



**FUORISALONE 2019:
CANDY AMONG THE PROTAGONISTS OF PLAYFUL LIVING, THE ORIGINAL CREATIVE
WORKSHOP BETWEEN DESIGN AND LIFESTYLE**

From 9 to 14 April, Opificio 31 in via Tortona will host a unique event where Candy appliances will propose solutions for the whole family.

*Milan, 4 April 2019 — Finding an original appointment during the Fuorisalone is not an easy task, but the project **The Playful Living**, which sees **Candy** as one of the protagonists, is undoubtedly one of them.*

At Opificio 31 in via Tortona it will be possible to visit a house designed for contemporary families. A **150-square meter apartment, on two levels**, where living and growing up is simple and pleasant. What makes it possible are objects, materials, lights and furnishing solutions that turn everyday life's gestures into a shared game between adults and children. **The household appliances and solutions proposed by Candy**, historic brand that for over 70 years has offered products combining innovation, accessibility and ease of use to meet the needs of consumers and accompany their everyday life with smart solutions in full Italian style, had to be protagonists of this context.

Inside the home, Candy will in fact present **a complete range of household appliances**, able to simplify people's daily life thanks to brilliant, smart and easy to use solutions and products, with an accessible positioning and a constant touch of Italian style.

Oven, hood, microwave, dishwasher, cellar, refrigerators, washing machine and dryer will respond to the needs and curiosity of consumers with **an easy and intuitive interaction**, adapting perfectly to the context and experience proposed by "The Playful Living".

Candy is an Italian brand that for over 70 years has been offering products that combine accessibility, innovation and ease of use with the aim of meeting the needs of its consumers and accompanying them in their everyday lives with smart solutions.

Candy has been part of Italian industrial history since 1945, when it launched "Modello 50", the first washing machine for the family. Firmly positioned among Europe's leading brands in the white goods industry, Candy today offers a complete range of built-in and free-standing household appliances, with affordable and smart solutions for washing, cooking and storage.

Candy is the result of long experience, continuous firsts, successes and functional and smart innovations. Thanks to its knowledge of consumers, in 2014 Candy developed simply-Fi, the first complete range of Wi-Fi appliances that can also be managed remotely via its App.

Today, Candy continues to propose new ideas, solutions and products that are brilliant, intelligent and easy to use, with an accessible positioning and a constant touch of Italian style, that accompany you in your everyday life to improve it. http://www.candy.it/it_IT/