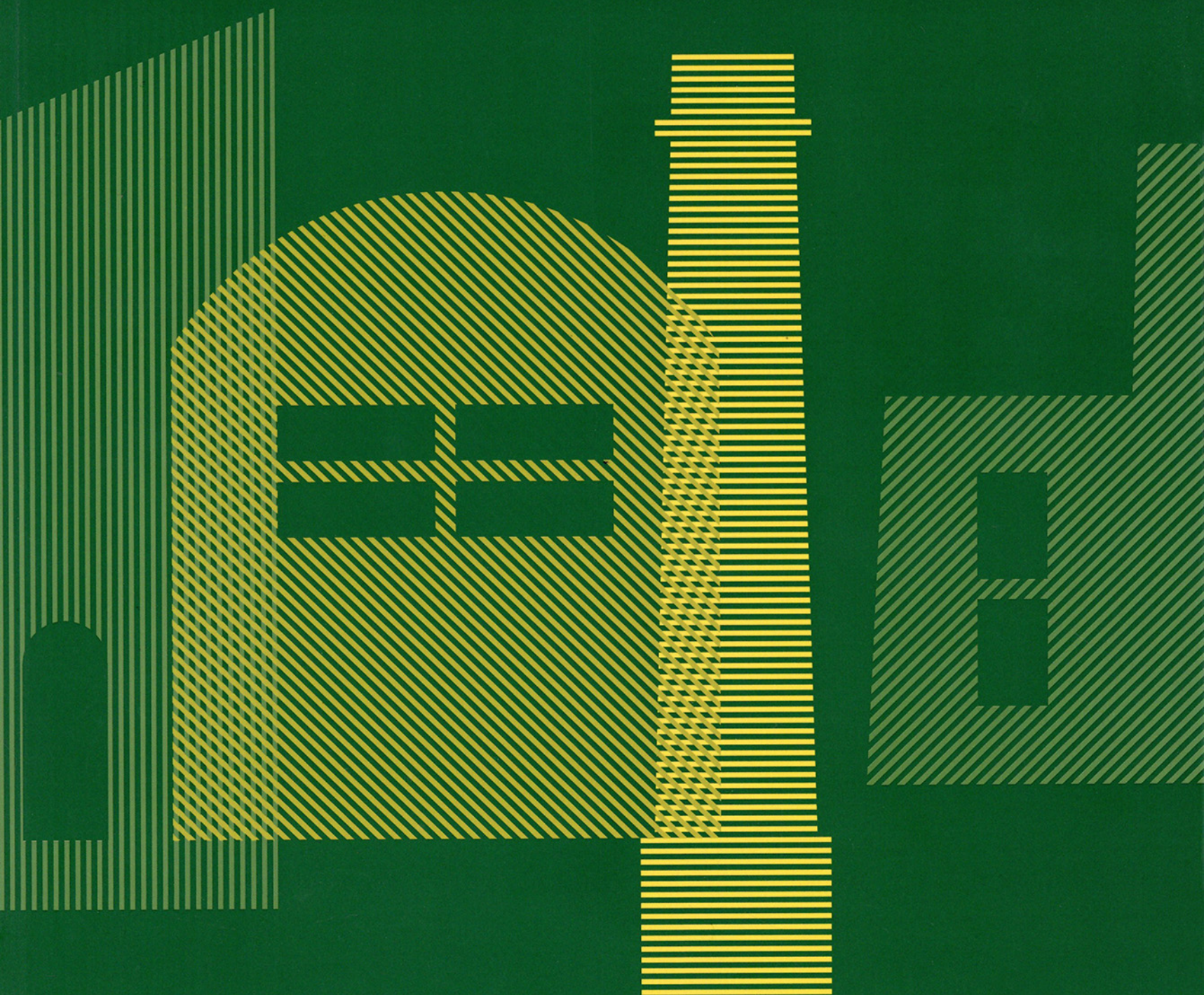


ITALIAN FACTORIES

DESIGN '21



VISIONNAIRE 1959 <Y>



Experimenting with a new concept of luxury and thinking about beauty in a contemporary key, moving beyond boundaries to create innovative, unique yet reproducible products. Visionnaire has made this research the hallmark of its identity. As a brand it has always explored the close ties between art, craftsmanship and design, rich in fusions that unite to create forms and worlds to inhabit while sharing their values.

Strengthened by skills handed down through three generations of the founding family, Visionnaire was launched in 2004 by Luigi, Eleonore and Leopoldo Cavalli with the ambition to bring to the market a new way of understanding luxury and sophisticated designer products, renewing the concepts of Italian style and sartorial qualities. With an innovative, unexpected character, formulated to reveal an expressive universe knowing no limits or restrictions on experimentation, the company reveals its aptitude for always going beyond the threshold of the possible, winning the appellation of a meta-luxury brand in the field. In 2019, to mark the double anniversary of IPE's sixtieth year and the brand's fifteenth, Visionnaire published the "Decalogue" art book sharing the company's ten founding values and programmatic beliefs. A manifesto of the brand's paradigms and a symbol of the Italian spirit, in which design and craftsmanship meet and create products of outstanding sartorial quality. An ethics of making that reinterprets the concept of luxury and embodies it in values that survive time with respect for nature, culture and work. One of these values is the priceless worth of the Italian heritage, a resource that the brand has developed in its concept of a production network, where knowledge and experiences are shared through exchanges and



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relationships to enhance the value of the whole production network at the same time as well as its individual components. "Visionnaire is a company rooted in the territories where it produces. The craft network comprises some thirty hubs across Italy," says Eleonore Cavalli. "We have always been aware that the new luxury has to be more sustainable, ethical and creative, and that art and industry are the fields for designing and experimenting with forms of beauty and culture." The reference markets are international. Visionnaire is present in more than 55 countries with over 30 single-brand stores and a network of multi-brand department stores around the world. Thanks to the collaboration of a team of designers in Italy and abroad, the company creates bespoke proposals for the residential and contract sectors, in luxury hotels as well as the yachting and aviation sector.

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A care and attention that are an integral part of a more conscious and sensitive luxury, which leads the company to control the impact of its production on the environment and support only high-quality certified supply chains with traceable origins.

Visionnaire continues on its path towards more sustainable growth with closer attention to the choice of yarns and fabrics. It is adopting increasingly innovative and high-quality fabrics and leathers, which through a logic of recycling and low-impact production processes, represent a new technological objective.

Starting with Beauty, the biennial 2020 | 2021 collection and a constantly evolving project, the brand has started introducing a range of upholstery of outstanding quality. During Milan Design Week 2021 in September, Visionnaire presented a new project, a book entitled Re-Generation, wholly devoted to those fabrics and leathers that comply with low-impact criteria. In this special selection of materials, each single fabric is accompanied by technical specifications containing details of its composition, spinning, weaving, cultivation systems and traceability, so enabling us to understand the life cycle of the product.

In the name of the stylistic research conducted by the brand, Visionnaire has presented two capsule collections Babylon Rack and Caprice, designed respectively by Alessandro La Spada and Marjana Radovic & Marco Bonelli – m2atelier.

The Babylon Rack project – an evolution of the iconic Babylon upholstered furniture – was conceived as a mini modular architecture comprising numerous functional elements for study, work and relaxation. Available for a wide range of uses through the day, the modular sofa is also perfect as a work space with accessorized compartments set in the recesses in its padded back, which create shelving and compartments to hold objects lit by LED lights. Babylon Rack is upholstered in Pray, a new special leather with antibacterial qualities, up to 99% effective.

Escape from monotony and boredom, a whim of the heart – but above all the imagination – Caprice is a collection that reminds us how important it is to live life with passion and a touch of lightheartedness. It can evoke a summer trip, the magical Italian coasts and the fleeting beauty that makes happiness even more desired. The capsule satisfies the needs of many places and moments of life and, with the same versatility as the indoor version, enhanced by a chromatic scale favoring pastel colors, it furnishes outdoor spaces as if they were in the home, where the minimum common denominator is the same: comfort

1— Experiments in art design for the Lego console table designed by Draga & Aurel. Precious and raw, refined and raw gold, glossy and matte black, this apparent oxymoron translates into a unity with two souls, one of metal, the other concrete.

2— Great care is lavished on the detailing of the Bastian sofa designed by Mauro Lipparini. The precious details bring out the sartorial lines of the stitching and edges with delicate allusions to the brand. Bastian is the very essence of the sofa in its aesthetic identity and absolute comfort.

3— A large marble vase forms the central base, on which rests the circular top; an Iroko wooden disk for outdoors and customizable in different kinds of wood for indoor use. Extremely contemporary is the Wing table designed by m2atelier, a design firm that has recently joined the Visionnaire universe.

4— The sofa in the Babylon Rack collection, designed by Alessandro La Spada, is a mini domestic architecture with accessorized compartments, illuminated shelves and caddies, turning it into a multifunctional workstation. Babylon Rack is upholstered in Pray, a special new leather with antiviral and antibacterial properties, effective up to 99%.

5— The striking feature of the Kerwan table designed by Alessandro La Spada is the curvature of the marble used for the three-sided base. Steel and stone merge with concave and convex curves to form a single double-sided element while the mirrored surface of the curved steel reflects the settings with a contemporary optical effect.

6— The capsule "Il Pavone" designed by Marc Ange and presented for the first time at Miami Art Basel in December 2019, represents Visionnaire's "product manifesto" on the theme of "diversity & inclusion". Both in its "throne" version and the armchair variant, it is an ode to the romantic and seductive beauty of the peacock, the only creature that has no natural weapons of defense for its own survival. On the contrary, it chooses to display its tail, hence its beauty, in the face of danger.