

"DAWN"  
A NEW  
BEGINNING

Beauty  
Resolution  
2021

—  
New season  
New buys

—  
Got it from  
my MAMA

Elenore  
Cavalli  
And Her Vision

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Anna-Maria  
SIEKLUCKA



# ELEONORE CAVALLI

Interviewed by Rishika Garg



Art Director, Visionnaire



## What is your take on beauty?

Beauty isn't just about aesthetics, but it's identified with the personality of objects, creations, situations. Beauty is a message expressed by profound values that generate a feeling of wellness in a person and, more concretely, it's born not only from inspiration, but experimentation on materials, pairing elements, and the know-how of artisans that test and perfect new solutions. Beauty offers the added value of significant content and a sensible feeling. With this idea of beauty, Visionnaire's Beauty collection was born, inspired by the concept of art design that permeates through the brand's creations with its unique creative language. It is a collection of 60 new product families – the result of 18 months of hard work. The collection has been created in collaboration with international designers from around the world who have a strong aptitude for materialistic experimentation. They are "Renaissance"-like personalities, with a commitment to realizing their creations with a futuristic vision. These designers include Draga&Aurel, Alessandro La Spada, Marc Ange (whose "Pavone" chair was revealed at Art Basel in Miami), [Mauro Lipparini](#) and Marco Piva.

## Do you have any favorites from the beauty collection?

The entire collection is very close to my heart but there are a few pieces/ settings that stand out for their design. 'The Osborne Boiserie' by Mauro Lipparini is a sartorial interpretation of the wall that can be equipped and compatible with the various functions of the habitat: technology, functionality, aesthetics and aggregability, are some of the meanings of this project. It is a true expression of interior architecture. Osborne is a very performing second-skin wall, both in scenographic terms, aesthetic-stylistic signs of rich expression, and functional. It immediately stands out for its soft shapes, bold lines and furrows in the surface, tracing back to signs of tribal rites, marked on a dark, amber, deep and luminous skin. 'The [Bastian Bed](#)', another piece designed by [Mauro Lipparini](#), was born from the expansion of the range of upholstered furniture (sofas, sectionals, armchairs, chaise-longues) which base their design on the "suspended elements" construction of armrests and backs with "envelope" processing



and metal friezes. Similarly, the headboard, generously sized and richly padded, is raised off the ground, and further lightened by a LED courtesy light that touches the floor, with soft touch ignition.

Donovan by La Conca is a seating program with remarkably modular contemporary design. Available in the "square" version with squared armrests and the "roll" version with a cylindrical armrest. In the "square" model the modular sofa is arranged with double depth: an ample traditional seat and an ulterior space on the base behind the back, equipped with small bookcase modules clad in leather with shelves in metal and glass, and courtesy trays in marble with leather frames. The design is characterized by a wooden storage structure covered in quilted fabric with "cannettè" texture, which wraps and encloses the cushions, armrests and padded backs, giving a bivalent image, rigorous and welcoming at the same time. The combination of materials allows you to create elegant and dynamic architectures at the same time.





## Is this the future for luxury?

The future of luxury, is meta-luxury! You might be aware that Visionnaire is a meta luxury lifestyle brand. I like to remind people that the definition of meta-luxury was suggested to me by students at Stanford University completing their thesis, and who had identified us as a meta-luxury brand/ company. It is an expression that entails a more widespread corporate culture found in Northern Europe, but much less so in the South.


Meta-Luxury is meant to indicate that the value of a product isn't merely connected to its external aspect, but is linked to the essence of the people that surround them, who will increasingly desire to wear, use, and obtain objects that express their being, more than what they have. Meta-luxury also expresses a sense of justice: those who exploit people in the workplace should be penalized, those who don't respect the environment and don't align with principles of sustainability while behaving in environmentally irresponsible ways, shouldn't be associated to certain values. In other words, meta-luxury manifests the new meaning of luxury, which surpasses the concept of just possessing prized goods, focusing on objects that carry values, and that can recount a story while standing the test of time. The Decàlogo, the book with which we celebrated 60 years of the company and 15 of the brand last year, declares our 10 corporate values through this perspective



There's a different name for each piece that you design , how do you name them ?

We name the products usually by connecting them to the mood board from which they were inspired and for which they were designed by the designers. My role is precisely to give a series of photographic textual video suggestions that inspire and direct the designers up to the coherence of the creative process, to the name aligned with its concept and final product.





But I wanna give you also another funny example. The designer duo Draga&Aurel, have created a capsule collection titled "I don't want the moon". Which includes the Amos dining table, the Lego low table with matching console and the Sputnik lighting family – which is inspired by the song from Fiordaliso (Non voglio mica la luna) and materialistically by the moon (that which astronaut Jim Lovell described as "essentially gray" during an extraordinary space mission). In this case for example the name of the low table and console "LEGO" refers to everyone's favorite childhood toy ("with Lego, we were all designers and architects for the first time," explains Draga Obradovic) but also the Italian verb "legare" (to bind), which has affective and social connotations.



## How did you decide to collaborate with Marc Ange for the Il Pavone capsule collection?

Over the years, we have met many artists and designers with stimulating ideas and we expanded our artistic offerings by going beyond the purely decorative sphere. We developed the first art design project with Alessandro La Spada in 2016, "Sandrino's butcher" which was showcased at Harrod's London in 2017. Last December, we brought a structured project to design Miami and Art Basel together with Marc Ange, an iconic line of chairs with the named Pavone, that celebrates the romantic and seductive beauty of this animal, the only one in nature that does not have defense weapons for its survival, that uses only the moving beauty of its



plumage in the face of danger. The Pavone Throne, a unique piece of 3 editions and the Pavone armchairs in the pret a porter version, are still getting incredible media attention and great reactions from clients. It made me understand that I was on the right path! We presented the Pavone chairs at our Miami showroom with a tropical installation together with Marc Ange- title the Garden of Beauty to convey the designer's delicate message. A convinced message of hope that deep and uncompromising beauty will save the world. I'm truly glad to share that The PAVONE designed by Marc Ange for Visionnaire has conquered the jury for its concept and design and was declared the Winner of the prestigious 2020 Archiproducts Design Awards in the furniture category.