

## **WM Capital: Alessandro Luciani wins Golden A'Design Award 2013/2014 and 3 awards at Italian Popai Award, for Dr Fleming Format**

*Milan, May 15th, 2014*

An international board has announced the project Dr Fleming Pharma & Healthcare by Alessandro Luciani, as winner of the most prestigious global award in design, for the category "Interior Space and Exhibition Design".

Dr Fleming is the franchise specialized in the development of pharmacies, health stores and corner, controlled by WM Capital, listed company on AIM market of Italian Stock Exchange.

Following Alessandro Luciani, there has been "a real transformation of the traditional relationship pharmacist-client. We focused our attention to remove, in a revolutionary way, hierarchical and psychological barriers between the pharmacist and the client, so that the client will represent the real center of the space, thanks to the elimination of the counter and the employ of a tablet that allows pharmacist to assist clients and offer services in every point of the store."

"We are extremely proud of receiving these awards for our format that since its launch has favored innovation and technology applied on Business Format Franchising", Fabio Pasquali, President and CEO of WM Capital explains. Dr Fleming concept is registering the same recognitions also on franchising side, receiving several requests from entrepreneurs and pharmacists strongly interested in joining the network".

Projects have been judged by a jury including university professors, industry professionals and focus groups. Projects has been evaluated with a preconceived score scale to eliminate conditioning and are voted for their functionality, ergonomics, engineering, innovation and usability. In his project, Luciani worked in collaboration with Alessandro Pasquali for the engineering and with the company Grottini Srl for the furniture.

Alessandro Luciani has also been awarded with three awards in the seventh edition of Italian Popai Award, the most important Italian recognition of excellences for pop advertising art and retail design, addressed to designer, communication agency, retailers and suppliers. Specifically the three awards have been:

- Critics Award
- Store Retailer Award
- "The Best in Show" Award, for the best creation

Regarding Critics Award, the jury includes important names of press and academy personalities, for others awards the jury is made by industry professionals.

Dr Fleming concept stores have been planned in a revolutionary way focusing on the relationship with the client: reduction of drugs exhibition spaces, realization of open space enriched by an innovative design, attentive ergonomics, music, colors chosen for chromo-therapy to make the permanence in the store pleasant and relaxing. The layout creates different areas where clients can do analysis and communicate about their health situation with a specialized and dedicated operator enjoying privacy.

Alessandro Luciani, designer of international fame, has already won several awards and competitions for design of commercial spaces and franchising stores. Among his main projects: Samadent Dental Center (winner of Silver A' DESIGN AWARD 2012 and Italian Popai Award 2012), U-Boat Flagship Store, Six Sox Flagship Store, Pirelli Tyre (winner of Platinum A' DESIGN AWARD 2012, Popai Global Award 2012 and Italian Popai Award 2011).

*This press release is available on the Company's website [www.wmcapital.it](http://www.wmcapital.it)  
The Italian text of this notice shall prevail over the English version.*

**WM Capital**, specialized in Business Format Franchising promotes enterprises growth thanks to the development of franchising system in Italy and abroad, providing industrial and operating know-how in addition to a qualified and international network. The company operates in reference to the Multimedia industry with AZ Franchising and to the Pharmaceutical industry through the Alexander Dr. Fleming company. WM Capital, thanks to the experience acquired in the franchising sector with the development of more than 500 formats, selects innovative business model in industries with high growth potential and directly supports the most interesting projects with value creation skills.

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