

ELITE LIVING

AFRICA

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TIMEPIECES AND JEWELLERY

LUXURY AUCTIONS: FINE WINES
AND RARE EMERALDS



POWER & PASSION

*BENTLEY COMBINES RETRO STYLE
WITH TECHNOLOGY*

VISIONNAIRE PRESENTS NEW COLLECTION 'GREENERY'

Founded by the Cavalli family in 1959,
Visionnaire brings us the finest in
luxury Italian furniture

BY HIRIYTI BAIRU

From luxury yachts to bars and hotels, the Visionnaire brand embodies ultimate in luxury - it combines timeless style with creative flair. For 2017, Visionnaire has unveiled its new collection, 'Greenery', a word that Visionnaire chose to tell the re-evolution of its new range, which premiered 4-9 April 2017 at the Salone del Mobile 2017 in Milan.

During the Salone del Mobile 2017, the collection preview took place at the "Fuori Salone", where visitors were given an insight into the two flagship stores in Piazza Cavour and Via Turati. Inspired by the origins of the brand, the new collection is a re-evolution that is based on a deep study of the world of luxury interiors, with a vision towards the future. Visionnaire takes up the challenge of re-telling itself using the language of contemporaneity, expressing with increasing force its unique DNA and its core features of attention to details and "haute-couture" workmanship, which has ensured its success so far.

During the Milan fair, symmetry and balance of materials and shapes were brought together in a continuous dialogue, a reflection of a tropical paradise - a place where one can escape from the ordinary world.

"For several years, we asked ourselves what means luxury today," says Eleonore Cavalli, art director of the Maison. "The most common answer among our customers and lovers of design and architecture, like us, is often: being able to enjoy 'a green heart'. Just take a look at the "Bosco Verticale" in Milan, named the most beautiful skyline in the world in 2014 and considered to be a

place to relax and escape from the hustle and bustle of daily life by people living in urban areas."

That's why, in this edition of the Salone del Mobile in Milan, Visionnaire decided to propose not only a collection of interior design, which aims at reading the contemporary world through the unique lifestyle of Visionnaire, but also a proposed architectural structure.

This collection proposes the same design of the products displayed in the fair, deliberately created in a second ecofriendly version. "Our research and development department - says Eleonore Cavalli - has started to develop this eco-sustainability feature starting from those products which are closely in contact with the person, first of all sofas and beds, made by alternative materials with low environmental impact."

Visionnaire is also an advocate against animal cruelty, the reason behind why it chooses feathers such as hemp, cotton, wool, remy, kapock, already used in the past for padding of throw cushions, and seed padding (millet, flax) for pillows."

"Visions of the Future" will be the title of the first site-specific installation by the multimedia artist Enrico T. De Paris, highlighting the importance of people rights and dreams and to the future of all humanity. Also for 2017, Visionnaire reconfirms its collaboration with Steve Leung, Alessandro La Spada, the duo Maurizio Manzoni and Roberto Tapinassi and the architect Mauro Lipparini, together with new proposals designed by the style department of the brand. ❖

Visionnaire's collection was on display
at the Salone del Mobile 2017

