



## Springtime Ceremony. IACC and ICE Honor Luminar and Cosmit

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The Italy-America Chamber of Commerce in New York and the Italian Trade Commission honored contemporary design during the annual springtime ceremony

“Springtime ceremony” at the spectacular Rainbow Room in Manhattan. The [Italy-America Chamber of Commerce](#) [2] in New York and the [Italian Trade Commission](#) [3] celebrated the excellence of contemporary Italian design and furnishings in the U.S.

Surrounded by breathtaking views on the 65th floor of Rockefeller Center, we attended the awards ceremony honoring Rosario Messina, president of Federlegno-Arredo, who received the award for Cosmit, and Nasir Kassamali who created Luminar along with his wife, Nargis.

The decision to dedicate this yearly event to Italian design was a good choice and a forward-looking one. During this economic crisis it seems particularly important to focus on a unified and internationally-recognized industry as it demonstrates a sign of realistic optimism.



[Cosmit](#) [4] plays an important role in promoting Italian design in international markets. With nearly fifty years of experience, it has an established international reputation which began in 1961 with the inaugural furniture trade show, [Salone del Mobile](#) [4] in Milan. This highly anticipated yearly event also includes concurrent events that take place in the U.S. and Russia.

The best products by the most prestigious Italian design companies were on display last week at the [International Contemporary Furniture Fair](#) [5] held at the Javits Convention Center in Manhattan. For example, a 3,500 square foot pavilion created by architect Michele De Lucchi was brought from Italy.

Nasir Kassamali, who won the other prize, is the founder of Luminar, the cutting-edge Italian design company specializing in exporting contemporary home furnishings and accessories to the U.S. Nasir graciously accepted the award and immediately presented it to his wife and life-long business partner.

Along with Alberto Comini and Francesco de Angelis, President and Secretary General of IACC respectively, the following illustrious guests also attended the event at Rainbow Room: Consul General Francesco Maria Talò, Roberto Rocca, Director General of the Department for Development and Coordination of Tourism, Viviana Caponi, Vice President of the American Department for Economic Development, Kunimasa Akasaka, Director of the New York State Department of Economic Development, and Elizabeth Daly, who, representing New York City Mayor Michael Bloomberg, read a message on his behalf.

“Joining forces with the ICE for this event,” said Comini “has enabled us to reach a wider audience as we pursue our mission of promoting Italian enterprise in the U.S.” The Italy-America Chamber of Commerce has a history that dates back to 1887 and it was the first of its kind to be established in the U.S. It continues to play an important daily role in coordinating activities for large, medium, and small Italian companies in the U.S.

In his welcoming remarks, Consul General Francesco Maria Talò was proud to present Italian excellence to the U.S. especially during this time of economic crisis, a crisis which can be overcome with tremendous professionalism and Italian creativity.

Aniello Musella, director of the Italian Trade Commission whose mission is to develop, facilitate, and promote Italian economic and trade relations abroad, recalled the importance of Italian design in the Americas. “Italy is the fifth highest-ranking country that exports furnishings worldwide, and out of these five countries, it is the only one in Europe that exports interior design products to the U.S. Italian design is recognized in the U.S. for its superior quality, luxurious materials, and innovative ideas.”

(Translated by Giulia Prestia)

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