

Introducing A New Automated System for Dressing Rooms Made in Italy by the Leading Designer of Clothing Retrieval Systems

New York, NY: AUGUSTO®easy – a new way to organize, store and retrieve clothing – will be presented at the 15th annual Architectural Digest Home Design Show by Metalprogetti SpA, an Italian high-tech innovator specializing in automated garment retrieval systems.



AUGUSTOeasy is a free-standing, bi-level clothing-storage system that can be easily assembled and positioned in any location, then simply plugged into an electrical outlet. On each of the two levels, garments and accessories hang on an oval track. Clothes revolve into view at the touch of a button on the hand-held remote or the built-in control.

Made in Italy, **AUGUSTOeasy** is designed so it can be readily incorporated into bedrooms, dressing rooms, and closets. **AUGUSTOeasy** is available in a range of finishes and dimensions.

For 35 years Metalprogetti has been involved in the design and manufacture of automated systems for handling garments. The company's systems are used in hotels, museums, dry cleaners, clothing manufacturers, and cruise ships. In taking the next logical step by inventing a system for the home, the Italian designers and engineers knew that their system needed to have the Made-in-Italy elegance that the world expects.

The new system – dubbed **AUGUSTO** after the founder of the Roman Empire – is both fashionable and ingenious. In addition to its beauty and functionality, the **AUGUSTOeasy** automated system offers major benefits to designers:

First, compared to a traditional closet, **AUGUSTOeasy** holds more garments and accessories, perfectly organized, in less space. With today's high per-square-foot cost of construction, this feature is an advantage to builders as well as home owners.

Second, a touch of a button brings garments into view as they revolve around the oval track. Since there are two rows of clothing, instead of one, each level of **AUGUSTOeasy** holds up to twice as many garments as a traditional closet.



Metalprogetti, maker of **AUGUSTOeasy**, is headquartered in Perugia, Italy, in the heart of Umbria, a center of the Etruscan civilization and an important influence on the Romans. Among Perugia's attractions is "The Arch of Augustus," one of the seven gates in the city's Etruscan wall. First built about 300 B.C., the arch was restored in 40 B.C. by Augustus, the first Roman Emperor.

The rounded arch was employed by the Romans to build bridges and aqueducts. Today, the arch lives on in the beautifully curved form of **AUGUSTOeasy** – the revolutionary way to organize your clothes.

For more information and high-resolution photos, please contact:

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