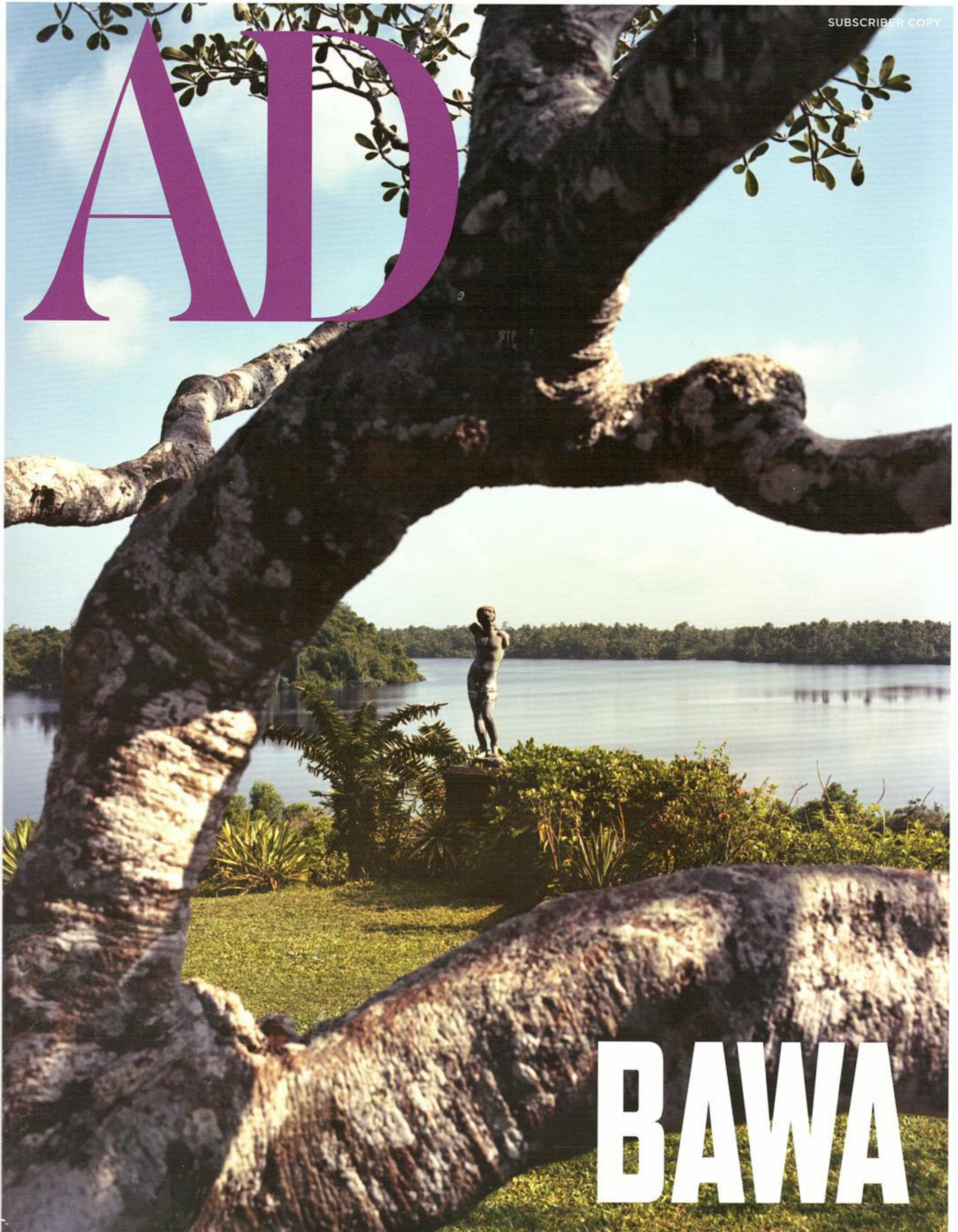


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## SMOKING HOT

*Luxury Italian brand Visionnaire took its 15th birthday as the perfect opportunity to reinforce its founding principles and lay the groundwork for the future*

Italian brand Visionnaire celebrated a double birthday at Salone and presented a range of surprises: a collectible book titled *Decalogue*; a photography exhibition; a video-art project; a ballet and a music show. It was not just a celebration, but a full range of creative considerations, explains Visionnaire's creative director, Eleonore Cavalli. "For Salone, we decided to develop a reflection dedicated to this year of anniversaries—our parent company IPE was founded 60 years ago, while Visionnaire, its exclusive brand, is celebrating its 15th birthday. The result is *Decalogue*, a list of 10 values, 10 keywords that are part of our daily work, that describe our identity, and also indicate our ambitious trajectories for the future. I am thinking, for example, of our commitment to becoming more and more of a low impact-company for sustainable growth, and focusing on safeguarding our natural heritage," says Cavalli. *Decalogue*, she reminds us, comes from the Latin 'decalogus' and the ancient Greek 'decalogos', meaning 10 words, pronouncements or reasons.

The 10 basic and indispensable values of Visionnaire are culture (the crucial value that indicates the first of the foundation concepts in the identity and philosophy of the brand), nature, design (and the value of a designed environment), object ("Our objects develop intangible imaginaries and tangible uses"),

experience, contamination ('hybridization' in this context), uniqueness, ingenuity, luxury, and, of course, vision. "This year, more than ever, we wanted to interpret our products so that the design of each object goes beyond its functionality, following our visionary trait—as our name implies," Cavalli says, adding, "I'm thinking about the 'Cà Foscari' bed, with the headboard featuring embroidery that creates a graphic pattern with a Japanese character. Or the 'Granger' trio of side tables, with the marble incorporating liquid metal, and creating new shadings and unexpected highlights—reminiscent of landscapes crossed by rivers, seen from above. Or the striking combination of metals, marble and glass in the 'Marty' console (pictured), by Marco Piva, which is a very special piece. Marco usually works on large scales of urban planning, so I asked him to develop products representing the great projects he creates in various parts of the world, in particular skyscrapers. The vertical elements of the 'Marty' refer to this type of architecture." The piece is part of the Marty collection. The rectangular bases of the consoles are made in marble and metal, and the tinted glass tops project over and around them, like edgy, futuristic rooftops of buildings. The pieces almost seem built for a civilization 50 years in the future, but one that remembers its roots—not unlike Visionnaire itself. ♦



'KING'S CROSS' BAR BY MAURO LIPPARINI, VISIONNAIRE

'STELLAR GRAPE' LAMP BY SEBASTIAN HERKNER, PULPO

'MEREDITH' CHAIR BY GIUSEPPE VIGANO, LONGHI

'PETER' OUTDOOR CHAIR BY ANTONIO CITTERIO, FLEXFORM

'RIBES' OUTDOOR SOFA BY ANTONIO CITTERIO, B&B ITALIA

'CESAR' SIDE TABLE BY RODOLFO DORDONI, MINOTTI

'MEDINA' SOFA, ETRO HOME INTERIORS