

# Marone Cinzano Revolutionizes ‘Made in China’

By Audrey Ihne

Enrico Marone Cinzano is a man full of contradictions.

His perfectly trimmed moustache and slightly open shirt seem conventional until the fabric parts to reveal two Goddess tattoos on his chest.

Born Count Enrico Marone Cinzano, the 54-year-old Italian designer and former self confessed bon viveur claims to have revolutionized the concept of ‘made in China’.

Marone Cinzano has an impressive pedigree, being a descendant of both the Fiat Automobile and Cinzano drinks dynasties. Marone Cinzano introduced his works at Pearl Lam Design.

Explaining the origin of his trademark massive chairs, Marone Cinzano said he got his inspiration in China. His time in mainland fired his creative muse leading him to think that ‘made in China’ did not necessarily mean shoddily made. Instead of finding high tech mass production, Marone Cinzano was pleasantly surprised.



“I discovered a population with an enduring connection to nature. This ‘made in China’ is a misrepresentation of mainland China.”

This led Marone Cinzano to create his own line of furniture, using traditional Chinese techniques. Inspired by Mother nature and dedicated to making environmentally friendly furniture, Marone Cinzano established Enrico Marone Cinzano Collection, which focuses on producing luxurious and sustainable products.

Enrico Marone Cinzano: *China Clean runs from March 22-April 14, 2016 at Pearl Lam Design in Sheung Wan.*