



BEAUTIFUL EVERYDAY LIVING

tzelan

Global lifestyle brand Tzelan partners with Steelite and Materials Inc to present "Reflections" for DIFFA's 20th annual Dining by Design

New York, NY (February 17, 2017) – New York-based, global lifestyle brand Tzelan, has collaborated with premier manufacturing partners Steelite International and Materials Inc., for this year's 20th Annual Dining by Design event hosted by DIFFA: Design Industries Foundation Fighting AIDS. The booth, titled REFLECTIONS, celebrates the subtle harmony of the Natural World Order, a welcome realignment and restoration of the five prevailing elements that are found in ancient Chinese philosophy and believed to comprise all things: wood, fire, earth, metal and water. At the installation's heart, rests a purposefully set

dining table, inviting family, friends and associates of all backgrounds, orientations and beliefs to come together to weave a strong, vibrant and textured tapestry.

“The heritage of hospitality is rooted in culture, religion, cuisine and occasion, whether passed down or new. Rituals and traditions unite us, despite our perceived differences,” says Alison Chi, Tzelan's Managing Director. “It's through hospitality's warm embrace that we discovered the generosity of the human spirit, and a return to the sagacious wisdom of nature and the understanding my own cultural heritage that we found a profound sense of comfort and respite.”

REFLECTIONS combines myriad materials highlighting nature and its interaction with the human hand. Hand-stitched leather tablecloth alongside hand-hammered “Alpaca” panels distributed by Materials Inc., while elegant, sophisticated tableware partnership with Steelite International sits atop custom, hand-woven metal tablecloths made by French artisans. Tzelan's own Kia plates, made in collaboration with artist Kia Pedersen, captures moments from one of her recent works depicting the movement of waves at sea. REFLECTIONS will be available to view throughout the duration of DIFFA's 20th Annual Dining by Design event, taking place March 16-20, 2017.



For more information, please visit www.tzelan.com.

ABOUT TZELAN: Tzelan is a New York-based lifestyle brand with roots in luxury hospitality and interior design led by Managing Director Alison Chi. Tzelan works with the world's leading creative collaborators and manufacturing partners to create beautiful objects for everyday living. Tzelan's collection of versatile, award-winning products include furniture, home accessories, collected décor, lighting, tabletop, bath fixtures and hardware. All items are available to purchase direct to consumer online at www.tzelan.com, as well as from select retailers. Tzelan products may also be found in hospitality and design projects around the world, from iconic hotels, like the Rosewood London, Grand Hyatt Chengdu, Park Hyatt Moscow, and Andaz Tokyo, to the Ritz-Carlton Millenia Singapore, Spago by Wolfgang Puck, and Pylos Restaurant New York.

ABOUT MATERIALS INC.: Materials Inc. is a wholesale distributor of high quality wood veneers, wood surfaces, decorative panels, floors, doors, and other specialty architectural product that services the construction industry throughout North America. quality materials, both sustainable & exotic, ranging from veneers & wall panels to flooring, doors, & specialty products. Since our start in 2000, we have built a well-respected brand and reputation in the Architectural and Interior Design community, based on one of our paramount objectives. We strive to provide innovative products & an impeccable level of service to ensure we are supporting & encouraging the newest ideas & concepts in the industry. Through our diverse approach & collaborating with iconic brands, Materials Inc. will continue to provide

our community with products that allow them to express their unique voices in our highly creative environment.

ABOUT STEELITE INTERNATIONAL: Steelite International is a world leading manufacturer of tableware products designed & developed specifically for the hospitality market. Our core brands, 'Distinction' & 'Performance' are complemented by specialist partner collections including La Tavola, Bormioli Rocco, Pillivuyt, Rene Ozorio, Laguiole, Trudeau, Anfora, Crucial Detail, Rona, Roselli Design, Drinique, Delphin, Cortland Silvermiths, Modern Mixologist & Worthy, Noble & Kent. Steelite's product portfolio remains at the leading edge of foodservice presentation.

ABOUT DIFFA: DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that fight HIV/AIDS by providing treatment and direct care services for people living with or impacted by the disease, offering preventative education programs targeted to populations at risk of infection, or supporting public policy initiatives. DIFFA is one of the largest funders of HIV/AIDS service and education programs in the United States, mobilizing the immense resources and creativity of the design community. Since its founding in 1984, DIFFA has emerged from a grassroots organization into a national foundation based in New York City with chapters and community partners across the country that, working together provided more than \$42 million to hundreds of HIV/AIDS organizations nationwide. www.diffa.org

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