pursuit of vitality, optimism and good humour)
4th floor: intense and enveloping blue (a romantic dream of tenderness and spirituality)
5th floor: yellow and green (light and nature radiate energy)
Mood: a suggestive environment that is coloured according to one's own way of being

设计项目：里加的Relais Le Chevalier
风格：优雅的法国风格，根据当代潮流设计的家具
色调：
1层：明亮的蓝色，带有淡金色闪光（探求和谐与平衡）
2层：米黄色和黑色（令人震惊的充满吸引力的典雅）
3层：辉煌的橙色和耀眼的紫红色（代表活力、乐观和好心情）
4层：浓烈和包容的蓝色（柔软与内敛之间浪漫之梦）
5层：黄色和绿色（充满能量的光明与自然）
情调：美轮美奂的环境，根据自己的处世方式而着色

Life

BEAUTY & MORE

LIFE BEAUTY CENTER

When the design is the reflection of a person's well-being

"Bringing to light the true beauty of the balance between mind and body"

A place where health and harmony meet today thanks to the touch of Elisabetta de Strobel, who knew how to blend the architectural elements of the structure into an oasis of well-being.

LIFE ESTETICA

当设计成为个人健康的代言人

“向世人展示真正的美丽，来自身心平衡的美丽”

凭借Elisabetta de Strobel的设计，这里如今成为了健康与和谐相聚的地方，她将建筑结构元素融汇成为健康的绿洲。



Project: **Life Beauty Center**
Materials: wallpapers with natural prints and delicate nuances that are well accompanied by soft lighting and the clever use of colour therapy
Colour palette: turquoise, cyan and blue
Mood: the perfection of nature to regenerate the senses

设计项目: Life Estetica机构
材料: 带有天然印花和细腻色调的壁纸, 与柔和的光线以及对色彩疗法的精湛使用相搭配
色调: 绿松石色、青色和天蓝色
情调: 自然的完美, 令感官重获新生



TABLE&CO. Design at table

The art of conviviality on display at Vinitaly 2016

“Telling the table as an architectural space where it is possible to live experiences that arise and are determined by the very shape of the table itself and the arrangement of the elements, whether decorative or not, that it holds”

TABLE&CO. II Design a tavola

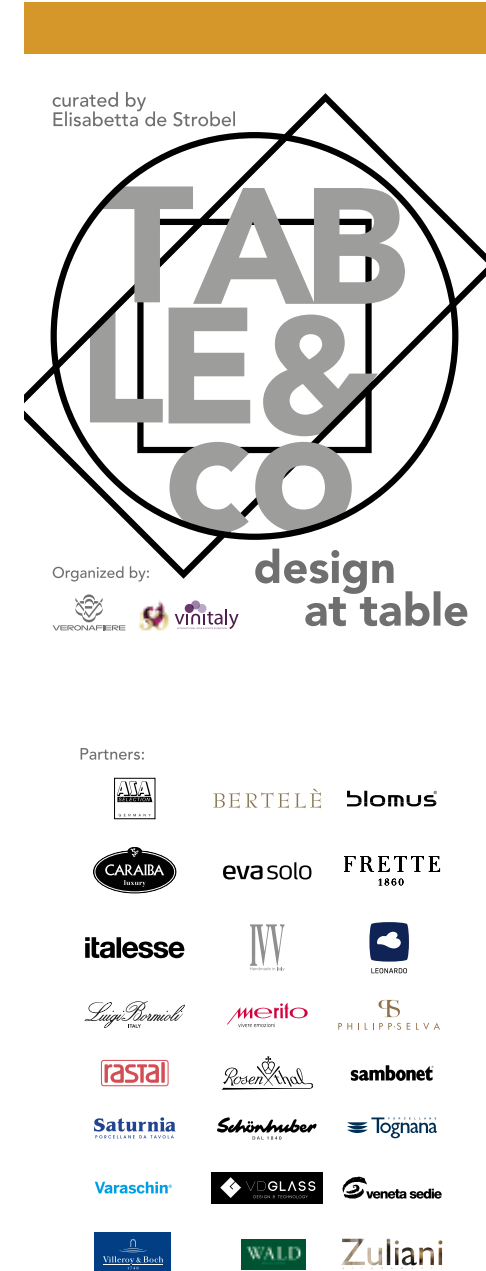
2016年意大利葡萄酒展会 (Vinitaly) 上欢宴的艺术

“将餐桌当作建筑空间，在这里可以享受深藏不露的体验，这恰恰取决于餐桌本身的形状以及餐桌上装饰和非装饰元素的布局”



Project: **Table&Co. Design at table**
Partner: important brands from the world of interior design and tablewear
Materials: linen tablecloths, plates in ceramic and fine porcelain, glasses in gleaming crystal
Style: elegant and innovative
Concept: ten areas that embody different styles and targets, to offer a fascinating overview of some of the latest ideas on the market

设计项目: Table&Co. Il design a Tavola
合作伙伴: 室内装饰、设计和餐具界的重要品牌
材料: 亚麻桌布、陶制和骨瓷餐盘、水晶玻璃杯
风格: 典雅而创新
概念: 象征不同风格和目标客户的十个领域, 纵览市场最新趋势





MY DESIGN COFFEE HOUSE

The lounge area of “Abitare il Tempo”

“The layout of the space relies on the highest quality materials, which always remember that nature is the true luxury”

My Design Coffee House is an annual event created and directed by Elisabetta de Strobel on behalf of Veronafiere, within the exhibition “Abitare il Tempo”.

MY DESIGN COFFEE HOUSE

Abitare il Tempo展会的休闲区

“空间布置利用极高品质材料之间的互动，不断提醒人们真正的奢侈是自然”

My Design Coffee House是Elisabetta de Strobel为Veronafiere维罗纳居住艺术展Abitare il Tempo而创造并监制的年度活动。



Project: My Design Coffee House 2013
Location: the sales point
Aim: the relaunch of retail, through a new idea of the relationship between the designer and the end user
Style: an artfully informal atmosphere, in the shade of a huge tree
Concept: the literary salons, where conversation, ideas and sharing were absolute stars

设计项目: 2013年My Design Coffee House
地点: 销售点
目标: 通过设计师与消费者之间的全新关系重新推出零售点
风格: 藏在大树阴影下的考究休闲的环境
概念: 读书沙龙, 在这里, 对话、理念和分享成为绝对的主角



Project: **My Design Coffee House 2014**
Location: the office areas
Aim: a space designed for the hectic and changing pace of today's life
Style: a new luxury emphasizing the purity of lines and a minimalist approach
Concept: the habitat of the modern business travel pioneer

设计项目: 2014年My Design Coffee House
地点: 办公室区域
目标: 专门为当今社会疯狂而多变节奏而设计的空间
风格: 全新的奢华, 追求纯粹的线条和精简
概念: 当代商旅先锋的住宅



Project: **My Design Coffee House 2015**
Location: the garden rooms
Aim: real luxury is to achieve the well-being of people
Style: sustainability and accessibility of spaces
Concept: sustainable exclusivity in Interior Design

设计项目: 2015年My Design Coffee House
地点: 花园厅
目标: 真正的奢华是创造个人健康
风格: 生态可持续发展和空间可用性
概念: 室内设计中的独特可持续发展



MÉDINIT HOUSE: THE SPIRIT OF THE NEW HORIZON

Oman as a strategic point for the relaunch of design and furnishings Made in Italy

“Anticipating the new future trends and be an inspiration for eternity”

In consideration of the opening of the market in Oman to foreign companies and investments of the Sultanate for the development of incoming tourism, Casa Médinit was an important opportunity to present and relaunch the high quality of Italian style. The project was held in Muscat during the Interior Design Décor & Furniture Expo 2015, in the ITALY Area.

CASA MEDINIT: THE SPIRIT OF THE NEW HORIZON

阿曼成为意大利制造设计和家具再次启动的策略点

“预瞻全新未来趋势并成为永恒灵感来源”

在阿曼市场向外国企业和苏丹投资开放以开发未来旅游业之际，Casa Médinit发现了一个推广并重新启动意大利风格高品质的重要机会。该设计项目位于在马斯喀特举办的2014年室内设计装饰和家具展览会意大利展区的年度活动。



Project: **The Spirit of the New Horizon**
Materials: furnishings, fabrics and home decor
Style: the “Made in Italy” excellence in its timeless colours, gold, white, grey/black
Concept: study of colour trends to define an identity that never goes out of fashion and anticipates the trends of tomorrow

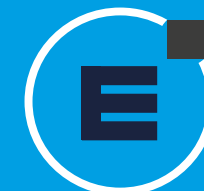
设计项目: The Spirit of the New Horizon
材料: 家具、面料和摆设
风格: 意大利制造的卓越以其无可媲美的色彩呈现, 金色、白色、灰色/黑色
概念: 色彩趋势研究, 定义永远不会过时的身份并预瞻明天的潮流



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