

# SOCIETY

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COVERSTORY

## 300 JAHRE FREIMAURER

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Ein Land im Aufbruch  
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Schätzen

Madlena and Philip  
Zepter cutting the  
ribbon



above: outside people waiting for the  
opening ceremony  
right: Zepter Museum exhibition  
below: Zepter Museum by night



MUSEUM'S OPENING

# 30 Years of Zepter International

With the opening of a museum and a book presentation, Zepter celebrated 30 successful years, full of friendship and joy.

**M**adlena and Philip Zepter established their international company 30 years ago and they surely were brave enough to jump into the unknown.

MUSEUM'S OPENING ON  
JUNE 10, 2017

"I want to remain in Italy", are the words of President Philip Zepter, the busi-

nessman who believes and continues to invest in the brand „Made in Italy“. On June 10, 2017 Madlena and Philip Zepter inaugurated the Zepter Museum, a new space set as a jewel in the town of Cinisello Balsamo in Milan. The exhibition shows the company's history, from the first baking system to cosmetics, from medical devices to high quality articles for table and home. Three decades of constant commitment in the field of food education, environmental protection, light treatment systems and the whole philosophy of

Zepter „live better – live longer“. The ribbon at the entrance of the museum was cut by Madlena and Philip Zepter. They both have been active for years in the patronage of art and culture. They gave birth to the Theater and Opera Madlenianum in Belgrade, the only private theater of this kind in Europe, which has since its opening been producing high-profile performances with international artists. A magnificent company, whose history has been written in three beautiful volumes that were presented on this occasion.





Zdravko Reljan (Zepter vice president), chef Enrico Derflingher with Madlena and Philip Zepter



above: Luna Berlusconi with Philip Zepter at the gala evening

left: Marianna Mill with Beppe Convertini

below: „Zepter&Italian Friends“ book



**ZEPTER & FRIENDS**

Different famous opera singers were on the stage for this special event, such as the tenors Gianluca Paganelli and Fabio Armiliato; Fabrizio Meloni, the First Solo clarinet chair of “La Scala”; the pianist Yoshikawa; the soprano Katia Ricciarelli and the great orchestra conductor Alberto Veronesi on the piano. The pageant was presented by Francesco Vecchi, journalist and conductor of *Mattino 5*, a famous Italian TV program, along with the beautiful Mariana Mill, who came from Vienna especially for the event. During the evening, the artist Carla Tolomeo handed a prize of 10.000 Euro to the winners of Artzept 2016, an international design contest: two young talents, one from Iran and the other from Philippines. At the same time, the topic of the 14th edition, Artzept 2017, was announced to all young designers around the world: **KITCHEN GADGETS**.

**GALA EVENING „ZEPTER & FRIENDS“ ON JUNE 11, 2017**

For celebrating 30 years of the Zepter company, Madlena and Philip Zepter chose the splendid frame of Villa Erba on the lake of Como in Italy. “Italy,” declared Philip and Madlena Zepter, “seemed to us the best place to celebrate such an important

**INFO**

**Artzept International DESIGN AWARD**

Artzept is an international design competition founded by Madlena Zepter. Artzept gives the world’s most talented young designers well-deserved recognition, with prizes and publicity, and also provides them with an opportunity to exhibit their work in luxurious Zepter shops throughout Europe, a dream for any young interior designer. Just like its mighty sponsor Zepter International, Artzept is also dedicated to building the home of tomorrow, for the people of tomorrow. Zepter International accomplishes this goal by producing top-class domestic appliances that are designed to improve the health and environmental awareness of people today.  
[www.artzept.com](http://www.artzept.com)  
[www.zepter.com](http://www.zepter.com)

anniversary for our society. We love everything from this country: culture, art, landscapes, music and cuisine.”

The performances of Italian stars such as Iva Zanicchi, Peppino di Capri, Angelica Sepe and Irene Fornaciari livened up the evening and Alex Belli, actor and conductor, sang two songs at the piano. During the evening the new book “Zepter & Italian Friends – 30 years of friendship with the greatest and most famous personalities of Italy”, was presented by the author Luciano Regolo. “The idea is”, explained Regolo, “to offer a sort of album of memories and emotions, but also a book offering inspiration for everyday life.” Among the guests was the writer Simonetta Greggio; Susi Veronesi, the widow of the famous oncologist; the general Mauro del Vecchio with the publisher of the magazine “Shopping Milano”, Anna Repellini; the nutritionist Evelina Flachi; the dermatologist Antonino di Pietro; the journalist and writer Silvana Giacobini; the designer Renato Balestra; Umberto di Capua, the Ambassador of the Order of Malta and many other famous names of the Italian and international aristocracy and entrepreneurship. The excellent menu was proposed by the awarded chef Enrico Derflingher, famous around the world and loved by celebrities and crowned heads like Prince Charles and Diana.