

# VISIT ONN AIR E AR OUN ND



ISSUE 2  
MYTHICA

Lifestyle | Design | Interiors |  
Fine Art | Art Design



VISIONNAIRE IS AN  
ITALIAN  
META-LUXURY  
LIFESTYLE BRAND

## SINCE THEN, UNTIL NOW

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, perfect and define new compositional and material solutions, defining the identity of every single product by making it unique and inimitable, though 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.



1961-2022  
IPE/VISIONNAIRE  
ANNIVERSARY OF PARTICIPATION  
AT SALONE DEL MOBILE DI MILANO

12 companies, ambassadors for Italian design creativity and craftsmanship, have taken part in every single edition of the Salone del Mobile.Milano. A shared growth path and a boundless contribution to the furnishing system.

Mythica is the collection Visionnaire presented last June at the Salone del Mobile.Milano, with a name that also pays homage to a double 60th anniversary – that of the Salone and that of the company's constant participation in the Italian fair. Visionnaire has in fact taken part in every iteration of the Salone del Mobile in Milan since 1961, contributing to its historic success and internationalization.



Participation award of 60 years at Salone del Mobile.





**1961**

THE **SALONE DEL MOBILE ITALIANO** IS FOUNDED TO PROMOTE THE ITALIAN EXCELLENCE IN THE DESIGN SECTOR

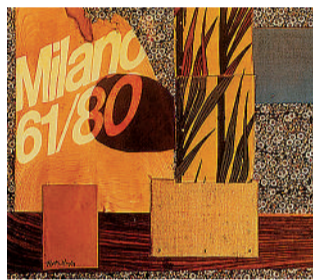
**1968**

8<sup>TH</sup> EDITION OF SALONE IPE PRESENTS **CIGNO ARMCHAIR** BY VITTORIO VARO, INTRODUCING IRON AS STRUCTURAL AND DECORATIVE ELEMENT



**1961**

1<sup>ST</sup> EDITION OF SALONE IPE PRESENTS **MERCURY**, IN THE TWO SOFA AND ARMCHAIR VERSIONS, DESIGNED BY THE SCULPTOR RITO VALLA



**1980**

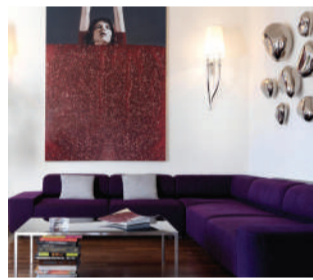
BIENNIAL EUROLUCE AND WORKPLACE 3.0 EXHIBITION.

**LUNGARNO SOFA** IS AN INTERNATIONAL SUCCESS AS A MODULAR SOFA



**1996**

IPE INTRODUCES THE **STREAMLINED COLLECTION** BY ROBERTO LAZZERONI. LIVING AREAS ARE REINTERPRETED AND REORGANIZED



**2000**

THE **EUGENE SOFA** AND **EILEEN ARMCHAIR**, THAT ARE STILL **AVANT-GARDE** TODAY, ARE DESIGNED BY ROBERTO LAZZERONI

**2004**

**VISIONNAIRE** THE NEW REVOLUTIONARY META-LUXURY BRAND WAS BORN



**2005**

THE **SALONI WORLD WIDE** MOSCOW, WHICH BECAME SALONE DEL MOBILE MILANO MOSCOW IN 2018, WAS BORN IN 2005



**2016**

SALONE DEL MOBILE MILANO **SHANGHAI**

**2017**

**GREENERY** COLLECTION IS A REVOLUTION TO ENJOY GREEN SPACES



**2008**

THE **VISIONNAIRE FLAGSHIP STORE** IN MILAN OPENS ITS DOORS, WELCOMING VISITORS INTO AN ELEGANT BUILDING IN PIAZZA CAVOUR



**2022**

**60<sup>TH</sup> ANNIVERSARY**

OF PARTICIPATION AT SALONE DEL MOBILE MILANO



**2019**

IPE CELEBRATES ITS **60<sup>TH</sup> ANNIVERSARY**, WHILE VISIONNAIRE REACHES ITS **15<sup>TH</sup> YEAR** OF SUCCESS



**2018**

**RESPIRO** COLLECTION

"SPACE IS THE BREATH OF ART"  
FRANK LLOYD WRIGHT

VISIONNAIRE BECOMES A BENEFIT COMPANY

OUR WORLD OF ARTS & CRAFTSMANSHIP

NFT - ART THAT EVOLVES

MYTHICA. SALONE DEL MOBILE 2022

NATURE'S JEWEL BOX 2022

HOMO FABER

ART & DESIGN TOLD BY WOMEN

LIFE ON THE SEA

# TASTE OF DESIGN

VISIONNAIRE BISTROT

INTERIOR DESIGN PROJECTS

STORES: NEW OPENINGS

ARCHITIZER A-AWARDS  
DARSENA DEL SALE

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# CRAFTED DEVOTION

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# CONVIVIAL BLISS

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# VISIONNAIRE

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# CODE

AS OF DECEMBER 2021 VISIONNAIRE, FOUNDED BY THE MOTHER COMPANY IPE, HAS BECOME A BENEFIT COMPANY, DEFINING ITS BUSINESS APPROACH BY PROMOTING POSITIVE AND ESSENTIAL VALUES WITHIN THE COMMUNITY.

BENEFIT COMPANIES ARE FOR-PROFIT ORGANIZATIONS, BUT ALSO HAVE THE OBJECTIVE BY BRINGING SHARED BENEFITS TO THE ECOSYSTEM IN WHICH THEY OPERATE, GUIDE AND DRIVE INNOVATION THROUGH THEIR ACTIVITIES. IN ITS BUSINESS PRACTICES, IPE-VISIONNAIRE INTENDS TO PURSUE ONE OR MORE POSITIVE EFFECTS - OR REDUCE NEGATIVE EFFECTS - IN REGARD TO PEOPLE, COMMUNITIES, TERRITORIES AND ENVIRONMENT, CULTURAL AND SOCIAL ASSETS AND ACTIVITIES, INSTITUTIONS AND ASSOCIATIONS, AS WELL AS OTHER STAKEHOLDERS. THESE FACTORS ARE AN IMPORTANT PART OF THE COMPANY'S MISSION: THE OBJECTIVES OF COMMON BENEFITS THAT ARE PURSUED INSIDE BUSINESS PRACTICES IN AN INTEGRATED WAY, INSERTED WITHIN THE COMPANY'S STATUTE FOR ALIGNMENT AND IN THE MEDIUM AND LONG TERM PROTECT THIS CORPORATE DETERMINATION.



#### **SPREAD OF BEAUTY**

TO IMPROVE THE QUALITY OF LIFE OF PEOPLE THROUGH CREATIVE RESEARCH AND THE SPREAD OF BEAUTY IN ALL AREAS OF LIFE, ASSIGNING VALUE TO THE SKILL, INGENUITY AND EXCELLENCE OF ARTISANS, PROMOTING INNOVATION AND THE DISSEMINATION OF ART AND CULTURE

#### **TERRITORY**

TO CONSERVE AND DEVELOP A DEEP CONNECTION WITH THE TERRITORY, PROTECTING AND ENHANCING ITS UNIQUE CHARACTERISTICS AND PURSUING OPPORTUNITIES FOR SHARED GROWTH WITH THE LOCAL BUSINESS COMMUNITY, THROUGH THE MODEL OF DIFFUSED MANUFACTURING

#### **ENVIRONMENTAL IMPACT**

TO REDUCE NEGATIVE ENVIRONMENTAL IMPACT IN THE LUXURY FURNISHINGS SECTOR, INVESTING IN RESEARCH AND DEVELOPMENT ON SUSTAINABLE MATERIALS AND PROCESSES, AND CONSOLIDATING A BUSINESS MODEL THAT REDUCES WASTE, CONSUMPTION AND REFUSE TO A MINIMUM

#### **PEOPLE**

FURTHERMORE, THE COMPANY MAKES A COMMITMENT TO OPERATE IN A RESPONSIBLE, SUSTAINABLE AND TRANSPARENT WAY IN RELATION TO ALL PEOPLE, COMMUNITIES, TERRITORIES AND ENVIRONMENTAL CONTEXTS, CULTURAL AND SOCIAL ACTIVITIES, INSTITUTIONS AND ASSOCIATIONS, AND OTHER STAKEHOLDERS



VISIONNAIRE BECOMES  
**BENEFIT**  
COMPANY

OUR UNIQUE OBJECTS CAN BE PASSED DOWN ACROSS GENERATIONS, BEARING

# Arts & Crafts



**TOTEM**  
A family of hand-glazed ceramic vases in various sizes and colors with ornaments and necklaces in brass, copper, bone, glass and leather cords.



ING WITNESS TO THE PURSUIT OF BEAUTY AND PERFECTION

VISIONNAIRE PAYS TRIBUTE TO CRAFTS AS ONE OF THE LOFTIEST EXPRESSIONS OF THE LABOR AND TALENTS OF HUMANKIND, A VEHICLE OF CREATIVITY AND LEGACY OF ART, TO TRANSFORM HISTORY INTO FUTURE, TRADITION INTO INNOVATION, SUSTAINING THE ETERNAL EVOLUTION OF EXCELLENCE. THE BRAND HAS DEVELOPED ITS BUSINESS MODEL AROUND THE CONCEPT OF META-LUXURY, NAMELY THE PURSUIT OF UNIQUENESS AND EXCELLENCE AS WELL AS THE REFINEMENT OF MATERIALS AND FORMS, SUPPORTING A PRODUCTIVE NETWORK OF CRAFTS DISTRICTS FOUND IN VARIOUS REGIONS, ACROSS THE ENTIRE TERRITORY OF ITALY.



MAM  
MAESTRO

D'ARTE E MESTIERE  
IV EDIZIONE 2022



Each workshop – embodying the highest levels of a particular creative technique – brings maximum sartorial quality to our artifacts, existing in profound synergic balance with its territory, conducting in-depth research on the most sophisticated raw materials and their workmanship, all the way to the tangible experience of manufacture. Our master artisans put passion and skill into the making of unique objects – the result of an authentic labor of love and taste – which can be passed down across generations, bearing witness to the pursuit of beauty and perfection.

**Visionnaire becomes  
Benefit Company**

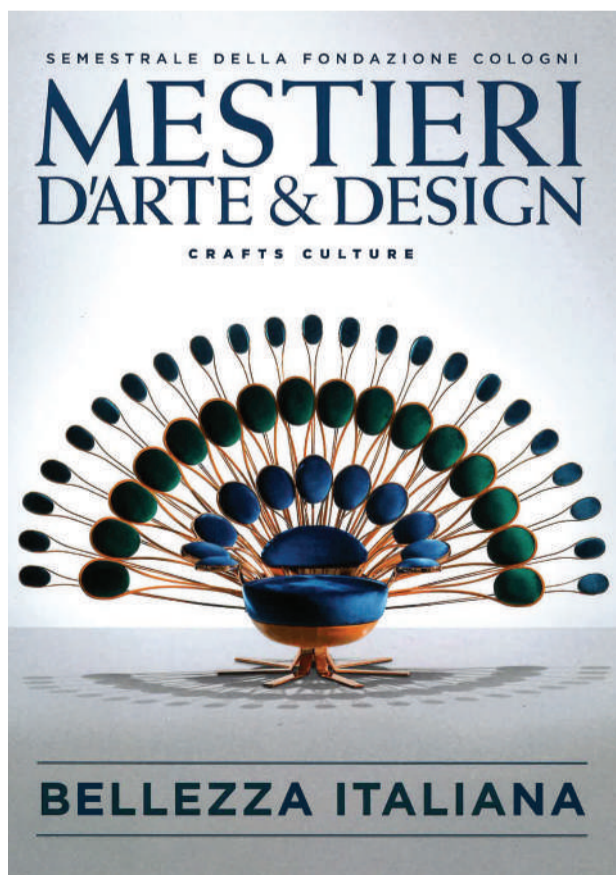
A benefit company since 2021, Visionnaire defines its mission as the promotion of positive values for the community, and sets out in its business activities to generate one or more positive outcomes – or the reduction of negative effects – in relation to people, communities, territories and the environment.

The brand invests in the development and protection of Italian crafts know-how and the creative talent of master artisans, through material and immaterial investments in its own workshops. On the one hand, the firm conducts research on productive efficiency, modernization of equipment, and the development of manufacturing practices for lower environmental impact. On the other, we engage our artisans on a human level, involving them in cultural initiatives, rewards and benefits in relation to their work.

Visionnaire, which has recently been assigned the title of “master artisan” in the person of Eleonore Cavalli – co-founder and art director of the brand – has in turn nominated a crafts district for the MAM - Maestro d’Arte e Mestiere award organized by Fondazione Cologni dei Mestieri d’Arte, in collaboration with ALMA, the International School of Italian Cuisine. The district nominated by Visionnaire – specialized in working with marble – has won the award dedicated to excellent Master Artisans operating in 23 different categories of arts and crafts: from ceramics to jewelry, woodworking to furnishings, metals to machinery, mosaics to leatherwork, artistic printing and restoration, textiles to theater crafts... all the way to the professions of taste and hospitality. MAM sets out to pay homage to the many “intelligent hands” that shape the “great beauty” that runs from north to south, across the whole national territory, making us feel like heirs to the great lessons of the Renaissance and its peerless cultural and human legacy.



MAM - Maestro d’Arte e Mestiere award at Palazzo Litta



Cover of MESTIERI D'ARTE & DESIGN with PAVONE by Marc Ange





NFT  
visionnaire

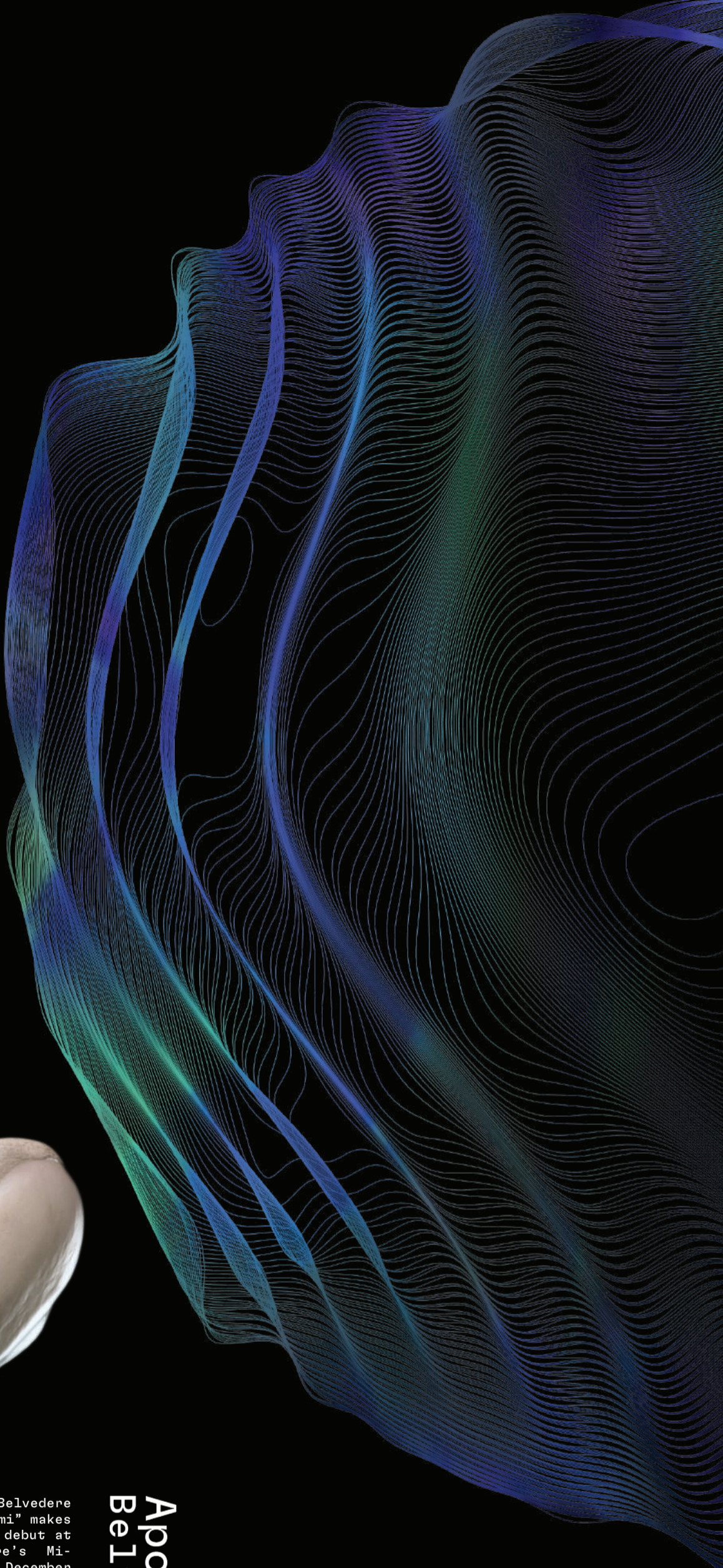


Launched in April 2022, Apollo Belvedere - the first VISIONNAIRE NFT project - explores innovative art and design languages granted through the Non-Fungible Tokens system and Web3. The synergy between the Visionnaire's expertise and the Visual artist Jonathan Monaghan's aesthetics has created a strong bond between craftsmanship traditions and digital design. Imagination is the key element in Visionnaire's act of transformation of precious materials into products for unique environments. Visionnaire NFT expresses the brand's ongoing relationship and dialogue with the Avant-garde. The project goes one step further alongside Jonathan Monaghan. The first three NFT's teasers dropped on March 28, 2022 on the Foundation Marketplace, one of the most important digital platforms for artists, curators and collectors in the new creative industries. With deep shared values of harmony and beauty, Visionnaire and Jonathan Monaghan united and chose Apollo, the Greek holy archer, as a symbol of aesthetic perfection and vitality for the future. From post-Hellenistic art to his 1972 moon landing to the emergence of a subversive affirmation of digital art, Apollo Belvedere is the ideal icon to launch Visionnaire NFT. On the occasion of the 60th edition of Salone del Mobile in Milan, Visionnaire featured the Apollo Belvedere sculpture on June at the Visionnaire showroom gallery Wunderkammer. Jonathan Monaghan unveiled an exquisite Carrara marble bust accompanied by a one-of-a-kind 1/1 NFT. The vision for the final drop was to create unique artworks that defy the ever-evolving, huge reproducible space of NFT art. Apollo Belvedere represents a dialogue between physical and digital worlds, demonstrating how the relationship between the two environments can bring new experiences to spectators and collectors. The physical bust was made from marble sourced from Carrara in Tuscany, where stone has been sourced since the Roman Empire. Pieces of marble that were brought to northern Italy were cut, sculpted, and carved into busts of the god by Italian artisans. It took months of manual labor to achieve the idealistic vision of texture, detail and ethereal softness



envisioned by Visionnaire and Monaghan. Combined with the marble sculpture, Monaghan created his video, a surreal 3D animation of an alien spaceship revealing a sculpture in a baroque setting. The bust faces the fiery red panther, a symbol associated with the ancient Greek god Dionysus and the concept of chaos. Minted on the sustainable side-chain of Ethereum, Palm Network, with near-zero carbon emission, "Apollo Belvedere" will be auctioned off the 4ART NFT + marketplace. As a Benefit Company, Visionnaire's top concern is to reduce the environmental impact in developing every project. Visionnaire partnered with Palm NFT Studio for its lower gas fees, fast transaction finality, and a 99.99% + reduction in energy consumption when compared to Proof of Work Systems. Ethereum mainnet is infamous for being carbon-intensive due to its "Proof of Work" consensus mechanism which requires a large amount of computing power for transactions. The Palm network's "Proof of Authority" (iBFT2) consensus mechanism requires significantly less computing power. The amount of energy required to mint on the Palm network is equal to sending three emails. Moreover, Visionnaire partnered again with Rete Clima to cover the CO2 emissions caused by energy consumption. By overviewing the entire design and production process, from the 3D rendering to the transportation of the finalized statue, the total amount of the energy consumed was accounted for by taking part in the project "Allain Duhangan Hydropower Plant in India", which aims to reduce Southern India's fossil fuel dependency. Jonathan Monaghan is an American visual artist who works on the relationship between physical sculptures and 3D animation. Drawing on a variety of sources like art history and video game subculture, Jonathan is an early adopter of NFTs, and he has been using the bitcoin blockchain to authenticate his digital artworks as early as 2013. Since then, he has been active in the crypto art space, including being featured in the launch of crypto.com's NFT platform.





“Apollo Belvedere goes to Miami” makes its official debut at the Visionaire’s Miami Embassy in December 2022. The project ushers in an installation where meta-luxury and metaverse meet in one single place. Visionaire’s Miami Embassy hosted during Art Basel Miami 2019 “The Garden of Beauty” in collaboration with Marc Ange, an ode to the romantic and enchanting beauty of the peacock: Il Pavone. The current installation is presented in a unique setting intertwining physical and digital experiences, an enveloping velour drape clouds the Apollo Belvedere in all of its forms showcasing the final NFT drop and the marble bust. The installation triggers visitors’ senses and transports them into the NFT world.

**APOLLO GOES ART**  
**BASEL**  
**BELEDVENE TO MIAMI**





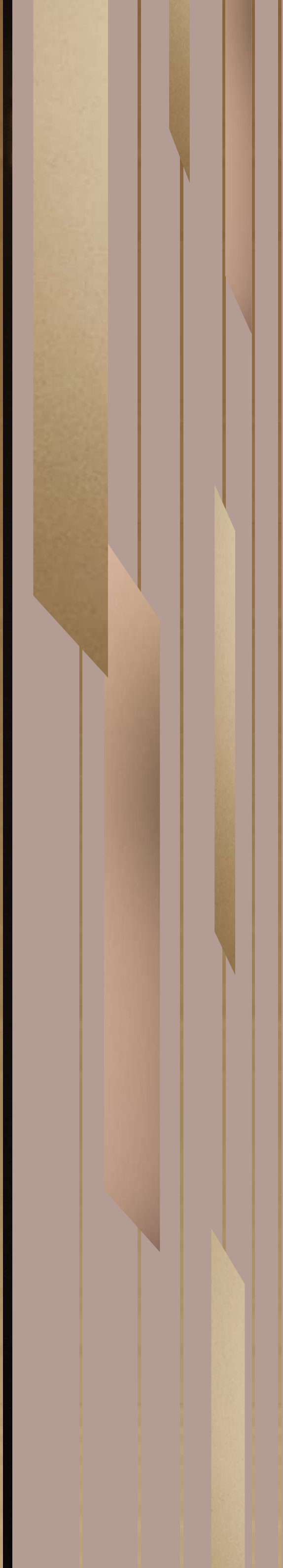


# M Y T H I C A

VISIONNAIRE REFLECTS ON AN IDEA OF LIVING THAT GOES BEYOND THE FUNCTIONAL CONCEPT OF ARCHITECTURAL SPACE, THROUGH THE SUBLIMATION OF THE LIFE THAT TAKES PLACE INSIDE. SPACE, ON ITS OWN, IS UNINHABITABLE; IT IS THE THINGS WE CHOOSE TO BRING INTO OUR LIVES THAT GIVE IT THE VALUE OF "HOME" THE PLACE TO WHICH WE CONSTANTLY RETURN. FROM THIS VIEWPOINT, DESIGNING ONE'S HOME MEANS ORDERING THE SPACE TO MATCH OUR EMOTIONS AND OUR GESTURES, GRADUALLY DEVELOPING UNIQUE PLACES THAT FEEL AS SACRED AS SPIRITUAL MONUMENTS.

IN VISIONNAIRE'S RESEARCH, THE HOME IS A TEMPLE MADE OF INDIVIDUAL (OR COLLECTIVE) MEMORY AND DAILY CEREMONIES. THE ROOMS OF THIS DWELLING-SANCTUARY INSIDE VISIONNAIRE'S STAND AT THE FAIR - DESIGNED BY ALESSANDRO LA SPADA WITH ARTISTIC DIRECTION BY ELEONORE CAVALLI - ARE NARRATED THROUGH SIX THEMATIC CHAPTERS ON LIVING: THE WINTER GARDEN, THE ATRIUM, THE CONVIVIVUM, THE DAYTIME OASIS, THE ALCOVE AND THE BOUDOIR. SYMBOLIC PLACES THAT RELEASE INTENSE EMOTIONS AND ASSOCIATIVE MEMORIES, IN THE SIMPLE ACT OF HABITATION.











A “mythical” ode to our most intimate and powerful daily rituals, narrated by the brand’s long-term designers - Alessandro La Spada, Mauro Lipparini, Draga&Aurel, m2atelier – as well as new collaborations – Studiopepe and Marta Naddeo – with which it has been possible to imagine the home as a simulacrum of our personal stories. In the act of dwelling, we select a space and draw a boundary that separates the world from our singularity, filling the space with our identity and spirit. This place is dense with life; the walls are steeped in feelings, the columns in memories and the ceilings in our daily gestures. Home is not just a separating perimeter, but also a space that frames our bodies, in which people and objects live in a spontaneous harmony of mutual belonging.

#### THE WINTER GARDEN

The winter garden marks the beginning and end of the exhibition pathway inside Visionnaire’s pavilion, welcoming and greeting visitors like a warm embrace. Its semicircular form, in fact, is like a window to the outside world, as interpreted by the sophisticated gaze of Marco Bonelli and Marijana Radovic, alias m2atelier, the creators of the Caprice collection that was presented for the first time in 2021.

#### THE ATRIUM

The entrance is a filter between two worlds, where we choose whether to welcome or reject what arrives from outside. A space of transit and waiting, it creates vivid expectations about what lies beyond. This is the space set aside for the poetics of Draga&Aurel.

#### THE CONVIVIUM

The kitchen is one of the most important places in the home. This room, superficially assigned to the realm of technical and functional performance, has a far nobler purpose: a place to take care of ourselves and others, through sharing and convivial pleasures. The new Villa d’Este kitchen by Mauro Lipparini celebrates the aggregative dimension of living.

#### THE DAYTIME OASIS

Alessandro La Spada is one of the protagonists of Mythica and of the chapter devoted to the heart of domestic life: the living/dining area. Places where the family gathers, marked by functional versatility with an accent on relaxation, hospitality and welcome.

#### ALCOVE

The alcove is not simply a place for resting; it also has an elusively voluptuous meaning. It is the “innermost chamber,” the place of secret discoveries. This chapter presents the Aubade bed by Alessandro La Spada.

#### THE BOUDOIR

It suggests a setting of profound intimacy and total privacy, for true rituals of beauty, grooming and care for the body, in which we are free to indulge our own sensibilities, revealed in the faculty of the spirit to perceive external objects through the senses. The boudoir is indeed a place of sense and sensualism, either as erotic fact or as a manifestation of taste and aesthetics. This private place becomes the realm of the designers of Studiopepe, Arianna Lelli Mami and Chiara Di Pinto, and hosts a capsule collection as a preview of the larger “empire of the senses” project.



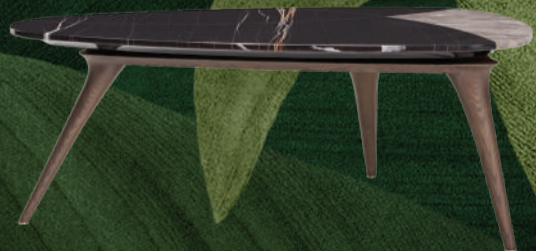


# REFLECTIONS

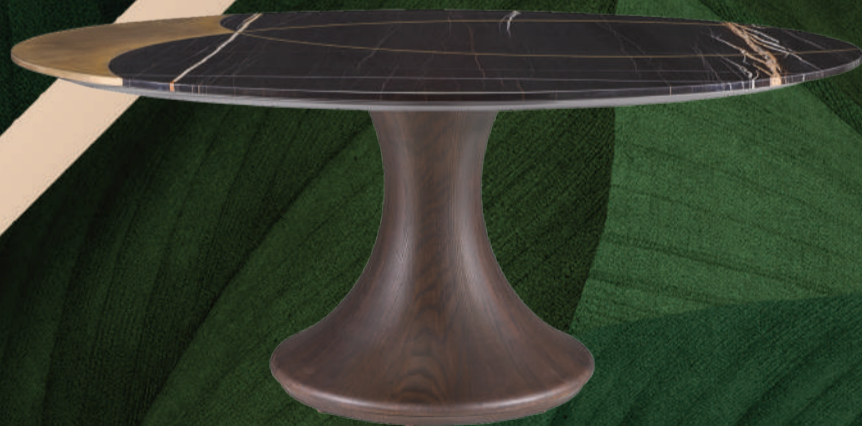
& POINTS

# OF VIEW

NNAATTU  
JJEEWWE  
BBOOXX



JURREE' 'SS  
ELL 2022  
by Steve Leung



NATURE'S  
JEWEL  
BOX



PPAA RR TT YY

Visionnaire Design Gallery  
Fuorisalone

The capsule collection on view during the FuoriSalone of Milan in the Visionnaire Design Gallery reflects the incredible adaptability of trees growing in mutable climate conditions or even in a hostile environment. These age-old natural presences gain strength from climate challenges: the more wind and rain they experience in their lives, the stronger they become. The collection, entirely in ash wood, fosters a new interpretation of nature, in which human beings can reconnect with the ecosystem inside their constructed world. Ash trees are renowned for their ability to survive and grow in particularly difficult climate conditions and for their amazing strength, lightness and flexibility. Inside the Visionnaire Design Gallery, the collection dialogues with an immersive installation of ash trees and ginkgo biloba, curated by Gruppo Giardini. Nature's Jewels Box takes the stage in June at Visionnaire Design Gallery and stands out for sophisticated design and sculptural volumes, shaped by following supple organic lines. The image suggests various botanical forms, conveying a delicate balance between decorative expression and the harmony of nature.

On the occasion of Fuorisalone, Visionnaire hosted a private event for its clients at the Design Gallery. Visionnaire Bistrot by Filippo Gozzoli, offered an exclusive experience of his starred cuisine accompanied by an artistic performance which continued into a party with a selected DJ set.





# HOMO FABER HOMO



Visionaire continuously participates in international events related to arts and crafts and design. This time, in collaboration with a special partner, the Michelangelo Foundation for Creativity and Craftsmanship that was born from the ambitious project of Johann Rupert and Franco Cologni to enhance and preserve art, reinforcing links with the world of design. In line with the mission of the Foundation, Homo Faber event was established, an international exhibition that, following a successful first experience, returns to Venice for its second edition. By sharing this experience, the love of one's territory and history of craftsmanship savoir-faire, Visionaire takes part in the Homo Faber project, which this year has 15 exhibitions with 22 international curators, including Stefano Boeri, Michele De Lucchi, Tapiwa Matsinde, Zanellato and Bortotto, Judith Clark, Jean Blanchaert and others, expressing their dedication to "arts and crafts". The event offers the public a rare opportunity to explore the Island of San Giorgio Maggiore and the magnificent architectural complex of the Giorgio Cini Foundation.





# O FABER HOMO FABE



“Visionnaire’s participation in Homo Faber marks an important milestone for the brand that for years has focused its attention to international events related to the world of art and culture. The brand has tailoring in its DNA gained by extensively sourcing materials and processing techniques, almost an “obsession” of attention to detail and the ability to create unique yet reproducible objects. It makes us proud that we were selected by the curator herself Tapiwa Matsinde allowing us to take part in this heartfelt project made up of “maker men” and “know-how”.

Eleonore Cavalli,  
Visionnaire Art Director.





Visionnaire sets up the Sala del Soffitto, the VIP lounge, where two essential ranges are exhibited: the Babylon Rack by Alessandro La Spada - a project born from a reflection on how the house evolves together with our lives and conceived as a mini modular architecture, with many functional elements dedicated to study, work and relaxation. The Arkady dining table, of the same designer - a real work of art - lives in harmony with the paintings and frescoes in the room.

Sala del Soffitto

CINI FOUNDATION  
ISLAND OF SAN GIORGIO MAGGIORE  
VENICE









ART &  
DESIGN  
TOLD BY WOMEN





ON MARCH 8, 2022, THE ARTS CLUB DUBAI HOSTED A PRIVATE EVENT CALLED *ART&DESIGN TOLD BY WOMEN*. THE EXCLUSIVE CLUB IS AN ENVIRONMENT WHERE LIKE-MINDED INDIVIDUALS ARE UNITED BY THEIR LOVE FOR ART AND GATHER TOGETHER TO EXCHANGE CREATIVE AND BUSINESS IDEAS WITHIN THE COMMUNITY, DINE AND PARTICIPATE IN THE EVENTS DEDICATED TO THE CULTURAL TOPICS. ELEONORE CAVALLI, CO-FOUNDER AND ART DIRECTOR OF VISIONNAIRE, WAS INVITED TO DO A SPEECH IN FRONT OF AN EXCLUSIVELY FEMALE AUDIENCE ON THE OCCASION OF INTERNATIONAL WOMEN'S DAY. ELEONORE PRESENTED "A PINK AFFAIR", A RESEARCH ON PINK IN DESIGN THROUGHOUT THE YEARS. IN VISIONNAIRE'S COLLECTIONS, PINK HAS BEEN INTERPRETED IN A VARIETY OF PRODUCTS, ACCESSORIES AND ARTWORKS, AS WELL AS IN WALLPAPERS AND INTERIOR DECORATING PLANS. PINK IS BECOMING INCREASINGLY POPULAR WITH ITS OUTSTANDING VITALITY, DYNAMISM AND STRENGTH - JUST AS EVERY WOMAN IN CONTEMPORARY SOCIETY WANTS TO ASPIRE TO.



# LIFE ON

## FERRETTI PRIVATE PREVIEW

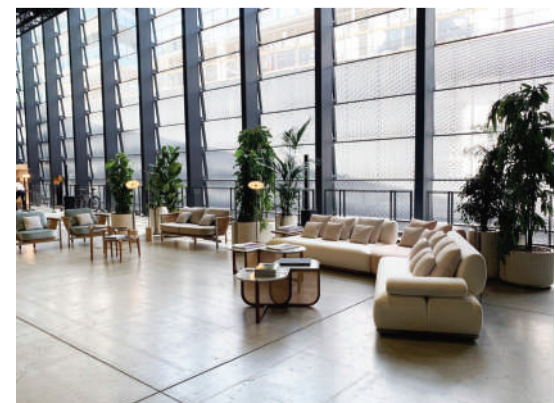
Ferretti Group is glad to invite its yacht owners to the exclusive and yearly three-day private preview in the wonderful setting of the Monaco Yacht Club in Monte Carlo, where selected guests experienced sea trials alongside the group's fleet, discovering its latest creations.

Visionnaire, as a special partner, designed the vip lounge by showcasing its unique design approach and highlighting – once more - its one-of-a-kind proposal for both home philosophy and yachting applications. Visionnaire strengthens its connection within the yachting world over the years by proposing multiple projects for seagoing settings. The choice to live on the sea or simply enjoy the salty breeze are the desires that Visionnaire grasps and realizes with and for its clients, by exceeding their expectations throughout its sartorial approach.





# THE SEA



## BOAT INTERNATIONAL

### SUPERYACHT DESIGN FESTIVAL

As event partner of BOAT International at the Superyacht Design Festival 2022, Visionnaire featured a special exhibition layout at The Mall in Milan to show its one-of-a-kind design approach, confirming its leading role in the sector.

During the BOAT International Design & Innovation Awards, acknowledging everything from the naval architecture, styling, innovation and engineering of today's superyachts, Eleonore Cavalli - art director and co-founder of Visionnaire - awarded the yacht Al Waab (54.9 m) as the winner in the Best Interior design category, motor yachts 499GT and below.

At The Mall, Visionnaire presented the iconic products from Caprice Collection designed by m2atelier, an escape from monotony and boredom. A collection that reminds us how important it is to live with passion, and a bit of nonchalance.





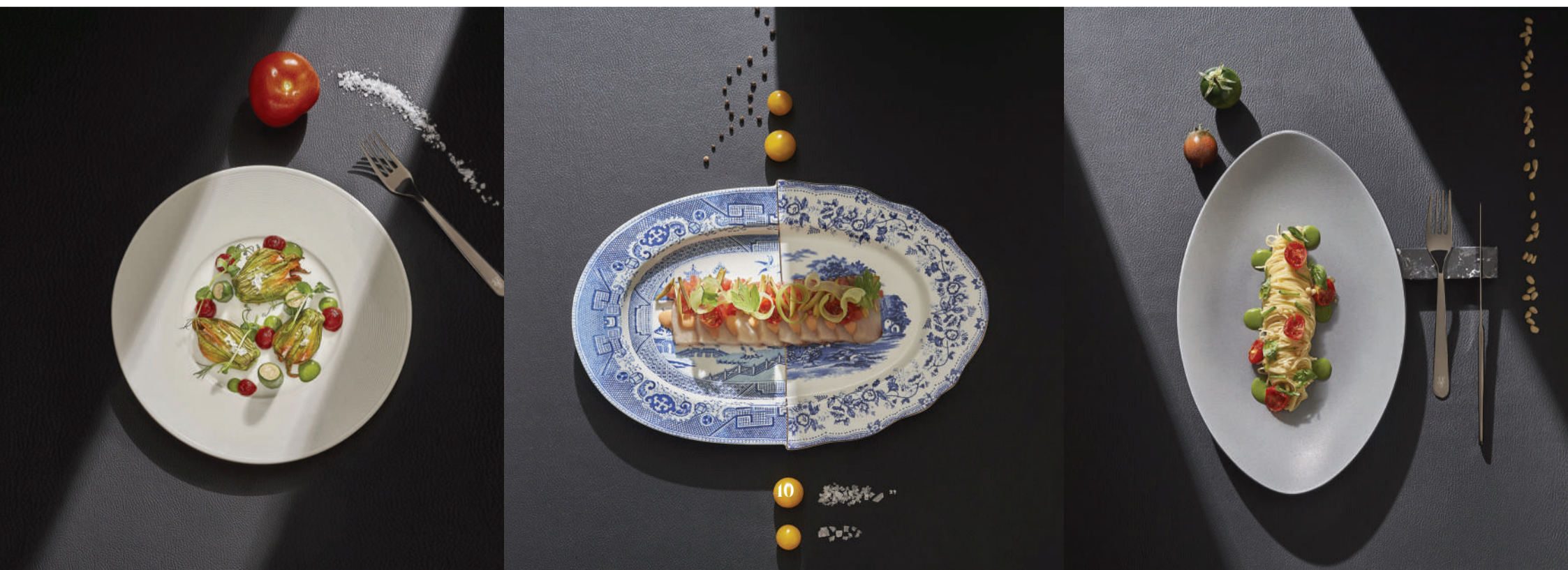
  
BISTROT  
**visionnaire**  
*Filippo Gazzoli*





## THE VENUE

The Bistrot was born within the Visionnaire Design Gallery of Milan, expanding the concept of showroom space into a place of overall wellbeing. A location for a sophisticated international audience looking for a unique immersive experience in a destination full of suggestions between art and design.





## “ODE TO THE 5 SENSES”

Visionnaire Bistrot is beauty, exaltation of Italian savoir faire and evocation of memories.

The Visionnaire Bistrot is a project of love and devotion of Italian culinary culture, discreetly bringing out the best in the finest local ingredients, applying experimental curiosity to new flavors and combinations.

Filippo Gozzoli encounters the philosophy of living of Visionnaire and makes it his own: transforming the Bistrot into a destination of aesthetic and ecstatic pleasure. In the chef's philosophy, the apex of taste is research, elegance, the sensual charm of flavors, the intertwining of memories. The cuisine of Filippo Gozzoli is a narrative that extends from the selection of the ingredients to the dish. As in a work of art, the compositions are the result of careful study of colors, of astonishing interactions of forms and relationships of love between foods.

*Filippo Gozzoli*









# ARTE SURFSIDE

# MIAMI

PENTHOUSE  
residential project





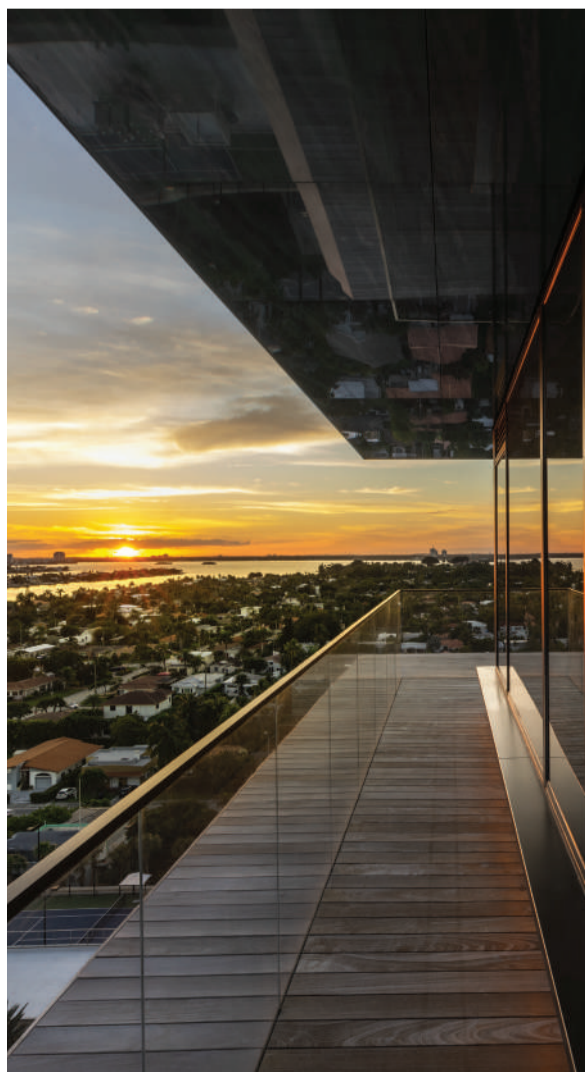
The penthouse, is a luxurious home of over 700 square meters, organized on three levels on the upper part of complex. With 5 bedrooms, 5 bathrooms and a private rooftop pool, the penthouse is completely glazed on all four sides, offering a sensational view of the ocean and the city from every room.

“With the Arte Surfside project, Visionnaire confirms its unique attitude of tailor-made design, and its ability to provide unique solutions of great personality, implementing the project in every phase. We are proud of this incredible result, confirming that this business direction represents the horizon and the future of the company”.

Leopoldo Cavalli,  
Visionnaire CEO.

The penthouse seems suspended, with the living area oriented towards the ocean, providing a truly evocative setting. The bestseller Ca' Foscari, designed by Alessandro La Spada, exists in dialogue with the Marty family of consoles and low tables by Marco Piva and with the new Montparnasse sofa by Mauro Lipparini. The whole composition generates a refined, well-balanced environment, in which the panorama and the décor are complementary factors rather than competing for center stage. The upper level contains the oceanfront master bedroom suite, with the Revêrie bed by Roberto Lazzeroni, while the walk-in closet is completely furnished with the Genesis modular system, designed by La Conca. The bed is part of a composition that also includes the Blondie armchairs by La Conca.

The rooftop of the penthouse is perhaps one of the most striking spaces of the building and all Miami beach with its panoramic views of the ocean and the city. It is outfitted with a solarium and a private pool, and organized like the flybridge of a ship. Visionnaire has coordinated the setup of this space furnishing the solarium zone with the Farnese chairs by Samuele Mazza, the Oberto low table and the Kathryn seating family, in a combination of sartorial excellence and Italian tradition, combining wood with linen cord tied in a herringbone pattern. A second lounge area features the Galloway sofa by Maurizio Manzoni with structure in solid iroko wood and the Coney Island chairs and low table.









On the sunny west coast of the USA, in California, lies the affluent city of Malibu, with its 34 kilometres of coastline. Just an hour's drive from Los Angeles, its coastal communities are renowned for warm climate, pleasant beaches and the iconic residential waterfront that has made Malibu a dream location to live.

As you walk along the coast, there is an avenue running east to west, where Visionnaire's latest residential project is located on Malibu Road. Built in 2021, this 300 square meter villa offers stunning panoramic floor-to-ceiling windows with uninterrupted views. The waves reflecting on the glass is a pleasure not only for those who live there, but also for those who stroll along the beach and admire from the outside the reflection and resonance of the building with the waves, a sight that makes every pedestrian stop. The entire villa faces south.



Imagine sitting on the iconic Bastian sofa, designed by Mauro Lipparini, on the ground floor living area, one can face the ocean and the sunshine in tranquility. Feel at home by experiencing this luxurious and cozy space whilst gazing over the Pacific Ocean, watching the seagulls as they sweep gracefully over the waves and dolphins swimming into the sunset. This is the way life should be and sounds like a dream.

Continuing this dream, on the first floor a spacious master bedroom is located with the pure white Ca Foscari bed by Alessandro La Spada that offers a good night's sleep while listening to the melodious sound of the waves. The sea is in your horizon and the mountains are in the pattern of the headboard and bedside lamp, here is where the mountains and the sea meet. In the distance, sitting in the Whitney armchairs by Fabio Bonfà which face the fireplace, where you can catch the breeze in summer and the fire in winter, watch a film and have time to yourself.

The excitement doesn't end there, the view from the top floor is exhilarating with comfortable Green life outdoor sofa set by Maurizio Manzoni - Roberto Tapinassi which is the perfect place to experience the full ambiance of relaxation.





MALIBU

LOS ANGELES

VILLA  
residential project





# STORES

NEW OPENINGS

# WARSAW

POLAND  
MONOBRAND







# WUHAN

CHINA  
MONOBRAND



# QINGDAO

CHINA  
MONOBRAND





Visionnaire's project Darsena del Sale won the 2022 Architizer A+Awards Popular Choice in the Architecture +Water category.

The Architizer A+Awards Popular Choice Winners were selected by the online voting public after a two week campaign garnering thousands of votes. Darsena represents the best of architecture worldwide among entries from over 80 countries.

Darsena del Sale is the temple of the well-being in Cervia: from dusk to dawn, a unique destination in Europe that offers entertainment, food & beverage, salus per aquam and design. Darsena del Sale is a destination that Visionnaire has interpreted with a sophisticated taste, fully comprehending nature and local history.





# DARSENA



This heritage site located in the heart of Cervia and its canal port, Darsena del Sale sets itself a goal of becoming a true epicenter of well-being with a unique, unprecedented service and state-of-the-art, low emission structure and becoming the first food destination on the Adriatic coast. Music, events, food, wine and SPA are the main elements that define the DNA of this destination. A location situated on a total area of over 20,000 square meters which includes an external and internal area, gracefully divided on three floors, where water and salt inhabit both spaces and become true protagonists of the story and experience in itself.



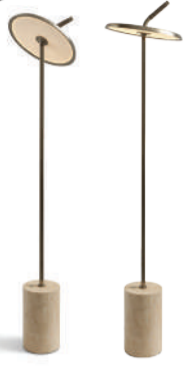
# DET SVÆGE











# AWARDS

