

MAISON I



TURRI

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Redefining Luxury TURRI's New Visual Journey.

With this latest project, TURRI embarks on a new visual and communicative path, capturing its modern luxury collections in prestigious and refined settings. This initiative seeks to embody the brand's international allure while seamlessly blending it with the quintessential Italian savoir-faire. By presenting its pieces in carefully curated envi-

ronments, TURRI not only showcases the elegance and sophistication of its designs but also emphasizes the timeless craftsmanship that defines Italian luxury. This innovative approach invites discerning audiences to experience the beauty of TURRI's collections in a way that resonates with the contemporary aesthetic of high-end living.

01

ENJOY THE IMMERSIVE EXPERIENCE





Perched by the Water's Edge.

Nestled on the shoreline of a lake, the villa that houses TURRI's 2024 collections stands as a testament to modern elegance and architectural refinement, seamlessly blending with its natural surroundings, and merging sustainability with lifestyle in its design. Its light and airy structure is defined by an intricate façade, where delicate clusters of slim metal rods create a rhythmic,

irregular pattern. These design elements form a subtle screen between the interior and the surrounding landscape, evoking the mesmerizing image of water droplets cascading from the suspended horizontal planes. This harmonious interplay between architecture and nature mirrors the ethos of the furniture collection, where each piece is thoughtfully crafted to blend beauty, comfort, and timeless grace.



04

05



ATELIER

DESIGN MATTEO NUNZIATI

Atelier Living is a sanctuary of comfort, wellness, and shared relaxation. This elegant space embodies a luxury that is understated yet rich in precious details, catering to those who appreciate the profound quality that Made in Italy consistently delivers. A signature element, a mark of identity, much like in haute couture ateliers—it's a detail that makes all the difference. In just a small space, it encapsulates the essence of the project's concept, becoming the starting point around which a narrative of craftsmanship and elegance is built.





SKY AND EARTH SHADOWS



A
AND

DIALOGUE
THE

BETWEEN
EMBRACE

OF

BLUE,
THE

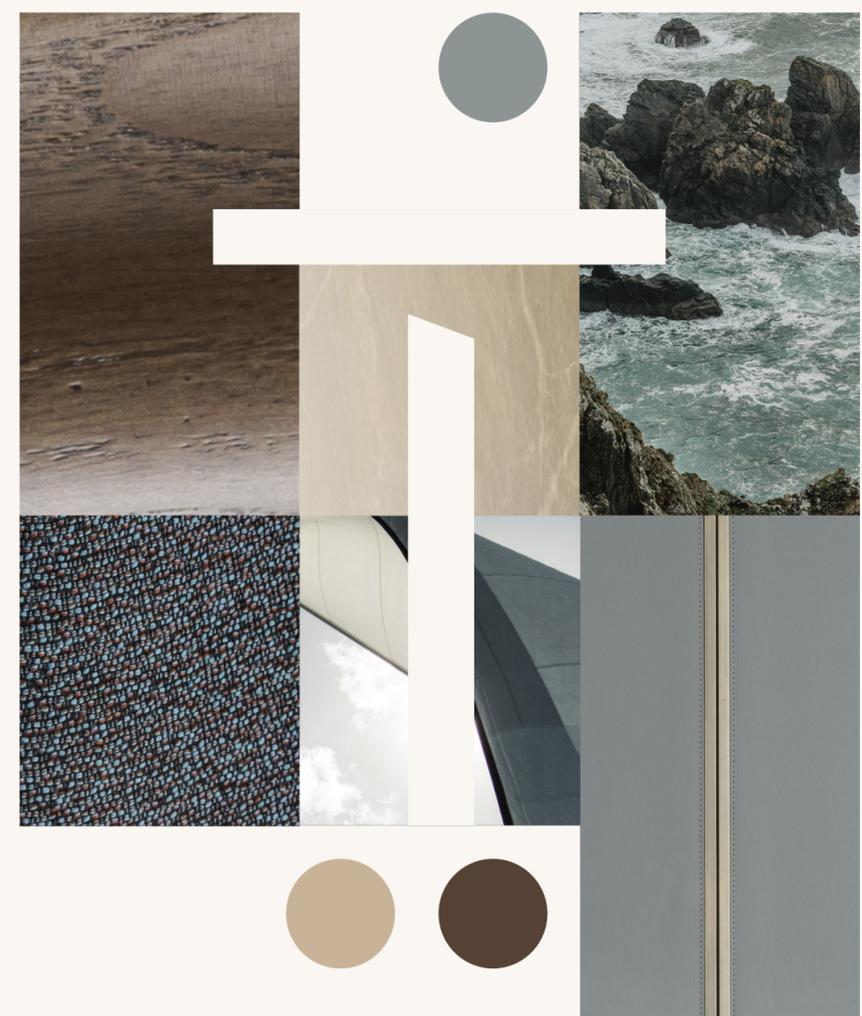
HAZELNUT,
LAKE.





14

WHISPERS OF BREEZE AND STONE



15

THE ELEGANCE OF WALNUT AND MARBLE
IN A CONVIVIAL EMBRACE.





DREAMY HARMONIES



THE
ON

A

ESSENCE

TERRACE

OF

WITH

NEUTRAL
ENCHANTING

TONES
VIEWS.



ROMA

DESIGN MONICA ARMANI

Taking center stage in the living area, the table with its round marble top is distinguished by a unique metal base made of vertical tubular elements. This design graciously echoes the golden structure of the villa's perimeter, creating a harmonious interplay of vertical lines that blur the boundaries between indoor and outdoor spaces.



AZUL

DESIGN PAOLA NAVONE – OTTO STUDIO

A soft, hand-crafted macro-weave seat in velvet that feels like an open invitation to be embraced.

VINE

DESIGN FRANK JIANG

Inspired by vine tendrils, with its deep seat and distinctive woodwork that echoes the classic 1950s design.

SILHOUETTE

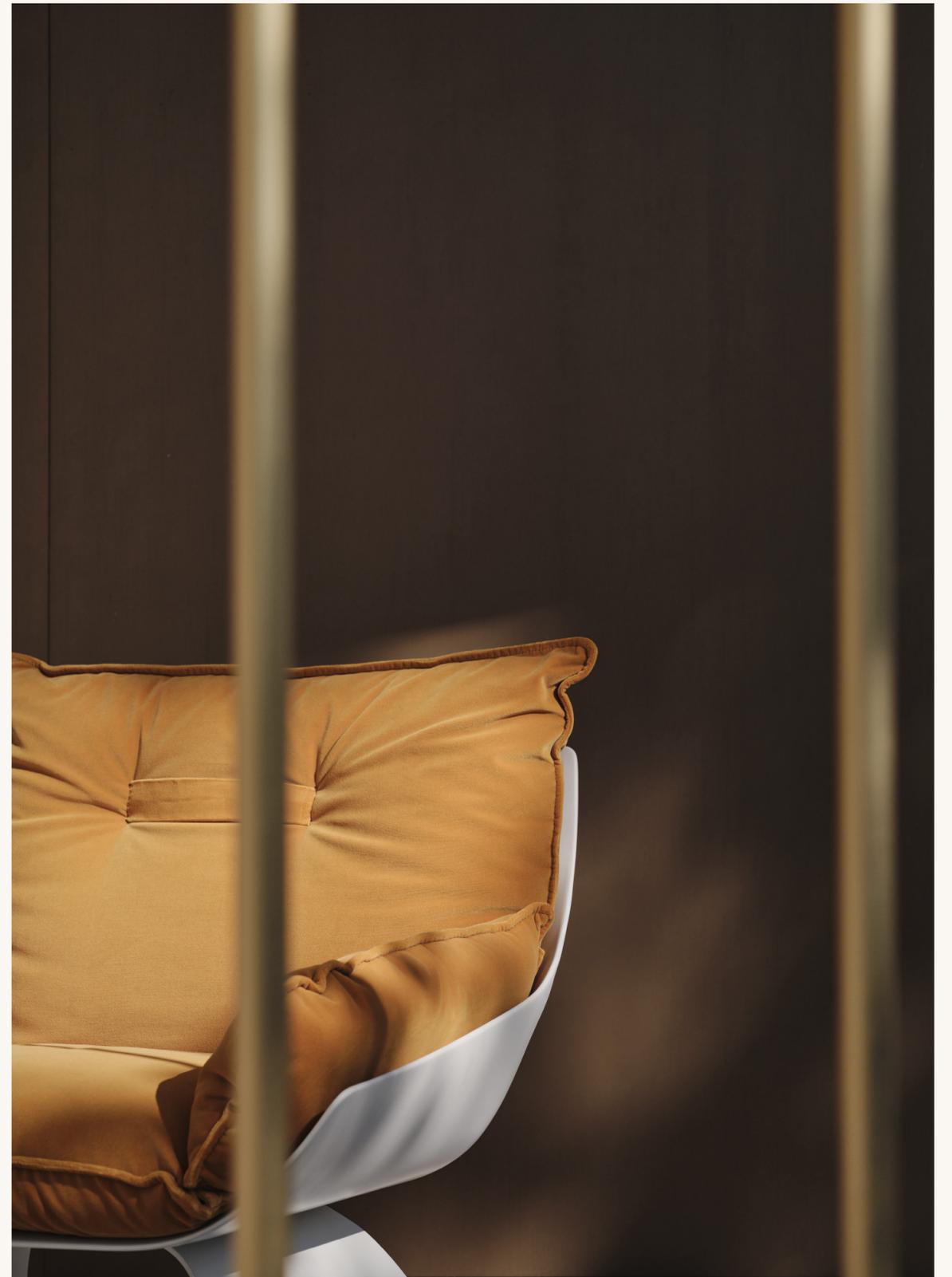
GENSLER PRODUCT DESIGN CONSULTANT

A splash of color and a curvy profile matched with comfort and a sophisticated, contemporary design.











DISTINCTIVE

BESPOKE



AUTHENTICALLY MADE IN ITALY



UNPARALLED

EXCLUSIVITY



34

EXPERT

SAVOIR

FAIRE

35

SUBLIME

CRAFTSMANSHIP



METICULOUS ATTENTION TO DETAIL



UNAPOLOGETIC

EXCELLENCE



PRODUCTS INFORMATION

A174 Roma small armchair cm 72x70x69h / Fabric: 764/A cat. F / Champagne Gold metal
A185M Roma side table cm Ø 55x50h / Leather: 1302P cat. LH / Marble: 206M cat.02
R770 Atelier armchair cm 100x90x64h R772 Atelier 3 seater sofa cm 250x100x64h / Leather: 1164P cat. LH / Fabric:753/A cat. X
R782 Atelier coffee table cm Ø 90x25h / Wood: NOC-A / Leather: 1313P cat. LH - Light thread
R781 Atelier coffee table cm Ø 60x35h / Wood: NOC-A / Leather: 1164P cat. LH - Light thread
R780 Atelier side table cm Ø 40x45h / wood: NOC-A / Leather: 1313P cat. LH - Light thread
A180 Roma side table cm Ø 43x51h / Champagne Gold metal
R730 Atelier chair cm 62x62x84h R731 Atelier chair with arms cm 64x64x84h / Wood: NOC-E / Fabric: 779/L cat.T / Bronze metal
R720M Atelier table cm 230x120x76h / Wood: NOC-E / Marble: 301M cat.03 / Bronze metal
R701M Atelier sideboard cm 220x50x70h / Wood: NOC-E / Leather: 1042P cat. LM / Bronze metal / Marble: 205M cat. 02
R740K Atelier bed cm 225x237x105h / Leather: 1170P cat. LH / Fabric: 755/B cat. B Light thread
R742 Atelier bedside table cm 54x43x53h / Leather: 1170P cat. LH / Wood: NOC-C Light thread
R574 Vine armchair cm 71x84x78h / Wood: NOC-W / Fabric: 772/C cat. T
A143L Roma dressing table cm 160x55x130h / Wood: LLBN01 / Leather: 1249P cat. LH / Champagne Gold metal
A136R Roma pouf cm Ø 50x45h / Leather: 1249P cat. LH
A121M Roma round table cm Ø 180x74h / Marble: 206Mcat. 02 / Champagn Gold metal
A130R Roma chair cm 57x54x74h / Leather: 1249P cat. LH / Champagne Gold metal
N170 Azul armchair cm 86x84x79h / Fabric: 701/U cat. B
A185M Riban side table cm Ø 55x50h / Leather: 1292P cat. LH / Marble: 304M cat.03
N131 Azul chair cm 68x67x81h / Fabric: 701/N
R574 Vine armchair cm 71x84x78h / Wood: NOC-U / Cachemere Faded Blue
A190 Roma side table with lamp cm Ø 43x122h / Champagne Gold metal
G270 Silhouette armchair cm 78x77x73h / Fabric: 701/ F cat. B / Matt white lacquered metal structure.

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TURRI

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