

Cervia, May 3<sup>rd</sup> 2021

## Wall&decò appoints the new Managing Director

We are pleased to inform you that as of today Christian Tomadini joins Wall&decò as Managing Director, taking over from Christian Benini, founder of Wall&decò, who will return to his role of Creative Director of the brand.

Christian Tomadini brings with him a vast experience and strategic expertise, having held top positions in leading companies in the furniture and design industry. His career path started with roles related to technical product skills and production processes then evolving into the sales sector.

Christian consolidated his experience as managing director at Moroso for 6 years - from 2012 to 2018 - and LaCividina for the last three years.

*"I take up this challenge and the journey that awaits us with great enthusiasm" said Christian Tomadini - "I am returning to the world of wallcovering, where my career path began, and I am doing so through Wall&decò whose points of strength are brand, innovation and product identity. I couldn't have wished for anything better, this company is in constant movement and has a strong vocation for experimentation, where wanting is still power."*

*"I am really happy that Christian Tomadini wants to join Wall&decò as the new Managing Director" said Olle Svensk, President of Embellence Group – "With his experience from the international interior industry, combined with excellent leadership skills, I am convinced he is the right person to lead Wall&decò to the next level and beyond."*

### About Wall&decò

Wall&decò was founded in 2005 from an intuition of Christian Benini and within a few years it became a reference point in the production and marketing of modern made-to-measure wallpaper. The wide range of products and an increasingly international market are strongly supported by a sartorial vocation for unique products, developed ad hoc and each time re-adapted to the specific project.

In 2018 Wall&decò joined the Swedish group Wallvision, today Embellence Group AB, which boasts in its portfolio leading brands in interior decoration and was successfully listed on 24<sup>th</sup> March in the Nasdaq First North Premier Growth Market.