

EXHIBIT CELEBRATES THE POWER OF BOOKS TO CREATE EMPATHY

AT DIFFA'S DINING BY DESIGN 2019

Maiarelli Studio Creates Compelling Installation Underscoring the Connection Between Reading and Understanding Others

(New York, March 21, 2019), [Novità Communications](#), a PR and Marketing agency based in NY and Milan partnered with celebrated design studio and long-term partners, [Maiarelli Studio](#) to create their second installation at DINING BY DESIGN, [DIFFA](#)'s signature event to raise funds to help support organizations in the continued fight against HIV/AIDS.

The theme for this thought-provoking exhibit is empathy, something that seems to be ever more important in our globally connected world. It shines the spotlight on reading books as a proven tool to develop empathy for others. As book stores close and information is consumed in shorter sound bites, the idea of connecting with others through reading is a powerful message.

Centered around a quote by Malorie Blackman, 'Reading is an exercise in empathy', the electric blue installation features a table floating on books and set with 8 books that cover the topic of AIDS. From poetry to prose and non-fiction, they each bring the reader to a closer understanding of the issues that those affected with HIV face.

According to Giona Maiarelli, Creative Director and Founder of Maiarelli Studio, 'Books allow us to see the world through the eyes of others and respond with empathy for those different from ourselves. They bring us into the shoes of those who may at first seem dissimilar to us, and ultimately draw out our similarities. When information is consumed at lightning speed, and hate spreads faster than truth, we reaffirm the power of books.'

The exhibit would not have been possible without support from friends and partners. Even benches for the installation were provided by Room and Board, electric blue carpet by Patcraft through Aronson's Floor Covering, Starry Night paint by Benjamin Moore, books by Housing Works, the Lumio book light from DWR and creative fabrication from GruppoZeroDesign.

The exhibit will be available for viewing throughout the Architectural Digest Design Show and will culminate with DIFFA's annual gala dinner on March 25th for sponsors, designers and their guests to raise money for the organization and those leading the fight against HIV/AIDS.

Images can be accessed [here](#).

About Novità

Novità is an award-winning marketing and communications agency devoted to the architecture and design community. Led by founder Christine Abbate, the Certified Women Business Enterprise (WBE) has helped companies address their media relations, marketing and social media needs since 1996 and is recognized as one of Observer Media's Top 50 PR firms in the country. @novitapr

About Maiarelli

Maiarelli Studio was founded in 1993 in Bologna, Italy and relocated to New York in 1999. In 2014, the Bologna office was reopened, continuing the studio's international approach to design, branding and art direction. Working mainly with clients in the design and architecture industry, their expertise is in establishing strong, design-centered brands. Maiarelli Studio aims to become long-term partners with their clients, collaborating hand-in-hand from the strategic plan down to the smallest details of production. @maiarellistudio

About GruppoZeroDesign

GruppoZeroDesignn is an international group of professional designers, architects and multidisciplinary artists converging to Brooklyn NY from diverse backgrounds from around the globe. GruppoZeroDesign conceives, produces and installs sophisticated, high end artistic store window installations, unique handmade furniture, lamps and objects for home, office, stores, hotels and any other businesses with a determination to establish their own unique style. @gruppo.zero.design