

VISIT ONN AIR E A R O U N D

ISSUE 1
BEAUTY

Lifestyle | Design | Interiors |
Fine Art | Art Design



VISIONNAIRE IS AN
ITALIAN
META-LUXURY
LIFESTYLE BRAND

BESPOKE SOLUTIONS
FOR VISIONARY DREAMERS

YESTERDAY, TODAY, TOMORROW

Visionnaire, founded by the company IPE and based in Bologna since 1959, is a meta-luxury brand of reference in the sector of interior design. Made in Italy, it's renowned for its one-of-a-kind design prowess tailored to respond to the desires of its clients.

The brand operates in over 55 countries, thanks to over 30 exclusive monobrand stores and a network of department stores and multibrand showrooms all over the world.

Since 2004 Visionnaire has formulated a distinctive style, based on lively experimentation on materials, volumes of unexpected poise and inimitable motifs that reveal the totally Italian background of the company. Thanks to collaboration with a team of eclectic, visionary Italian and foreign designers, the company is an ideal partner for bespoke proposals in residential and contract applications, luxury hotellerie, as well as the yachting and aviation sectors.

The brand bases its activity on the value of knowledge and continuous research on the concept of contemporary beauty, confirming its exceptional ability to create design projects and products of outstanding sartorial workmanship, fostering and restoring value to the skills of local artisans located across the Italian territory.

The meta-luxury of its contents and values is reflected in the responsible use of materials, through a constant technological research and different investments to boost the efficiency of its chain of production.

Visionnaire relies on a network of over 30 crafts hubs located all over the country, enabling the company to create extraordinary and unique objects: the mixing and matching of materials, the application of the craftsmen's skills to test, refine and develop new solutions, define the identity of each individual product, making it unique and inimitable, but also ready for reproduction.

Visionnaire sets a style – creates a new language – that has a character of unexpected invention, formulated to reveal an expressive universe that knows no thematic bounds and places no restrictions on experimental investigation. The force of this way of interpreting an entrepreneurial mission lies in the ability to forge beyond limits, to extend the company's action over the threshold of the possible, fulfilling desires and visions previously relegated to the realm of the unachievable. Visionnaire loves complexity, finding solutions through extreme research, bringing together distant worlds and combining the multiple forms of art with the positive excitement found in the dimension of dreams.

Mercury was presented in the two sofa and armchair versions in 1961 at the first edition of the Salone del Mobile in Milan by IPE.

Immediately recognized as an experimental company, IPE was the first to interpret a revolutionary system involving the use of polyethers moulded around lightweight metal reticular structures as a substitute for kapok, horsehair, springs, elastic cords and nails in the manufacture of padded furniture. The company was able to adapt this engineering and new construction method to soft and rounded shapes that were previously impossible to achieve, perfectly embodied by Mercury, the first example of this approach. The contemporary style of the model, designed at the time by sculptor Rito Valla, convinced Visionnaire to reissue the model with current polyethers and put it back on the market. Mercury is now available on 1stDibs for sale at www.1stdibs.com.

Domus 406, September 1963, page 58; Domus 408, November 1963, page 65; Rivista Dell'Arredamento 107, November 1963.





1959/2019
IPE/VISIONNAIRE
ANNIVERSARY

M E R C U R Y
ANNIVERSARY LIMITED EDITION

BEAUTY TALES CAMPAIGN

A BIENNIAL COLLECTION

LIVE SHOWS 2020

INSULAE

CAPRICE CAPSULE

BABYLON RACK

ALCOVA

SEDIMENTO

RE-

RE GENERATION

OCEANS

DESIGN

DREAMS

STORES

LEGO | ADI DESIGN INDEX 2021

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CODES




BEAUTY
TALES
CAMPAIGN

BEAUTY TALES - THE NEW VISIONNAIRE CAMPAIGN - IS NOT JUST A FAIRY TALE WITH A FIFTEENTH-CENTURY ATMOSPHERE, BUT A REINTERPRETATION OF CONTEMPORANEITY, AND OF META-LUXURY, THROUGH A DELICATE SEARCH FOR THE FANTASTIC THAT INSTILLS WONDER.





BEAUTY TALES CONTINUES, IN ITS VISUAL AND ICONOGRAPHIC IMAGERY, THE STORY STARTED WITH THE *EVERYDAY EVOCATIVE* CAMPAIGN TWO YEARS EARLIER IN VILLA ARCONATI. THIS



HISTORIC VENUE ON THE OUTSKIRTS OF MILAN, DEFINED AS "PETITE VERSAILLES ITALIENNE", IN FACT RETURNS TO BE THE PROTAGONIST OF A NEW PROJECT, ONCE AGAIN GIVING POETIC AND DREAMY ATMOSPHERES, THROUGH ROOMS FULL OF HISTORICAL FRESCOES THAT OPEN ONE AFTER THE OTHER, ACCORDING TO EXPERTS PLAYS OF PERSPECTIVE AND LIGHT.





THE PROTAGONISTS OF THIS NEW CAMPAIGN ARE: THE BABYLON RACK SOFA, THE ULTRASOUND BED, THE KERWAN AND ARKADY DINING TABLES BY ALESSANDRO LA SPADA, THE BASTIAN SOFA BY MAURO LIPPARINI, THE AMOS DINING TABLE BY DRAGA & AUREL, THE BASKET SEATING FAMILY AND THE ILARIO SOFA BY MARCO BONELLI AND MARIJANA RADOVIC, AKA M2ATELIER.



THE WONDER MAINTAINS A VITAL RELATIONSHIP WITH THE FANTASY COMPONENT, ABOVE ALL THANKS TO THE CHOICE OF INSERTING HUMAN CHARACTERS WHO, IN THE NARRATIVE, EMBODY ANIMAL FIGURES, BE THEY PEACOCKS, BEETLES OR COLORED BIRDS. THE MODELS OF THE BEAUTY TALES CAMPAIGN NOT ONLY COME FROM THE WORLD OF FASHION, BUT ARE YOUNG PEOPLE CHOSEN AS AMBASSADORS OF POSITIVE AND CONTEMPORARY VALUES, SUCH AS DIVERSITY & INCLUSION.

EACH OUTFIT HAS BEEN MADE TO MEASURE BY YOUNG BEGINNER STYLISTS (SAMUELE DI ROCCO, ROBERTA MORO, ADELE PIREDDA AND ERICA PEZZOLI) WHO, WITH THE GUIDANCE OF THE STYLISTS FABIO SASSO AND JUAN DAVID CAVO OF LEIT MOTIV, HAVE RETURNED AN IMAGINARY OF ELEGANCE AND DREAM, THROUGH THEIR CREATIONS.

VISIONNAIRE EXPLORES A NEW DIMENSION OF LUXURY, WHERE TRUE UNIQUENESS LIES IN PERSONAL IMAGINATIVE POWER AND FREEDOM OF REPRESENTATION.



THE ALMOST DREAMLIKE PHOTOGRAPHY DIRECTED BY MAX ZABELLI, IN PERFECT HARMONY WITH THE PICTORIAL ATMOSPHERE AND NATURE OF THE LOCATION: LARGE TRANSPARENT VEILS CREATE MOVING WINGS AND ALTERNATE WITH THE SOLEMNITY OF THE



ERES OF THE VILLA, IS ENRICHED BY THE INCLUSION OF NEW ELEMENTS APPARENTLY UNRELATED TO THE
WALL PAINTINGS; PLANT ARRANGEMENTS INSIDE THE ROOMS CREATE NEW STORYTELLING SCENARIOS.



B

Beauty is a word with an intense and multifaceted meaning.

As well as indicating a vision of positive energy and hope, the contemporary beauty described by Visionnaire sums up an attitude: that of creating extraordinary and unique designs and objects.

Visionnaire has expanded its Art Design universe with a collection whose wide-ranging offer has been conceived and defined in a two-year perspective, for 2020/2021

The *Beauty* collection takes on the great challenge of contextualising beauty in a retail scenario, involving talented designers, with a keen eye for experimenting with materials: an almost "Renaissance" attitude, in terms of method and individual effort invested in the genesis and realisation of the Brand's creations.



U



A

Beauty is a project in a constant state of evolution: it includes families of products with a strongly artistic approach, many different designers have been involved, guided by a theme, beauty, understood not as an aseptic virtue but as an expression of deep-rooted values, significant contents and of a sensitivity capable of generating personal well-being, but also as an intimate and intrinsic attribute linked to the uniqueness and excellence of the object.

The beauty sought and professed by Visionnaire comes from experimentation, from the combination of elements and from the skill of master craftsmen capable of developing and perfecting new material solutions that make every single product unique and irreplicable, even if subject to reproduction.

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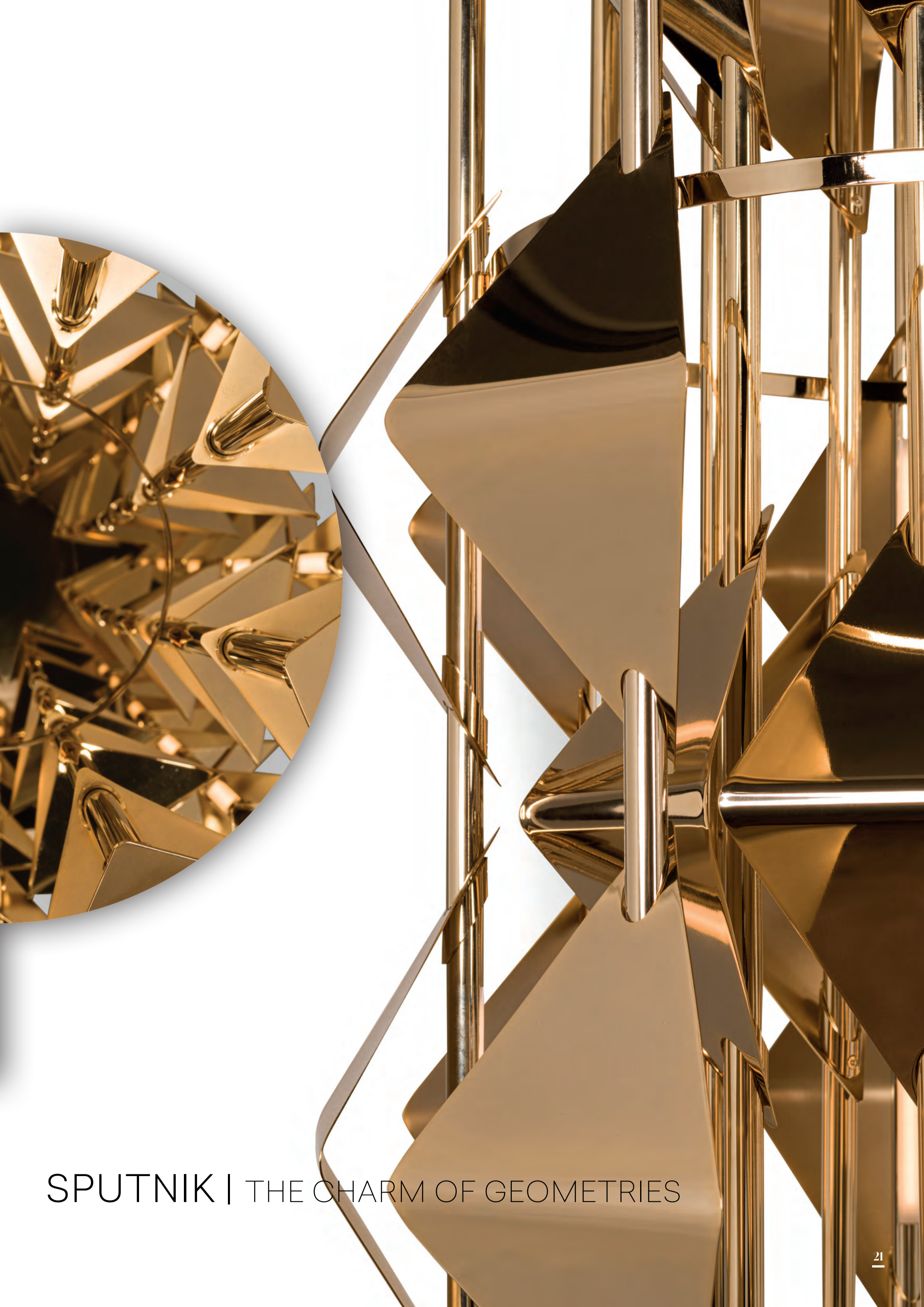
A BIENNIAL
COLLECTION





ARKADY | NATURAL PIECE OF ART





SPUTNIK | THE CHARM OF GEOMETRIES



VIS

Art, Design & Uniqueness

The Ecosystem of Design

ION AIR IN

All the Beauty is yours

E LIVE SHOWS

17.18.19 JUNE

10:30 am GMT+2





Visionaire presented the new *Beauty* collection during the Design Week through 3 Live broadcasts on 17-18-19 June 2020 on the Brand's official social platforms.

The three episodes, broadcasted in English, Chinese and Russian, embraced three fundamental themes of the Brand's philosophy, defining horizons of continuous evolution.

The show included the participation of Leopoldo and Eleonore Cavalli - CEO and Art Director of the Brand - Draga & Aurel, Mauro Lipparini and Alessandro La Spada, among the design signatures of the new collection, and the contribution of trend setters, opinion leaders and Visionaire premium partners from the world.

A meeting between design, craftsmanship, technological innovation, dedicated to international customers, Italian and international press, to tell the profound and contemporary meaning of *Beauty*, which inspired the collection. The studio was the Milan flagship store, Visionaire Design Gallery, which for the occasion has been completely renovated to a design by Alessandro La Spada.

A new lighting project by Viabizzuno contributed also to the definition of deep, almost theatrical, atmospheres with the aim of maximizing every single furnishing product.





INSULAE



During Milan Design Week 2021, Visionnaire unveiled an evocative installation in its showroom, called "Insulae" and designed by Marco Bonelli and Marijana Radovic - aka m2atelier - which transforms the space into a new dimension where architecture, nature and dreams are the protagonists.

A secret garden is revealed to the viewer in the large central hall, through arches that define its perimeter but also allow it to be crossed and invite discovery.

This garden is the beating heart of the project, around it five symbolic places of the Italian territory revolve.

These places are islands, which can be observed from all perspectives and their singularity can be appreciated.

In this ideal archipelago, the sea separates them and at the same time holds them together, evoking the Italian coastline in all its moving beauty.

Each island houses a product from the *Caprice* collection, designed by m2atelier, and presents a setting where architecture and nature dialogue in unison.

The main floor of the gallery also hosts products from the *Babylon Rack* collection, designed by Alessandro La Spada, harmoniously integrated into the Insulae project.

A summer trip or imaginary escape to the world's most famous Italian islands: Sicily, the archaic cradle of our civilisation; Sardinia, lunar and mysterious; Capri, a midsummer night's dream; Elba, the scent of flowers; Ponza, wild and passionate. Each island features an immersive natural setting with which the products dialogue in unison, or perhaps they are one soul, the soul of that place.

The landscaping, based on an analysis of the areas' typical Mediterranean vegetation, was carried out in collaboration with Gruppo Giardini, which oversaw the layout and selection of the trees with an all-Italian sensitivity, creating emotions through the harmonious shapes, colours and scents.





CAPRICE

An escape from monotony and boredom, a caprice of the heart – but above all of the imagination – Caprice is a collection that reminds us how important it is to live with passion, and a bit of nonchalance.

A reminder of summer journeys, the magical coastlines of Italy, the fleeting beauty that makes happiness even more intense and coveted, and – at last – an invitation to smile again, to rediscover the sense of what we are always searching for: love and freedom.



CAPSULE

The capsule collection designed for Visionnaire by Marijana Radovic and Marco Bonelli, alias m2atelier, responds to the needs of many places and moments of life, with the same versatility in both indoor and outdoor settings, where the common denominator is the same: comfort.



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Home is above all the abode of our spirit and our dreams; a positive place in which to feel "safe", but also a shelter in which we recognize and rediscover ourselves.

In this sense, the home evolves together with our lives, and spaces and functions become as mutable as our emotions and our needs.

Flexibility to adapt and change is a fundamental paradigm of home architecture, and of the design of the objects we choose, due to the emotions they stimulate on us, as they become irreplaceable presences in our world.

Visionnaire worked in two directions: on the architectural one – an already mutable space that has changed even more in recent years – but also on the definition of unique, ingenious furnishings, driven by a desire for functional versatility.

The Babylon Rack project – entirely designed by Alessandro La Spada as the evolution of the iconic Babylon model – has been conceived as a work of modular mini-architectures, with many functional features for studying, working and relaxing.

BABYLON



visionnaire

RACK



P O L



A R I S

“DE RERUM NATURA”

On the occasion of the Design Week in September 2021, Visionnaire participated to Alcova, the traveling Kermesse of the Fuorisalone conceived by Joseph Grima and Valentina Ciuffi in 2018 and dedicated to designers, artists, galleries and institutions united by a pioneering vision of the culture of design, innovation and experimentation.

From the evocative spaces of the former panettone factory of G. Cova & Co in NoLo district, Alcova arrived this year in a former military area in the Inganni district in Milan.

An abandoned urban forest and buildings from the 1930s invaded by uncontrolled vegetation were the ideal stage for the installation “De Rerum Natura” by Gunilla Zamboni, known as Gupica. Aracea - design Gupica - is a sculptural lamp inspired by a liana with large heart-shaped leaves. It explores the concept of contemporary beauty through the metaphor of nature.

Delicate and iconic at the same time, it is the result of a thought on the natural/artificial dichotomy as a constant/variant of the relationship between man and nature. Natural shapes are simplified until they became the components of a functional object. The LED light source, like lifeblood, passes through the central rib of the leaf producing a direct lighting also directable, simulating the natural movements of a leaf.

Its modularity allows the declination in the floor, wall, table, suspension, sky/ground lamp models, all installed on the first floor of the “Casa delle Suore” between walls with printed velvet curtains and carpets with laser cut leaves made of recycled leathers on design by Gunilla Zamboni.









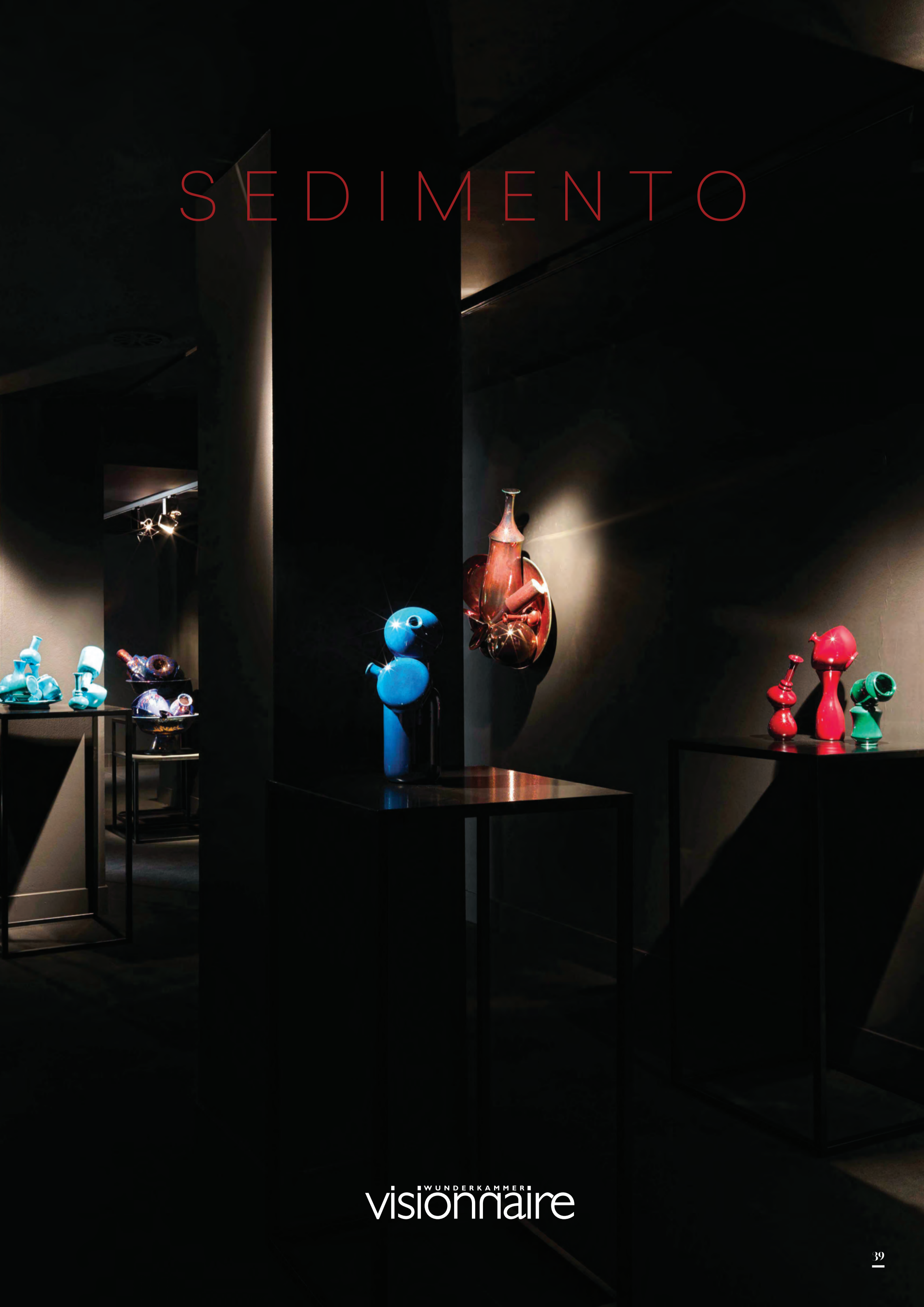
A TRIBUTE TO THE LONG-TERM COLLABORATION BETWEEN TWO ENTREPRENEURIAL REALITIES WITH AFFINITIES OF GEOGRAPHY AND VISION. THE DIALOGUE BETWEEN VISIONNAIRE AND ANDREA ANASTASIO, CURATOR AND ARTISTIC DIRECTOR OF BOTTEGA D'ARTE CERAMICA GATTI, HAS LED TO "SEDIMENTO," PAYING HOMAGE TO THE EXTRAORDINARY LEGACY OF CRAFTSMANSHIP FOUND IN THE ITALIAN TERRITORY, COMBINED WITH CREATIVITY AND REFLECTION WITH A CONTEMPORARY VIEWPOINT. HISTORY, IN ITS SUCCESSION OF DATES AND EVENTS, IS A PARADE OF FORMS, CONTAINERS AND VASES THAT BEAR WITNESS TO THE PASSAGE OF FASHIONS, CUSTOMS AND ACTIVITIES. THE ART OF CERAMICS IS A REPOSITORY OF THIS GIGANTIC ARCHIVE, AND THE WORKS CONTAINED IN "SEDIMENTO" ALLUDE TO THIS HERITAGE, DELVING INTO ITS DEPTHS TO DISCOVER COMPOSITIONS AND NEW FORMS.

SINCE 2008, INSIDE THE MILAN FLAGSHIP STORE, THEY COEXIST IN A MULTIFUNCTIONAL SPACE, A FURNITURE SHOWROOM, A BISTRO, A DESIGN GALLERY THAT WE CALL WUNDERKAMMER. A LABORATORY OF IDEAS AS WELL AS AN EXHIBITION SPACE, CONCEIVED AS A PLACE OF THE WONDERFUL AND THE UNEXPECTED.

"OURS IS A CURATORIAL RESEARCH: WE PRESENT COLLECTIVE OR PERSONAL WORKS. KNOWING MANY ARTISTS ALSO ALLOWS US TO INSERT THEIR WORKS INTO PARTICULAR PROJECTS, DEPENDING ON THE NEEDS OF THE MOMENT. WE HAVE ARTISTS WITH WHOM WE CULTIVATE RELATIONSHIPS IN EXCLUSIVE AND WITH WHICH EVERY YEAR WE WORK ON A PROPOSAL THAT LIVES AND DEVELOPS ALONG WITH THE COLLECTION OF FURNITURE. WE COLLABORATE CONTINUOUSLY WITH ABOUT THIRTY ARTISTS AND WE HAVE ALWAYS PUT IN DIALOGUE MORE WELL-KNOWN PERSONALITIES WITH OTHERS LESS KNOWN, BUT NOT LESS INTERESTING" SAYS MARCO MORANDINI, WUNDERKAMMER CURATOR.



SEDIMENTO



WUNDERKAMMER
visionnaire

Eleonore Cavalli:

«From luxury to meta-luxury,
for a more sustainable future»

Vanity Fair

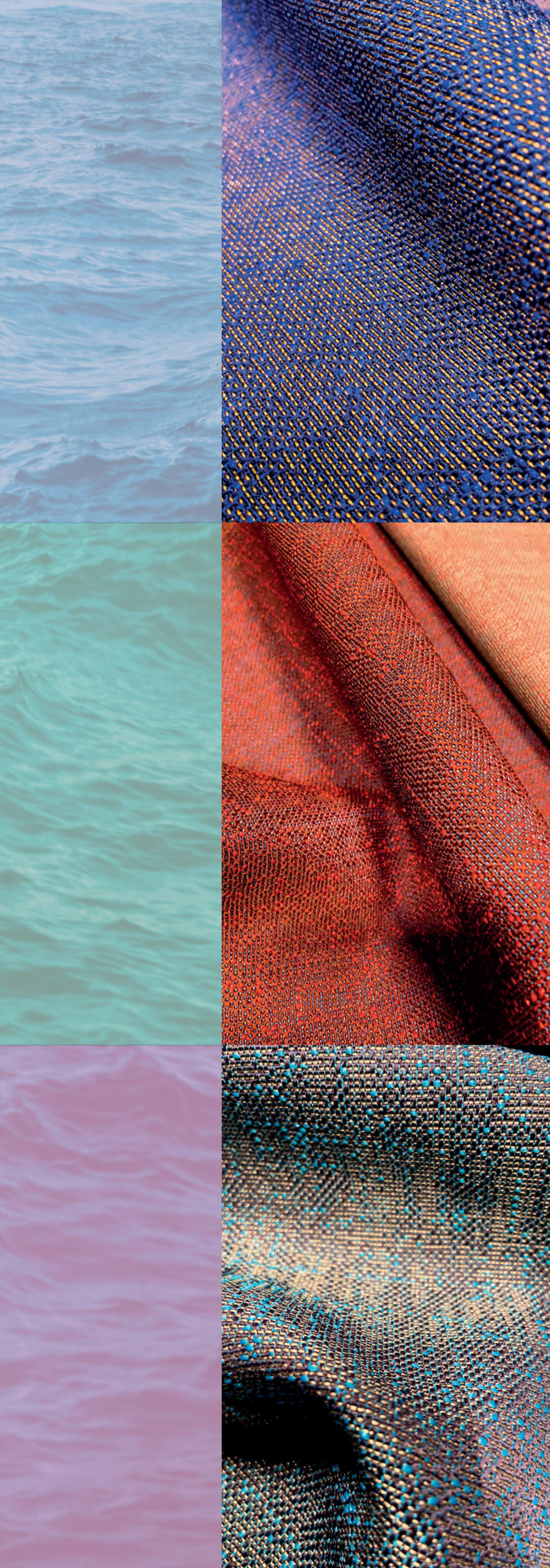
How much does all this environmental research cost?

«It costs, but it is a cultural transformation necessary to move forward, an investment. Also because ours is a transformation of thought, which involves the whole company, all departments. But at a certain point we have to make some field choices, to give a clear signal to our customers. Of course, you need to allocate budgets, but every year you decide to invest on which area: first it was wood, then leathers and fabrics and then the productive rethinking. We set ourselves goals to reach and we compose the puzzle, piece by piece. Sometimes we just need to rethink about products we already produce, without major revolutions: for example, we have revised one of our historic kitchens, simply by lightening the materials, which then went on to affect transport, ease of assembly, possible disposal, which also impact on the environment. Large companies must be bearers of positive values, going beyond their immediate profit. We are now seeing the results of choices made three years ago, when for example we proposed a collection composed by vegetable and natural raw materials, eliminating foam rubber and oil-based polyurethane: we have sought increasingly responsible solutions and our customers seem to be even more convinced of their purchases. A more visceral bond has been created, linked to shared values, rather than to portfolio capacity».

But how has the concept of luxury changed in recent years?

«A lot. Luxury has always been there, it is an element of distinction, uniqueness and often associated with Made in Italy. But today luxury no longer belongs only to the sphere of exclusivity for the type of material or for the economic value of the object, it is increasingly linked to the values it is able to transmit, it becomes a distinctive element, that choice of field of which we talked before. This is why, for example, we no longer speak of luxury, but of meta-luxury: I no longer buy a chair because it is a beautiful silk velvet chair with lacquered legs, but I buy it because this chair was produced in Italy, because I know that the workers who assembled it have regular employment contracts, because I know that the materials are not toxic, because everything is controlled, everything is verified. This is the new luxury, a sustainable luxury, with a sense of responsibility. In 2019, for the 60th anniversary of the company, we presented a decalogue, a true manifesto of intentions, with which to shed light on our range of action and define the route: if you are a sustainable company you will create a sort of virtuous ecosystem: if you get a certification, even the craftsman who works with you will have obtained it. It is a cultural pact, a seed that germinates and bears fruit, it is a way of doing business by obtaining a good turnover, but also a healthy turnover».





re GENERATION

At the dawn of a new decade of necessary environmental and social awareness, Visionnaire continues along its path of more sustainable growth, with a new focus on the selections of fibers and coverings. Increasingly high-performance and innovative fabrics and leathers, which through strategies of recycling and low-impact production processes achieve new technological breakthroughs.

Starting with *Beauty*, the collection for 2020 | 2021 - a project in constant evolution - the Brand has begun to introduce cladding options with high-performance characteristics. Such as *Iris*, the fabric of the *Reviva* collection, selected for the production of several seats, including the *Kylo* stools designed by Alessandro La Spada.

Visionnaire presented a new project, a book titled *Re-Generation*, entirely on fabrics and leathers that comply with criteria of low environmental impact. In this special selection of materials, every single fabric is accompanied by a technical profile, providing details on its composition, spinning, weaving, systems of cultivation and traceability, for an overview of the entire product life cycle. The novel offerings include the new *Ravenna* and *Lienz* fabrics, also belonging to the *Reviva* collection.

Ravenna is a 100% recycled velvet with a "soft touch," selected to cover the *Montparnasse* sofa designed by Mauro Lipparini. The yarns with which the fabrics are made are completely traceable thanks to a "marker" inserted during the spinning process, which indicates the origin of the material, all the way into the finished product.

Visionnaire continues with its commitment to safeguard our natural heritage, through increasingly direct, conscious choices, thus orienting the cultural vision of the brand.





Visionnaire strengthens its presence abroad with a new flagship store in Monte Carlo - Principality of Monaco. Situated in the prestigious Carrè D'Or district, the beating heart of the high-end Monegasque shopping, favored by a jet set that touches all latitudes, the new mono-brand is characterized by a flexible and dynamic space, animated by a careful choice of environments that reflect the lifestyle and the elegant atmosphere that have always distinguished Garbarino Interior Design and Visionnaire.

VISIONNAIRE & GARBARINO MONACO UNITED FOR A CAUSE

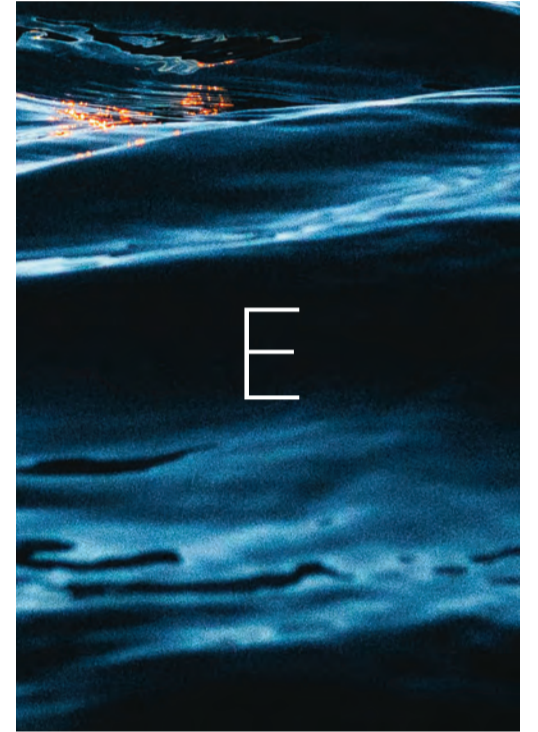
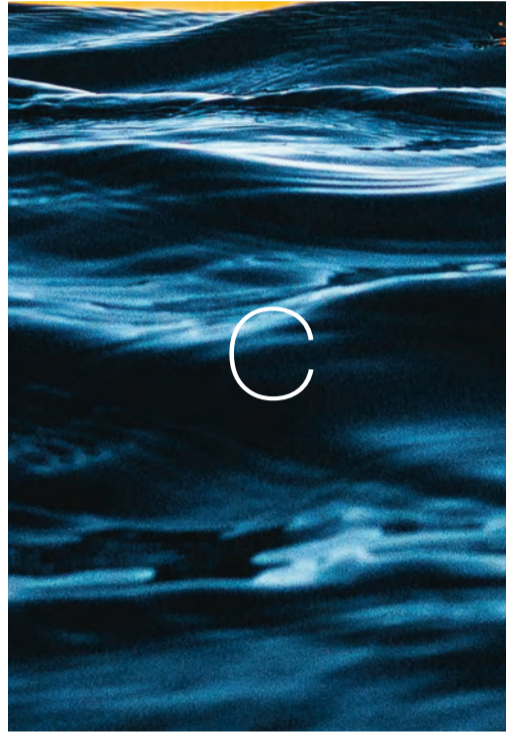
Visionnaire Montecarlo joins the project OCEAN, the first exhibition of *La Loggia* at

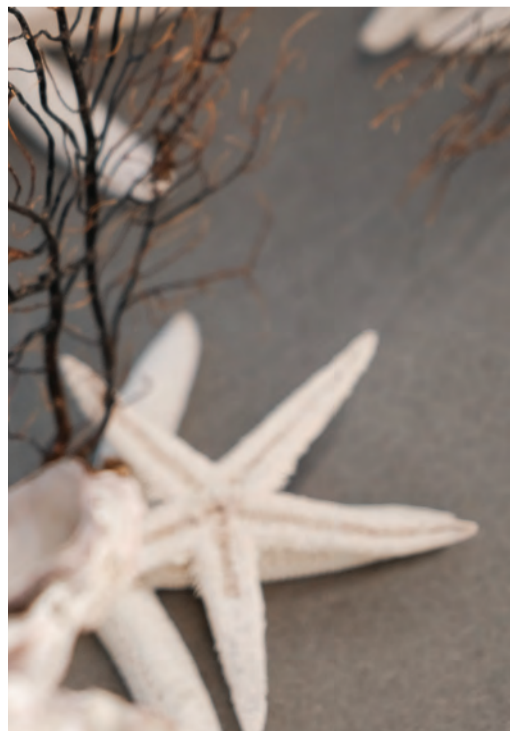
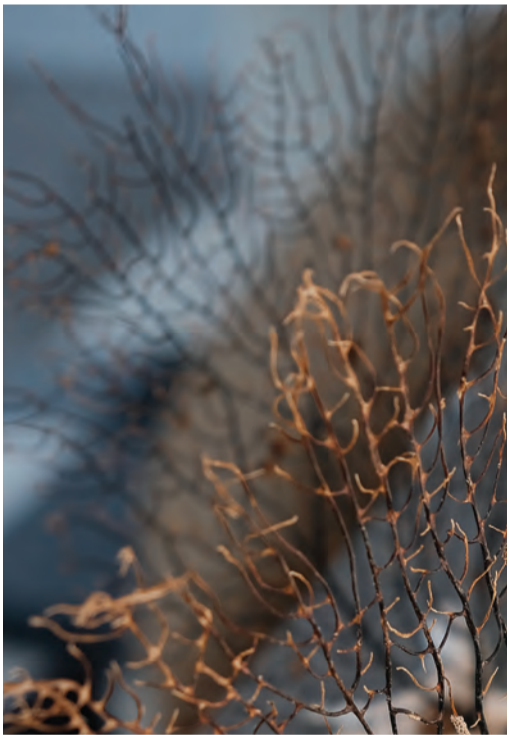
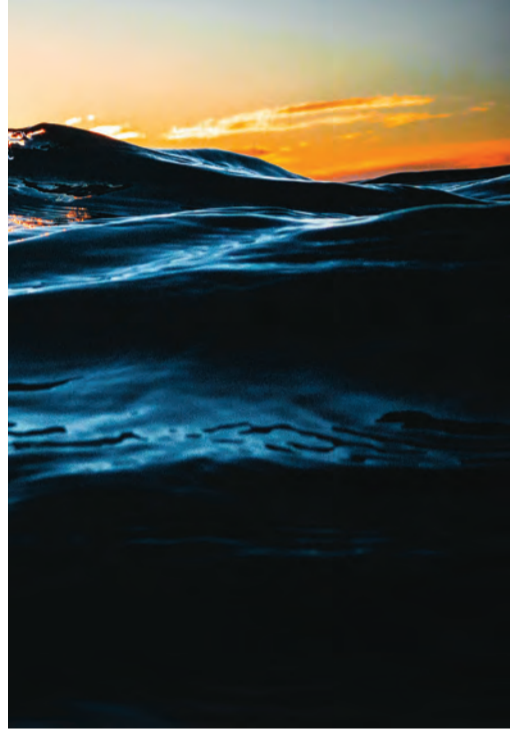
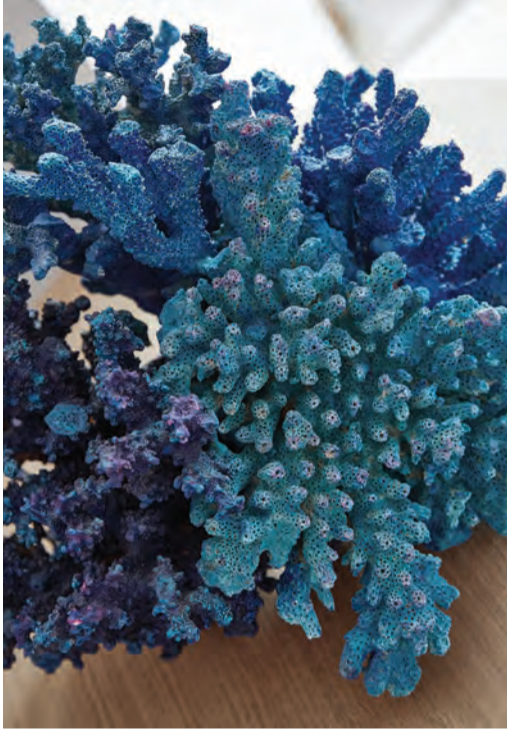
Garbarino Interior Design. Because there are no "seas" but one global Ocean which we all depend on, David Garbarino wishes, through art and design, to contribute to the message for its preservation.

Ocean, an exhibition in which the nature and the environmental heritage's protection become objects of art. The artist Nicolas Lefebvre, showcasing his "premier arts", revalorizing waste from the marine environment, in particular. The artist Jérémy Gobé, committed to the protection of corals. The photographer Greg Lecoeur and freediver Guillaume Nery narrating their expedition and related photography book "Antarctica". The photographer Florian Gruet showcasing his artistic photo prints focusing on the "water" element in the Mediterranean. The eco-responsible brand Giannotti, creating fine knits made from plant fibers.

The Massena Bookstore and its selection of books surrounding the Ocean theme. The 209 Mare beachwear brand, displaying its 2021 collection of terrycloth clothing.

Visionnaire strives to protect the Oceans and their biodiversity, constantly threatened by climate change and human activities. The brand's desire to safeguard the natural heritage takes the form of vital awareness that informs and orients the brand's cultural vision. Preserving the ocean means also to guarantee the survival of its entire ecosystem. With Coralgardeners.org, Visionnaire adopts corals in French Polynesia making the coral reef more resistant to global warming and giving a new life to broken pieces of corals. The company also supports SeaLegacy by "helping to create a world where our oceans are full of life."





DR EA MS

"Couturier of one thousand and one nights' dreams".

Visionnaire is today one of the world's undisputed leaders in luxury design as a result of its new way of conceiving interior decoration, not as strictly tied to a product, but representing an actual life philosophy.
In a word: a lifestyle.

The brand takes an alternative approach to the idea of interior design, offering a "total concept" solution, creating customized interior spaces to fit a customer's personal needs, style and taste.

Visionnaire develops its contribution to the one-of-a-kind approach by starting with a specifically Italian sensibility: our territory is full of exceptional environmental situations, and the national landscapes and locations are often recognized as fertile vectors of a "culture of habitation" and a "culture of living."

Based on this premise, Visionnaire likes to think of its design as creating an optimal blend between its culture of origin and that of the many extraordinary countries in which Visionnaire has the opportunity to work, which gives its projects the breadth and depth of a craft that is meaningful to all contemporary communities.

Visionnaire's customers belong to a jet set that touches all latitudes, a demanding international "community" looking for an exclusive, unique style and for whom total looks customized down to the smallest detail are designed and created.







HANGZHOU









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STORES



The design concept of the store, formulated by the company's in-house styling division, reflects the aesthetic codes and values found in all the flagship stores of the brand around the world (Milan, Dubai, Los Angeles, Miami and Hong Kong): technology and lifestyle, culture and contamination, interaction with talents from different backgrounds, and a low-impact approach to 100% Italian craftsmanship.

The space has been organised like a real home: the rooms, with walls characterised by intriguing "gouaches" with rounded corners, display the furnishings along a precise architectural path.

The walls alternate wood and ribbed fabric coverings with floral decorations from the early 1900s and pastel shades of sage green to broaden the perception of space, making it dynamic and organic.

LONDON

EMBASSY



The new flagship store, which occupies a villa in a high-profile residential complex, has a total area of almost 800 square metres on two floors, complemented by a beautiful roof garden in one of the most desirable locations on the Jumeirah First waterfront.

In addition to a selection of the brand's bestsellers, the store features pieces from its latest collections.

The villa's various rooms are arranged around a central hall that serves as the starting point of the path through the boutique.

One of the main living areas features the new Babylon Rack sofa, designed by Alessandro La Spada as an evolution of the iconic Babylon model.

This product has been conceived as a modular mini-architecture, characterised by a series of functional elements developed for study, work and leisure.

The new 2021 arrivals are perfectly complementary to the brand's iconic pieces, such as the Kerwan dining tables designed by Alessandro La Spada and Raidho designed by Steve Leung, featuring exclusive craftsmanship and a range of fine marble tops.

The new versatile *Caprice* capsule collection, designed by m2atelier for indoor and outdoor use, will be displayed in the store's outdoor spaces leading visitors to the Embassy entrance.

DU BAI

EMBASSY







The new showroom of about 290 square meters is on a single level, with seven large windows facing the space outside. The concept focuses on the dialogue between nature and artifice: the organic forms of the suspended ceiling, which set an absolutely original tone for the spaces, are reflected in the dark marble floors, blending to offer a precious setting for the latest collection of furnishings.

TAI ZHOU

MONOBRAND





Visionnaire has opened its first store in Belgium, in the city of Brussels – thanks to a strategic partnership with the well-known premium furniture dealer D-Style Interior, a lifestyle meeting point and the theater of exclusive and private events for the most demanding clients. A space in which they not only find the finest luxury manufactures for their homes but also they enjoy the experience of exclusivity. A little gem at the gates of Brussels, inside an impressive multi-brand store, Visionnaire displays a corner of 100 square meters.

The retail design is by the creative division working at the Visionnaire headquarters. Visitors are guided through the discovery of the latest collections, in an engaging path winding along a fluid sequence of living areas, dining and bedroom zones, and the exclusive display – for the grand opening – of one of the three numbered specimens of the Trono Pavone, a work of art-design presented for the first time during Art Basel in December 2019.

The result is a sophisticated assortment of evocative atmospheres, in which the materials, forms and colors perfectly reflect the unique sensibilities and personality of the brand, in tune with the elegance of the Belgian tradition.

BRUX ELLES

IN-STORE CORNER





ADI Design Index is the annual selection of the best of Italian design and is an integral part of the system of selection for the ADI Compasso d'Oro Award: each year, through the ADI Permanent Design Observatory – a working group made up of more than one hundred experts, also drawn from outside the association – it examines the design of new products that have gone in production.

Following a structured selection process (territorial and thematic commissions, and a final selection committee), the best design products are presented together with a critical appraisal that highlights the reasons for the choice, in the ADI Design Index.

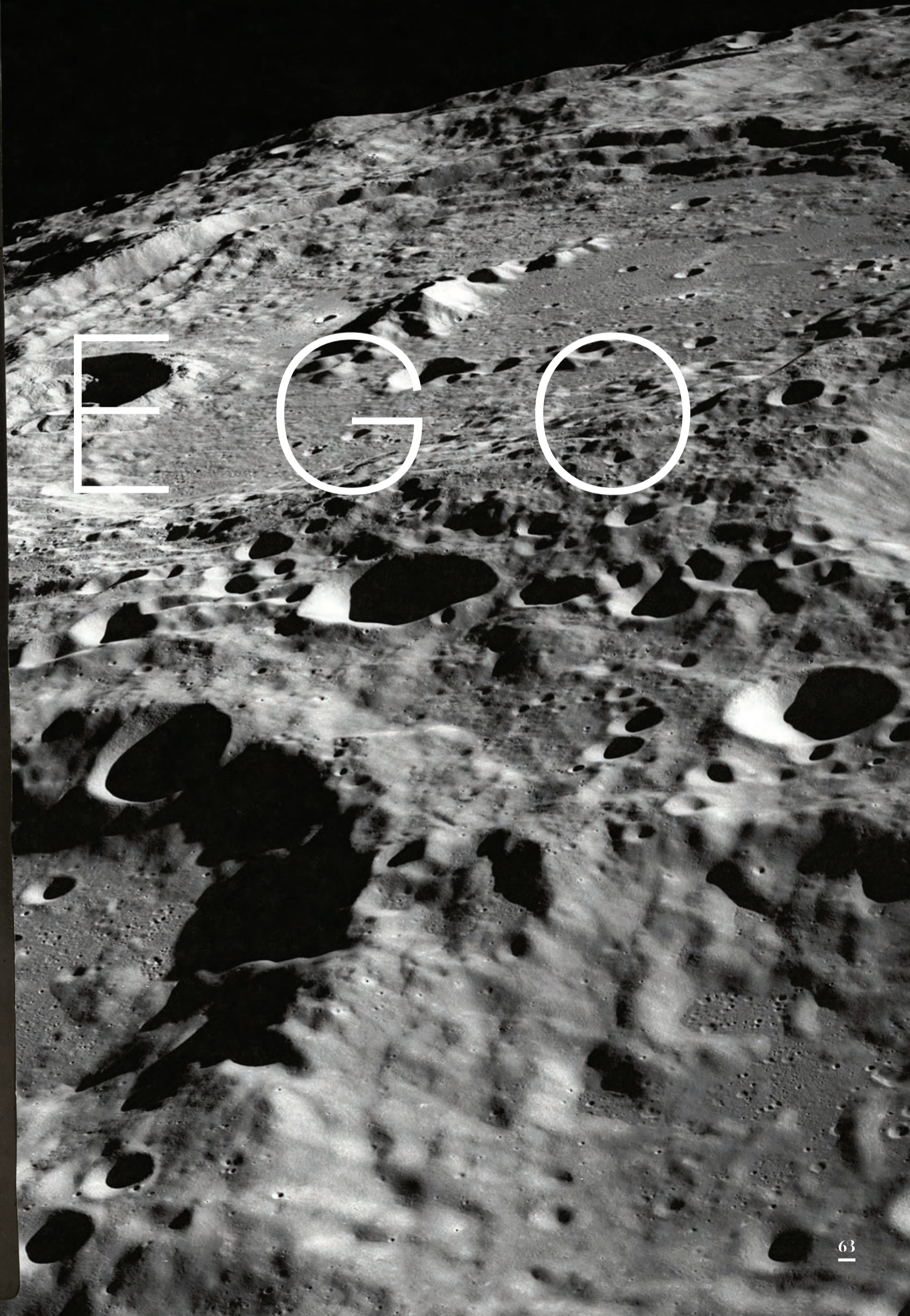
We are honored to announce that the Lego low table and console, designed by Draga&Aurel for Visionaire, have been selected for the ADI Design Index 2021.

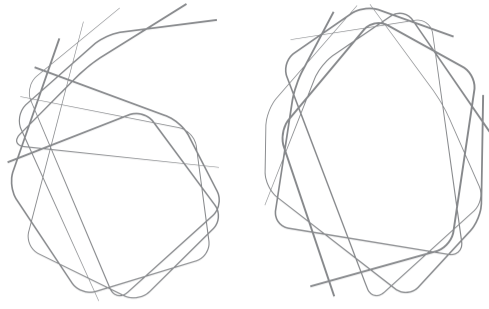
The word "Lego" has a double meaning in Italian: it means to join, to link but it also recalls the famous game that brought together the childhood of countless children, including that of the designers, giving the joy of being able to build something real, from a tower to a train. Hence the choice of this name for the low table and the console which are the result of the embrace of geometric shapes, perfect together but harmonious and solid even separated. The main materials for these pieces are concrete eroded by sea salt and metal elements.





LEGO





1959/2019
IPE/VISIONNAIRE
ANNIVERSARY

The year 2019 was one of anniversaries for IPE-Visionnaire: the mother company IPE celebrated the 60th anniversary, while Visionnaire, its exclusive brand, its 15th birthday.

AWARDS:

2021



2020



2019



2018



2017





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Print Made in Italy | November 2021| Euroteam - green advanced printing

Cover photo by Max Zambelli

Creativity, sustainability and meta-luxury.

Visionnaire green-hearted re-evolution hits also the production of this catalogue, in which the long standing value of the company for made-in-Italy melts with the concept of green consciousness.

The catalogue is printed on paper obtained from responsibly managed sources.

Special edition printed with a double-version cover



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