

Press Release

**INTERNI ARRIVES IN CHINA:
TAKING THE NUMBER OF INTERNATIONAL EDITIONS OF THE MAGAZINE TO
THREE**

Segrate, 19 November 2014 – Following the signing of a licensing agreement between Mondadori and China International Publishing Group (CIPG), from next February *Interni* will be available also in China.

The new edition takes to three the number of international editions of the title which is already published in Russia and Thailand.

“With this new launch, *Interni* enters one of the most important markets for the development and affirmation of goods carrying the *Made in Italy* label; a country full of opportunity for creativity and design,” declared Zeno Pellizzari, general manager of Mondadori International Business. “We are particularly proud that one of China’s leading publishers has recognised and appreciated the value of our magazine, which we are sure will become a point of reference for all the many enthusiasts of the sector in the country,” Pellizzari concluded.

This operation is a significant step forward in the promotion and spread of culture and design launched in China with a view to creating winning synergies with a range of markets. With *Interni*, edited in Italy by Gilda Bojardi, China International Publishing Group will enrich its portfolio with a magazine that for 60 years has appealed to enthusiasts of and professionals from the sector: an essential guide to new products and innovative trends in the culture of living, and a voice of Italian and international creativity and production.

It is a brand that is already accredited in China thanks to a number of successful initiatives; including: the exhibitions *50+2 years Italian Design*, organised in 2006 at NAMOC (the National Art Museum of China) in Beijing; the 2011 show *Creative Junctions*, in collaboration with Tsinghua University – Academy of Art & Design on the occasion of the First Beijing International Design Triennial; in September 2012, the magazine was also the protagonist of the Beijing Design Week, one of China’s most important events dedicated to design and where two projects designed by Alessandro Mendini and Francesco Mendini and Zhang Ke-Standardarchitecture were presented.

China International Publishing Group (CIPG), with more than 20 branches and 12 foreign offices, including in the US, the UK, Germany, Belgium, Russia, Egypt, Mexico, Japan and Hong Kong, operates in the book market, publishing over 3,000 titles per year, and in magazines with a portfolio of some 30 titles in ten different languages and 30 web sites.

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