

VISIONNAIRE

BRAND
BIBLE



META-LUXURY



"Meta-Luxury brands embody the human quest for unique achievement that can stand the test of time enduring and evolving from one generation to the next. They changed the boundaries of knowledge, transforming history into future, sustaining excellence into eternity".

Meta-Luxury Manifesto by Manfredi Ricca and Rebecca Robins

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.

BEING A BENEFIT COMPANY



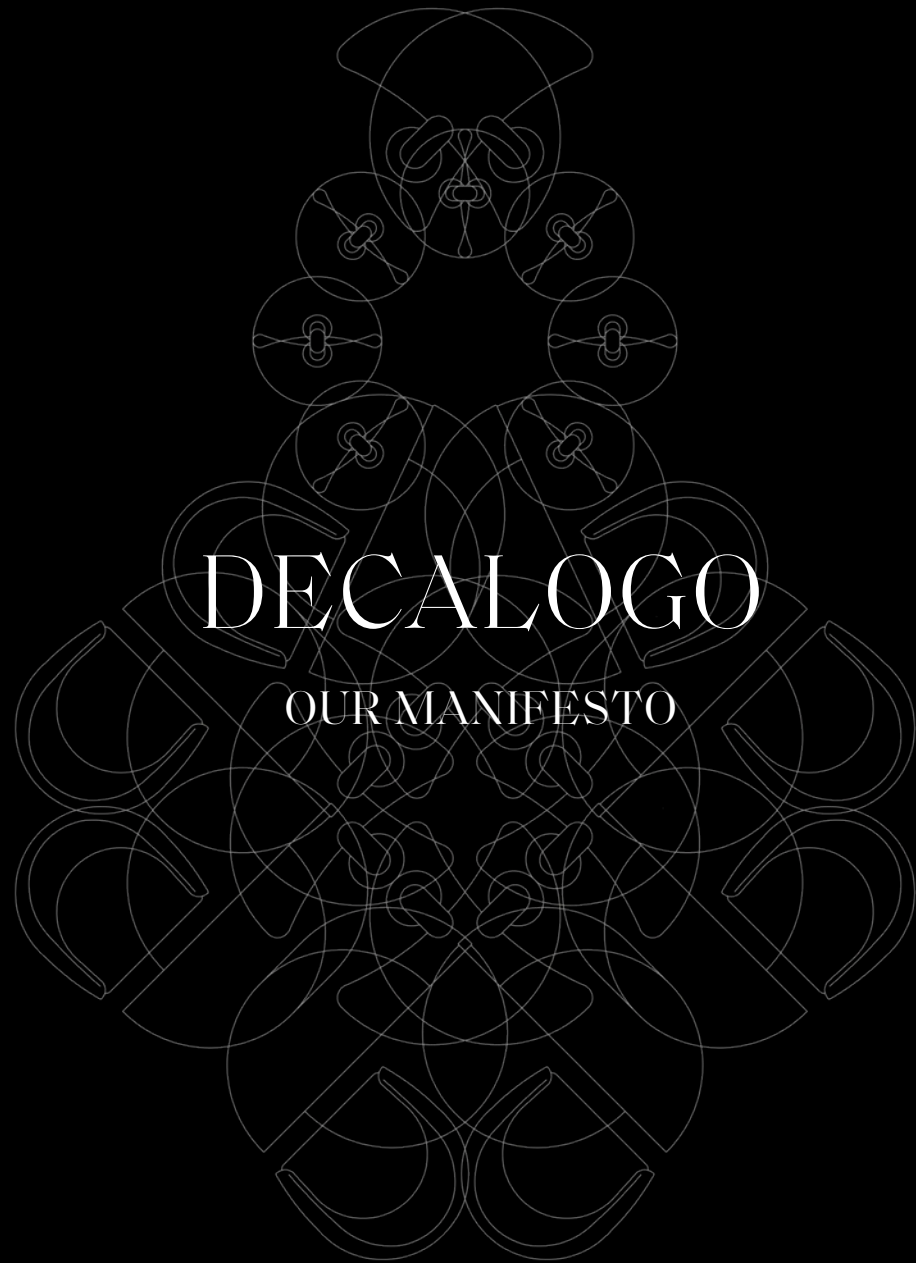
Visionnaire is a Benefit Company, defining its business approach by promoting positive and essential values within the community. With the aim of bringing shared benefits to the ecosystem in which it operates, driving innovation through its business. The company intends to pursue one or more positive effects - or reduce negative ones - towards people, communities, territories and the environment, cultural and social assets and activities, institutions and associations, as well as other stakeholders.





Our customers create an elective affinity with the products, a relationship that endures over time because, if treated with love, they become an irreplaceable part of our lives. If this happens, then it means that our objects are the tangible result of extraordinary imagery with which people identify and from which they even draw inspiration and creative freedom. Visionnaire has understood that products are conveyors of value first and a beautiful creative manifestation second. This broad concept, encapsulated in the expression “meta-luxury”, i.e. “beyond” luxury, invites us to discover everything that exists beyond the product itself – as it appears to us – but also leads us to delve into the origin of the raw materials and therefore traceability, production processes, the technological innovation they represent, the craftsmanship that has defined their uniqueness, and the whole virtuous ecosystem that enables the creation of an object that delivers value. All this means creating timeless objects that are not bound to trends or seasonality, but positively express the spirit of the time and, indeed, can perform a transformative action. IPE, the Visionnaire’s mother company, redefines its business proposal first and foremost by committing to the use of low-impact, low-carbon, and more ecosystem-friendly materials, broadening the industry’s concept of innovation. Not only does the company invest in research and experimentation of original, harmonious and even eclectic materials, but it is also responsible for the community in which it operates ethically, in pursuit of the common good. Well-being and sustainability translate into the choice of innovative

high-performance fabrics and leathers, which, through recycling and low-impact production processes, represent a new technological and sustainable milestone. The company’s articles of association define our new business purpose: by becoming a Benefit Company, IPE’s productive economic activity also seeks to reduce negative impacts and encourage positive effects on people, communities, local areas and the environment in general. This is a truly revolutionary redefinition of our company mission. It means integrating the technical knowledge of our artisans, their ingenuity and experience into our entrepreneurial intent, while embracing Made in Italy ingenuity and taste in the pursuit of beauty. Today IPE’s mission encompasses protection of the environment and communities throughout the production cycle, development of sustainable and recyclable products, and active participation in environmental decision-making. At IPE, we intend to continue improving our production performance and to succeed in doing so as a result of our acquired awareness of the importance of protecting the natural and human heritage that characterises an area. It is about a rigorous and responsible awareness and an ethical vision of our work, to become true cultural operators. We regard being a Benefit Company as creativity inseparable from culture: a set of norms, skills, and shared values to pass on to future generations. Our very own customers, by choosing and experiencing our products, end up becoming staunch ambassadors of our entrepreneurial message. We are committed to transforming raw materials into responsibly beautiful interior products.



DECALOGO

OUR MANIFESTO

CULTURE

NATURE

PROJECT

OBJECT

EXPERIENCE

CONTAMINATION

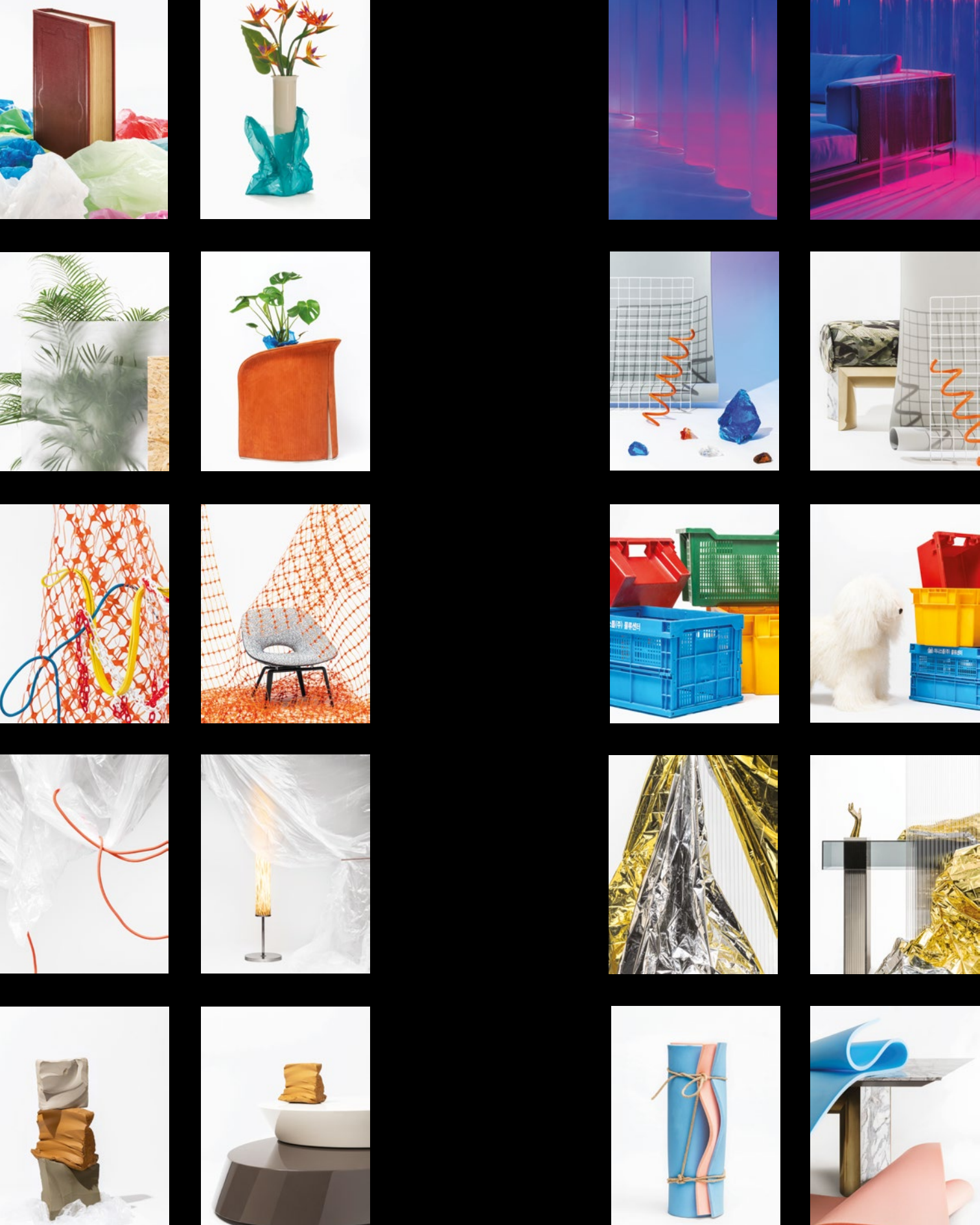
UNIQUENESS

INGENUITY

LUXURY

VISION

TO NARRATE OUR OWN ROOTS, TO VERIFY OUR IDENTITY, TO OUTLINE THE
TRAJECTORIES OF AN AMBITIOUS FUTURE.



CORRISPONDENZE

Correspondences. Associations. The ten foundation values of the Decalogo inspire signature interpretations in photographic images: the reflection of a concept, the discovery of a visual counterpart. The ten programmatic tenets are translated into shots that expand the horizons of meaning and perception. The realms of Visionnaire are universes to explore in an infinite time frame.

"In the presence of so much poetry and the ethics of doing, we decided to create this book, which contains the seeds of the future along with the deep roots of the past."

Eleonore Cavalli, Co-Founder & Art Director

Photographer: Delfino Sisto Legnani

CARE FOR
THE ENVIRONMENT
Nature



A PATH TOWARD

THE LOWER IMPACT



The meta-luxury of contents and values finds application in the responsible use of materials, in a technological research that Visionnaire carries out with commitment, in investments to make the production chain more efficient, in the quality of life of its artisans. The brand continues along its path of sustainable growth, focusing on the fundamental values of the brand: responsibility on its own Italian territory, work ethic and highest quality of Made in Italy.



Re-Generation

Wellness and sustainability extend to the selection of innovative performance fabrics and leathers, incorporating recycling principles and low-impact production processes. This embodies a new technological and sustainable advancement. The Re-Generation project showcases a sample book exclusively featuring fabrics and leathers that meet criteria for low environmental impact. Within this curated collection, each fabric is accompanied by a technical sheet detailing its composition, spinning, weaving, cultivation methods, and traceability of raw materials.



Our Woods

Visionnaire renews its certifications FSC™ C147146 *Forest Stewardship Council*™ and PEFC (PEFC/18-31-1067) *Programme for the Endorsement of Forest Certification*, in support of its commitment to the global goal of steering the market towards responsible forest management and ensuring that the woods used come from legal cuts and certified supply chains.

Technological research



archiproducts
AWARDS
WINNER
SUSTAINABILITY

The Shibari armchair by Studioepepe wins the 2023 Archiproducts Sustainability Award for distinguishing features, from the long-lasting fabric composed of recycled wool, to the construction techniques adopted to ensure proper disassembly for disposal. Shibari represents Visionnaire's second win in the Sustainability category, underscoring the brand's ongoing commitment to environmental excellence. In 2022, the Ca' Foscari sofa by Alessandro La Spada also became the winner of the Archiproducts Design Sustainability Awards thanks to the new foams, obtained through the use of a new special polyol, synthesized using carbon dioxide. Indeed, it is an innovative raw material for the production of high-quality flexible polyurethane foams. Thanks to it, carbon dioxide is reintegrated into the production chain, thereby reducing the use of fossil raw materials such as petroleum, in respect and safeguarding of the environment.

Marble represents a fundamental natural element in Visionnaire's creations, and it is precisely for this reason that it is constantly engaged in researching new technologies to enhance it to the fullest. The Cameron table, designed by Alessandro La Spada, features its sculptural base: achieved by the juxtaposition of two mirrored marble blocks, thus allowing for no material waste. Through this particular processing of marble from blocks, it is possible to obtain two perfectly symmetrical bases. The solidity of the stone and the void - emphasized by a curved material subtraction and a metal surface covering it - coexist within the structure. As in the Kerwan dining table, which stands out for a very important innovation characteristic: the curvature of the marble legs obtained from a slab by exploiting the elastic capacity of the stone, rather than being cut from a block, thus avoiding significant material waste.



Innovation

Circular commitment

IPE-Visionnaire achieves ISO 20121 certification in order to make its events and exhibitions less impactful on the environment and territory and to reduce energy and water consumption. The certification allows for shared and unified reference parameters, certifies that it is not greenwashing practices and guides the event management system towards continuous improvement. It is an international standard that defines the requirements of an event sustainability management system and is based on established principles.

- Determination of sustainable development principles, i.e., ethical resource management, inclusivity, integrity and transparency.
- Assessment of the significant impacts of the event in the three sustainability areas: social, environmental and economic.
- Identification of targeted objectives and milestones for each significant aspect with a clear definition of actions, timelines, and resources required for their achievement and the method of evaluating results.
- Definition of communication with stakeholders through a comprehensive specific plan for the entire event lifecycle.
- Organization of the supply chain with a sustainable perspective by incorporating parameters consistent with the defined principles and policy.
- Monitoring of performance, always with reference to the principles and policy adopted by the organization and ensuring proper identification and management of lessons learned from previous events to benefit the design of subsequent ones.



VISIONNAIRE TEMPORARY ARCHITECTURES

The Visionnaire design follows low environmental impact principles, both in the construction of the architecture and in the definition of the interior spaces. Rental structures and materials are used, such as the aluminum platform and its panels, the framework and all electrical equipment. Meanwhile, for the internal walls and ceilings, a new gypsum fiber material is used, consisting of panels made from 100% recycled gypsum, water, and cellulose, which are themselves 50% recyclable. Even for the wooden walls, panels made from 100% recycled and 70% recyclable chipboard are used.

THE ORIGINS

Culture

29	MILESTONES
31	THE BORN OF A BRAND
33	20TH ANNIVERSARY



The historic Italian company IPE was founded in 1959 by the brothers Carlo, Pompeo and Vittorio Cavalli at Zola Predosa (Bologna). Their entrepreneurial adventure in the world of furnishings, specializing in the creation of upholstered pieces made with expanded polyurethane, takes on the character of a revolution of engineering and style, standing apart from the production processes of the time. IPE, which is the Italian acronym for Padding Products Expanded, was born under the mandate of Pirelli, which asked to find new innovative solutions in the use of polyurethane foam. The company started using this material for the seats of the Lancia Fulvia, a car that symbolically represented the rebirth of our country. Immediately after, Vittorio, Pompeo and Carlo Cavalli decided to apply it in the furniture industry. IPE takes part in the first edition of the Salone Internazionale del Mobile in Milan in 1961 with the Mercury armchair, designed by the sculptor Rito Valla: art and design find a new, completely original formula of interaction in this unique proposal.



In 2023, IPE-Visionaire became an associate member of the *Marchi Storici D'Italia* association. It was established to promote the strategic importance of Italian historic brands at all levels and to drive them as levers of competitiveness and internationalization, contributing to enhancing the Italian image through the combined efforts of companies holding historic brands and competent public administrations. Furthermore, the association translates the diverse merchandise and organizational diversity of its member companies into a strength, highlighting their common heritage of knowledge and national excellence passed down through multiple entrepreneurial generations, and leveraging this diversity to find cross-cutting insights for business and reputation development.



VISIONNAIRE IS

FULL HOME DESIGN

SARTORIAL LUXURY

LIFESTYLE

WELLBEING

REAL ESTATE PHILOSOPHY

Visionnaire, launched by Leopoldo and Eleonore Cavalli in 2004, set a style – creating 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. Visionnaire formulates 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. The brand bases its activity on the value of knowledge and continuing 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 brand operates in over 55 countries, thanks to its direct embassies in Milan, London, Dubai, Miami, Los Angeles, Hong Kong, over 30 exclusive monobrand stores and a network of department store and multi brand showrooms all over the world.





Visionnaire proudly commemorates its twentieth anniversary in 2024. For two decades the brand has stood as a beacon of excellence in meta-luxury lifestyle and design, representing a fusion of aesthetics and innovation. Visionnaire has charted a trajectory of successes, offering its customers unique and refined creations designed to transform spaces into *one-of-a-kind* experiences.

CRAFTSMANSHIP DEVOTION



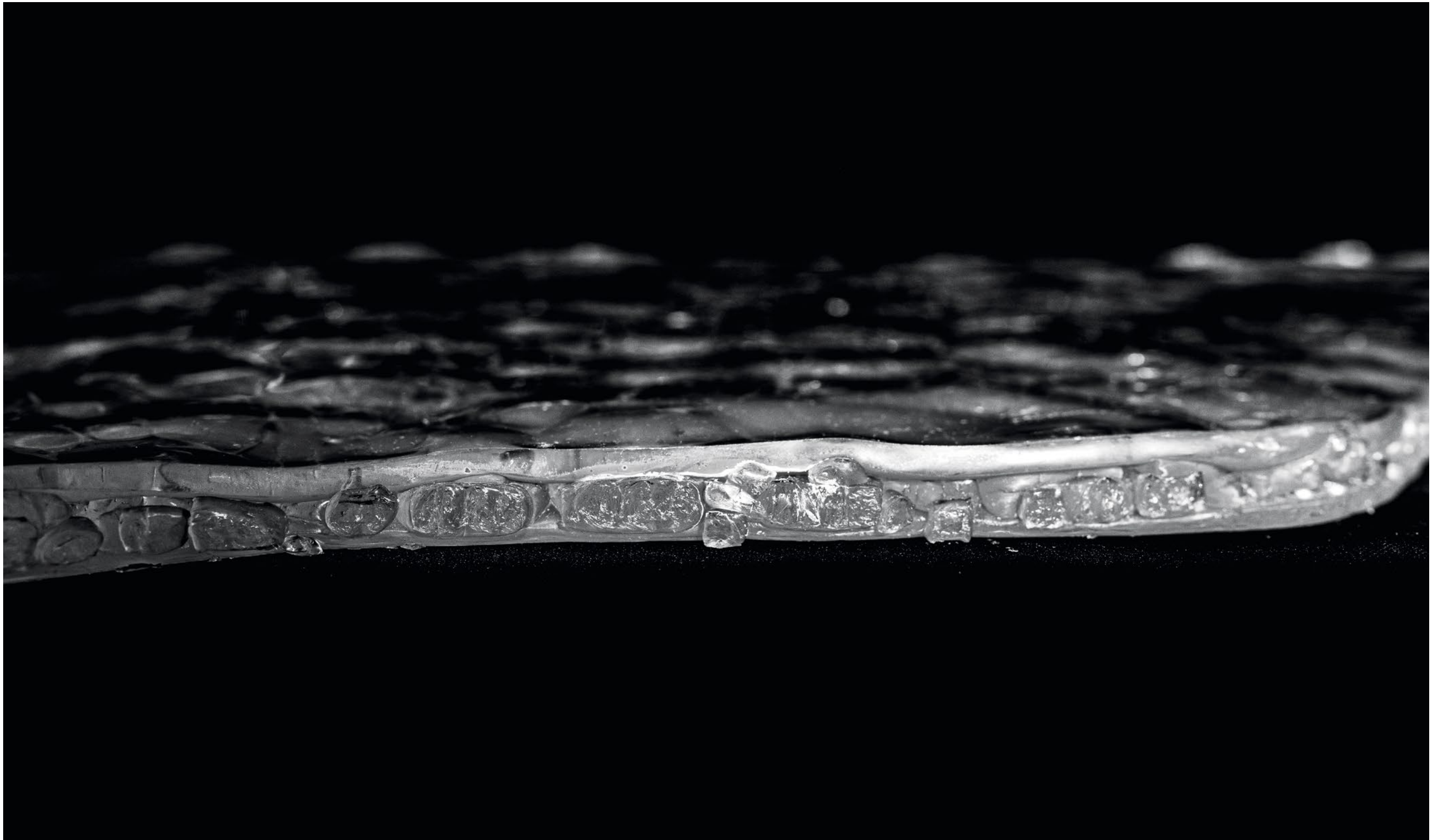
Visionnaire pays tribute to crafts as one of the loftiest expressions of the labor and talents of humankind, a vehicle of creativity and legacy of art, to transform history into future, tradition into innovation, sustaining the eternal evolution of excellence. The brand has developed its business model 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.











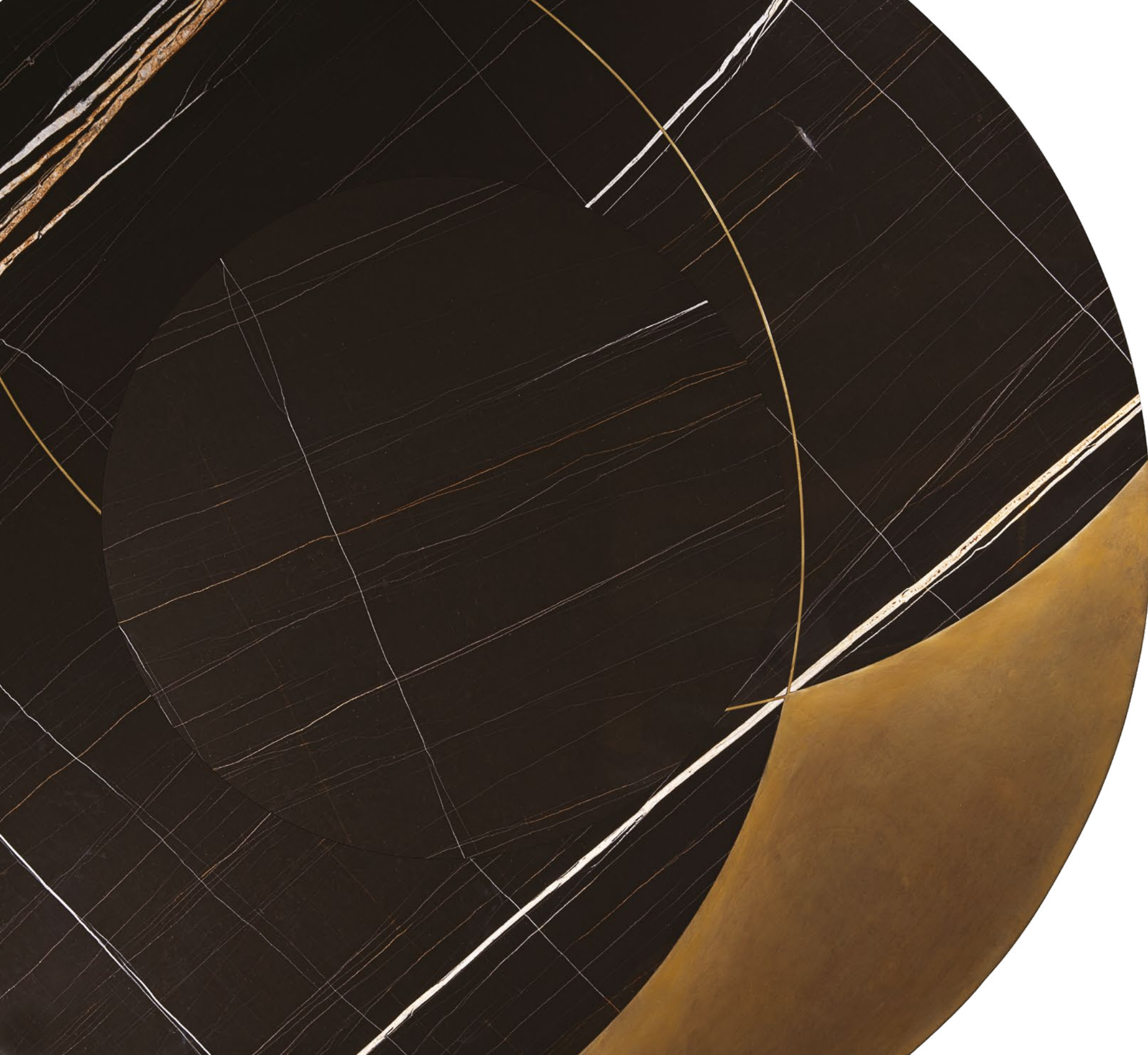


A VOCATION
FOR RESEARCH
Contamination

51 INNOVATIVE USE OF MATERIALS



SCULPTED FUSION



PLIABLE WONDERS





STURDY CURVES



EMBLEMATIC DETAILS



MEMORABLE SHAPES



RADIANT EMBOSSING





SURPRISING SEMBLANCE

ENVELOPING SIGNS





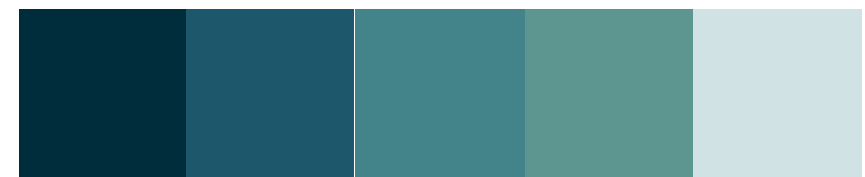
SUMPTUOUS SCULPTURE

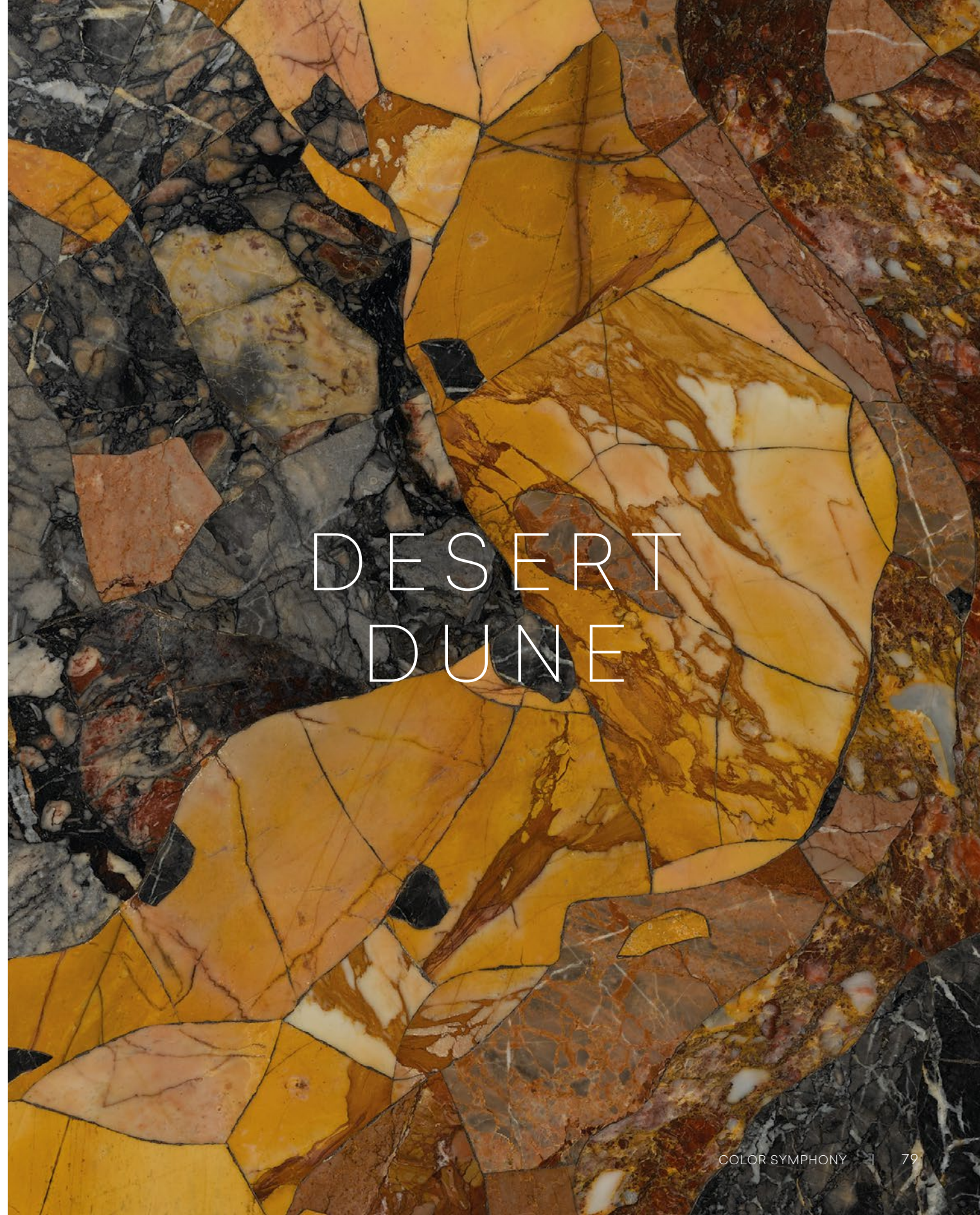
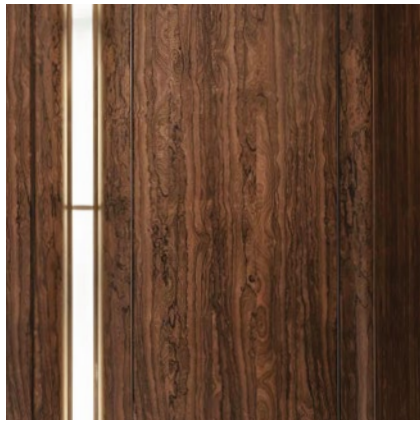
TIMELESS CODES

Uniqueness

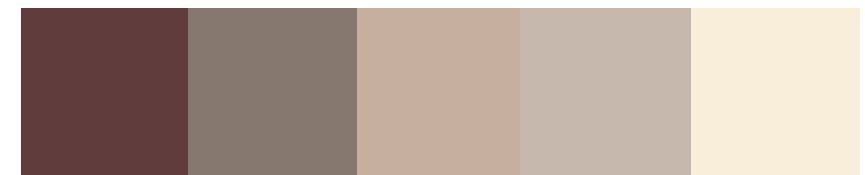
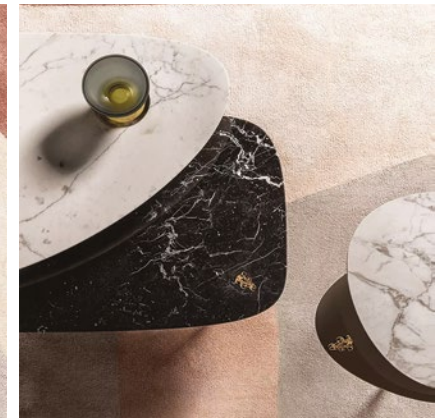
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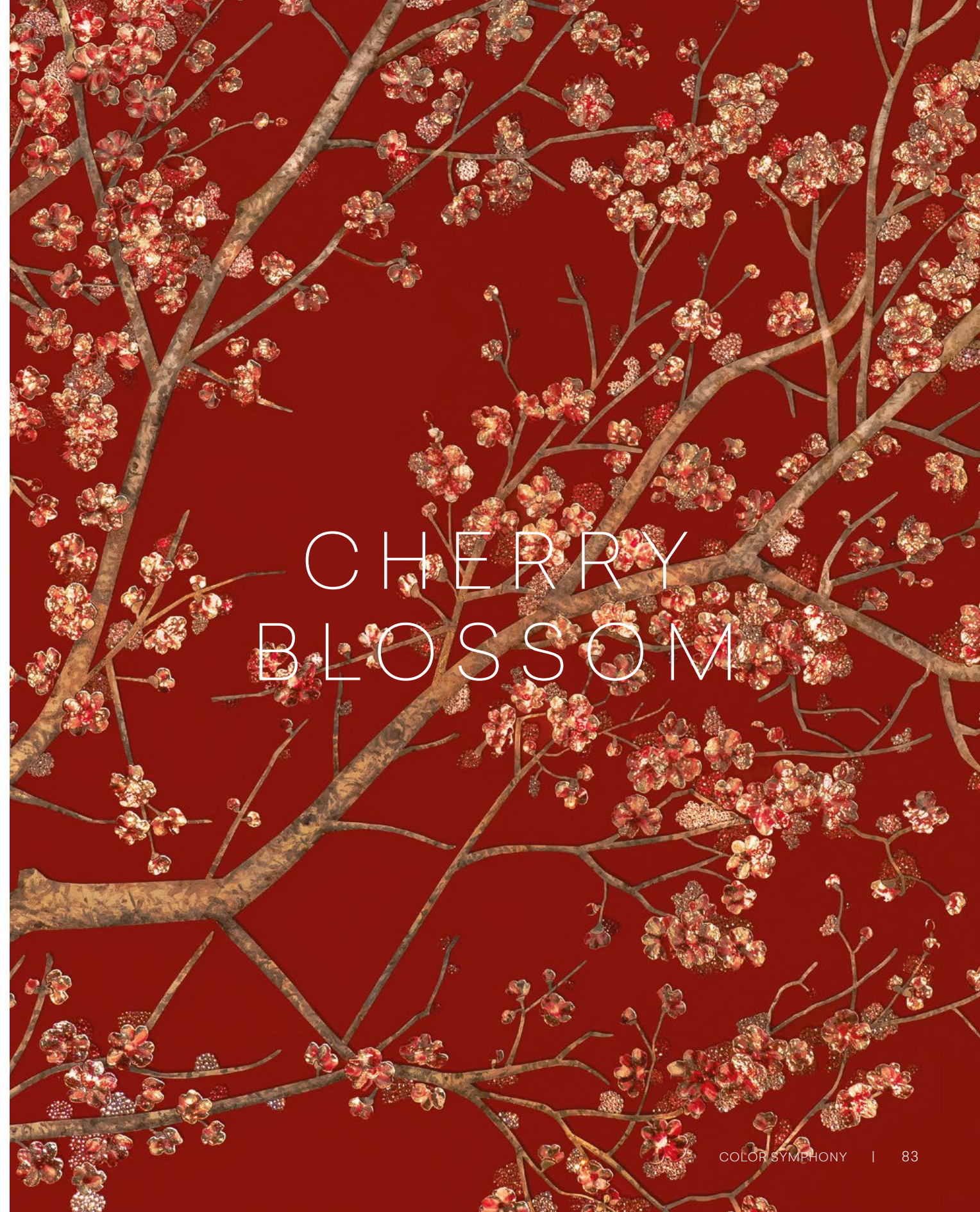
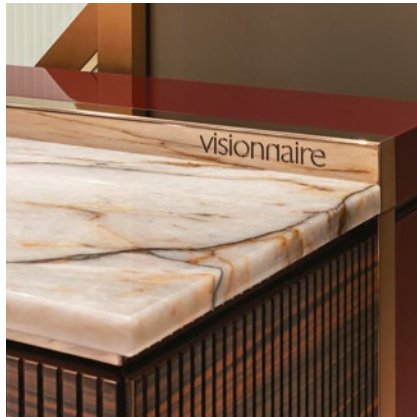
EMERALD SAHARA





DESERT
DUNE





CHERRY BLOSSOM

ART AND DESIGN



Impero dei Sensi



A synesthetic narrative, based on a vision of Studiopepe to describe a capsule collection of three pieces designed for Visionnaire. The immersive installation - presented in the Wunderkammer of the Visionnaire Design Gallery in Milan - focuses on the senses as tools of knowledge of the world. The surfaces are tactile, the colors reflect the nuances of skin. The experiences - visual, tactile and olfactory - can be accompanied by dance performances. *L'Impero dei Sensi* is a unique project, where the art and design join forces to create a magical, engaging atmosphere. The sensation is that of plunging into a soft, enveloping world where time stands still.





Garden of Beauty

Debuting at the Visionaire showroom during Design Miami and Art Basel, the *Garden of Beauty* exhibit featured *Il Pavone*, a capsule collection designed by Marc Ange which draws inspiration from the “Bestiary” of the ancient world and the seductive yet fragile beauty of the Peacock. It is the only animal that does not possess natural weapons to protect itself and to fight for its survival. However, the peacock chooses to show its tail – noteworthy for its stunning plumage – when facing danger, as an emblem of its extreme beauty. This project is a contemporary allegory, a persuasive message of hope, that deep and pure beauty will save the world. The capsule is composed of the Pavone throne – designed as a unique piece available in three different colors – and a production set of “prêt-à-porter” Pavone armchairs.

De Rerum Natura



Aracea, designed by 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. Visionaire participates to Alcova, the traveling kermesse conceived by Joseph Grima and Valentina Ciuffi and dedicated to designers, artists, galleries and institutions united by a pioneering vision of the culture of design, innovation and experimentation. An abandoned urban forest and buildings from the 1930s invaded by uncontrolled vegetation are the ideal stage for the installation *De Rerum Natura* by Gunilla Zamboni, known as Gupica.



Lucente

The project in collaboration with Gupica is a delicate reflection on the power that light has on our emotions and the suggestion that the refractions of gemstones generate in those who contemplate them when light meets the faceted and symmetrical surfaces of the stone, causing evocative luminous and kaleidoscopic effects. The lamp diffusers of *Lucente* are indeed inspired by the famous 'baguette' cut of diamonds, sapphires, emeralds and rubies, arranged together to form single, double, or cascading ceiling-ground light systems. Visionnaire presents the art design installation - by the creative director Eleonore Cavalli - at its embassy in Los Angeles in occasion of Frieze Art Los Angeles.



Apollo Belvedere

Apollo Belvedere is a project which investigates the innovative art and design methods granted by the NFT (Non-Fungible Tokens) system and Web3. Combined with the marble bust, the digital artist Jonathan Monaghan created a surreal 3D animated video where an alien-like spacecraft reveals the sculpture in a Baroque environment. The project continues in the tour of the main events related to the world of art and - after Art Basel Miami - it arrives in Dubai during the Art Dubai week. The project, where meta-luxury and metaverse meet in a single place - the Theater of Digital Art (ToDA) - is presented with an immersive video installation where physical and digital experiences intertwine.





ADVERTISING CAMPAIGNS OVER TIME





















FEATURES OF AN ICON

Object

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131	BABYLON RACK CIRCLE
133	LEGO
135	JET PLANE
137	BASTIAN
139	CATTEDRALE
141	TROPICAL



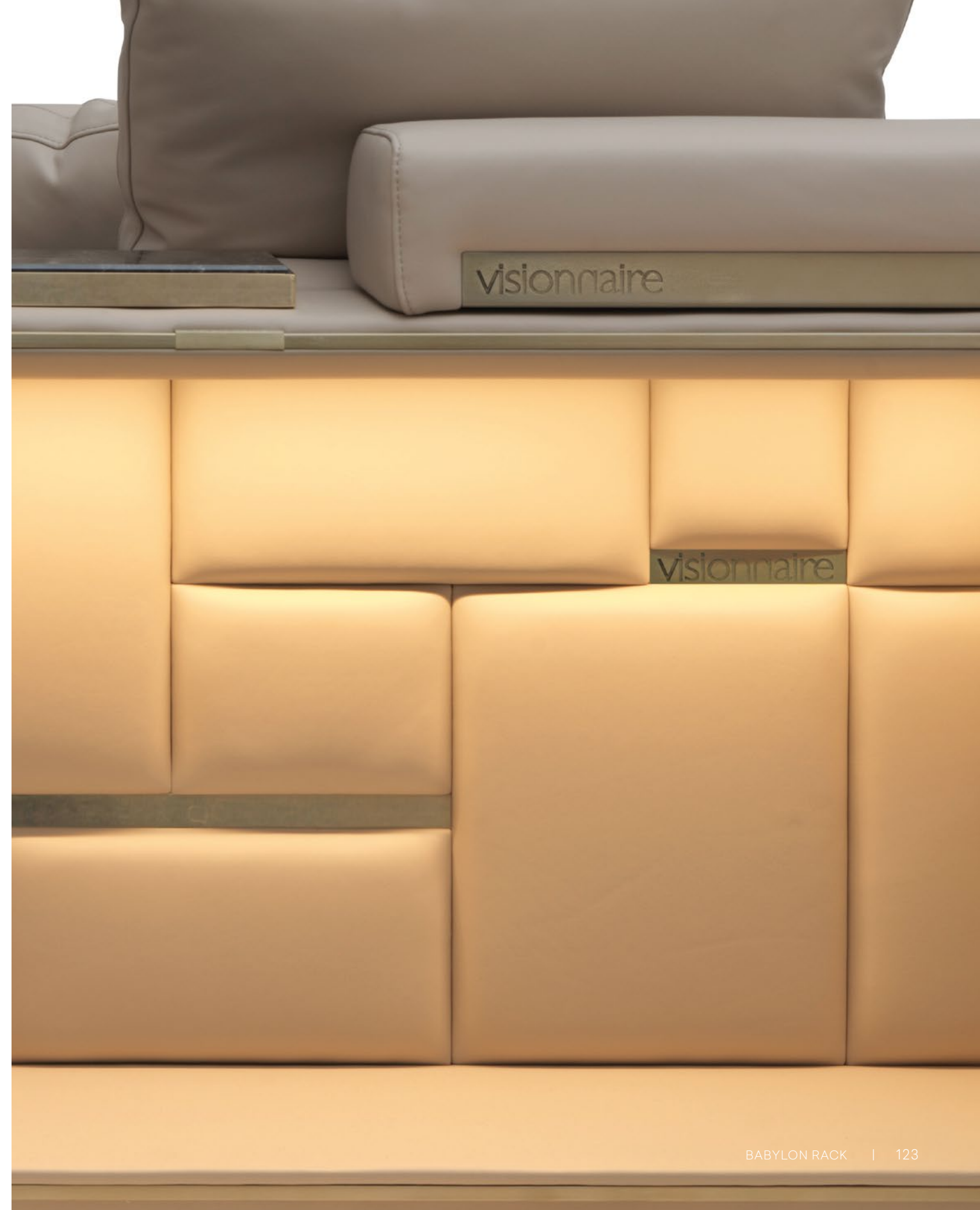
Kerwan, by Alessandro La Spada, is a mix of unexpected geometries. The peculiarity of the table lies in the curvature of the marble of the legs from slab and not from block, avoiding waste of material. The steel and the stone of the base melt optically. The two materials, tensioned by concave and convex curves, make up a single two-faced element, while the mirrored surface of the curved steel reflects the surrounding environment. The marble top concludes the project sculpturally.

KERWAN



The Babylon Rack project, by Alessandro La Spada, has been conceived as a work of modular mini-architecture, with many functional features for studying, working and relaxing. Associated with different uses across the span of the day, the modular sofa is also perfect as a work zone, thanks to the accessorized compartments obtained by recessing the padded back to create shelves and object caddies, with built-in LED lighting. The sofa also comes with an innovative touch system – inserted in the armrests – that permits recharging of lamps and smartphones without the need for sockets, utilizing wireless sensors.

BABYLON RACK





A limited edition throne created in the image of a peacock, notorious for its dramatic beauty and sublime plumage, the ceremonial chair will explore the idea of seduction without compromise. The collection, by Marc Ange, draws inspiration from the 'Theory of Handicap', an evolutionary hypothesis which examines the costliness of advertised ornaments in the animal kingdom. The peacock, with its wild and colorful feathers, leads a brazen and extravagant existence in the face of possible danger. The beautiful bird does not hide and has no endowments in self defense; his kind chooses form over function and vanity over sanctuary. The capsule is composed of the Pavone throne – designed as a unique piece available in three different colors – and a production set of "prêt-à-porter" Pavone armchairs.

PAVONE



Ca' Foscari bed, by Alessandro La Spada, stands out for its headboard with a sturdy outer frame and inner padding, in a sweeping curved silhouette. The headboard features embroidery that creates a graphic pattern with a Japanese character. The bed and the bedside units have steel bases that alternate concave and convex portions. This typical embroidery extends to the entire product family.

CA' FOSCARI





Leonardo, by Alessandro La Spada, is a low unit in wood and steel with a pure, regular oval form, enhanced by the contrast of concave and convex volumes in shaped wood. The doors have 3D “cannetè” workmanship. The marble top is shaped at the edges to underscore the clean lines of the design. A metal band seems to embrace the support structure topped by a cover in precious marble. The particular feature of the Leonardo family is the curvature of the metal part – inserted in the unit – that ideally subtracts part of the base. The leather or fabric-covered cannetè back panel of the Leonardo bookshelf reveals an embossed effect when illuminated, making an understated yet sophisticated backdrop.

LEONARDO



Burly composition of padded elements marked by fluid and reverberating lines of ultrasound inspiration, which extends to the bedside tables in an osmotic way. The padded headboard of the Ultrasound bed, by Alessandro La Spada, shows metal elements in a lacquered champagne finish.

ULTRASOUND





An evolution of the Babylon Rack, this sofa combines the rigor of the geometric design that distinguishes it - in a backrest defined by full and empty volumes - with the softness of its round and slender seat. Even in this new project the main concept of this upholstered furniture has been preserved with functional elements for study, work and relaxation.

BABYLON RACK CIRCLE



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, Draga & Aurel, 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 tables 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





With an image that is organic and technical at the same time, the Jet Plane desk, by Steve Leung, features aerodynamic lines that underscore the exclusive status of the project, also through careful selection of the very best materials and finishes. The curved wooden chassis, with drawers and wiring channels, is entirely clad in leather with elegant saddlery craftsmanship. The top in marble and the cantilever leg in curved metal reinforce the aeronautical theme.

JET PLANE



The design of the Bastian sofa, by Mauro Lipparini, revolves around the construction of “suspended elements” of the armrests and backrests with “envelope” processing and metal friezes. Great attention to details, jewels that highlight the sartorial cuts of seams and borders. Armrests and backrests are like perimeter walls that welcome, envelop and protect the serenity of being.

BASTIAN





Chemical formula of calcium carbonate, or limestone, the name of the collective of artists CaCO₃ refers to a raw material commonly used for the realization of the mosaics. The study and practice of traditional techniques and the direct contact with the mosaic works of the past, made possible during the years of study and work experience in restoration sites, contributes to the sharing of a common reflection on the formal aspects of the mosaic and their elaboration, aimed at finding new possible relationships between light and matter.

CATTEDRALE



Being a fan of photography and digital processing, the artist Michele Astolfi experiments the combination between the image and the different materials such as fossil wood, crystals, natural stone and steel. The most recent research brings him closer to the pictorial treatment of the used material, making the border between the uniqueness of the "jewel" work and its replicability.

TROPICAL

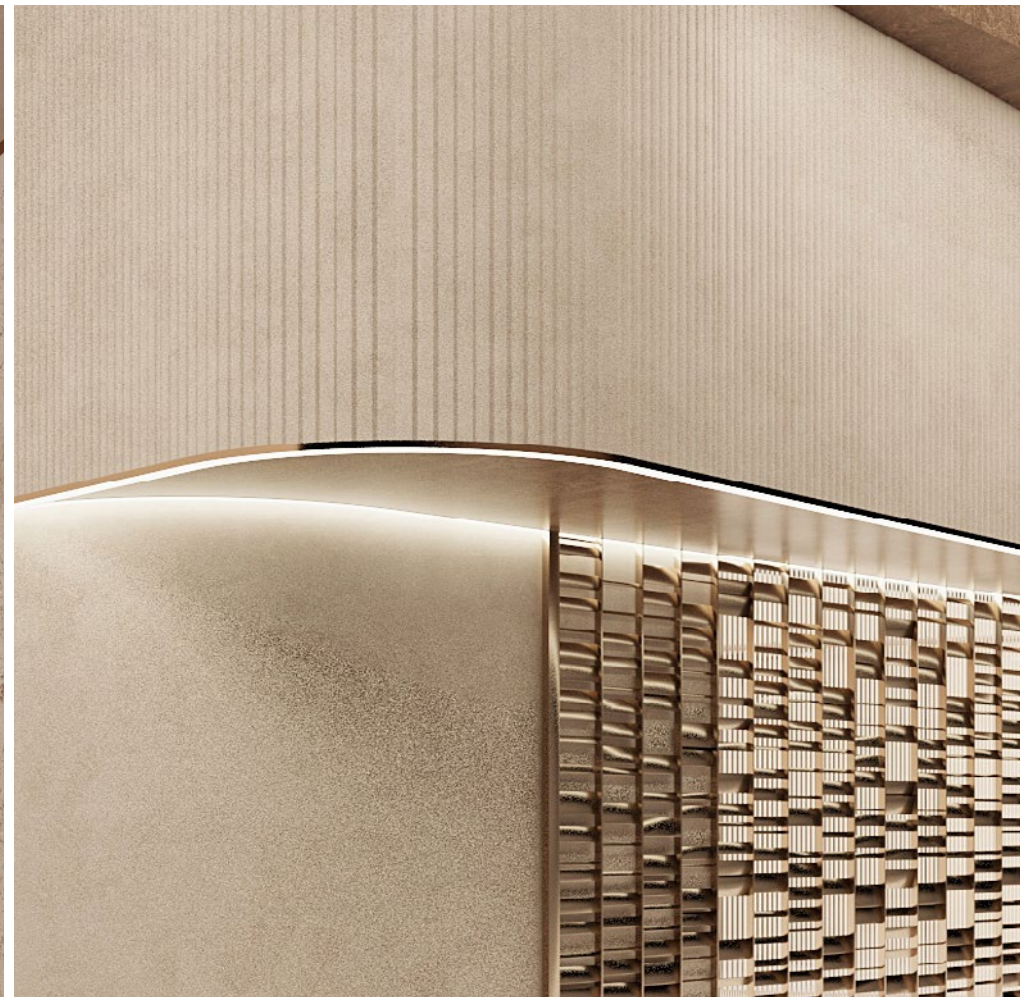
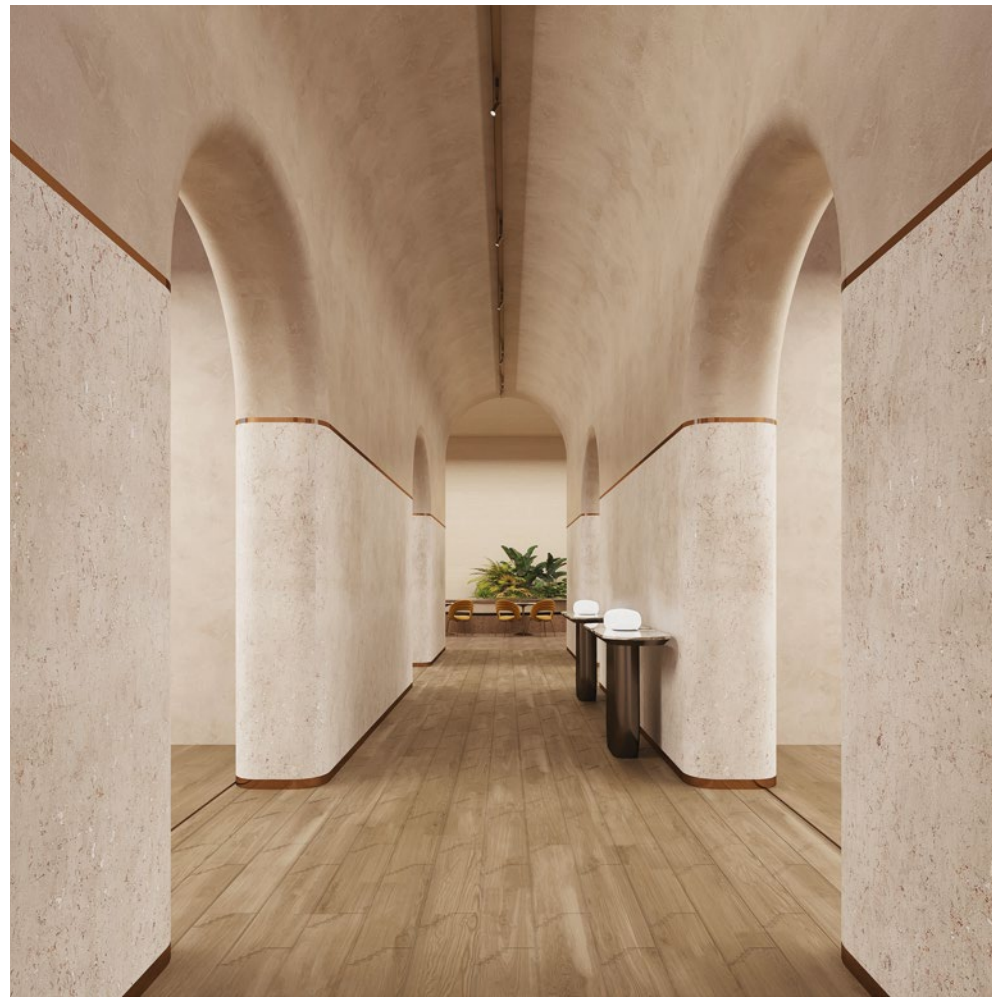


HOME PHILOSOPHY

Design

145	DESIGN CODES
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157	YACHT DESIGN EXPERTISE
159	REAL ESTATE PHILOSOPHY

DESIGN CODES



Central to Visionnaire's design philosophy are geometric motifs e decorations that infuse spaces with a sense of harmony and balance. Whether through "cannetè" patterns, bold angular forms or cocooning curves, these motifs serve as the cornerstone of architectural compositions, interior layouts and retail displays. Through the careful integration of these design elements, Visionnaire ensures that each space possesses a unique identity and a sense of recognizability.

Canneté motifs



Angles tapestry



Cocooning grace





YACHT DESIGN EXPERTISE



A new residential perspective arises, oriented towards rediscovery of the man-nature relationship. Life and travel on the sea are experiences of reconciliation with the natural context, moments in which to explore, to push the imagination beyond boundaries and towards new horizons. The particular ability of Visionnaire to create *one-of-a-kind* projects, perfectly suited to the desires of the company's clients, finds a natural outlet in the production of exclusive boats.

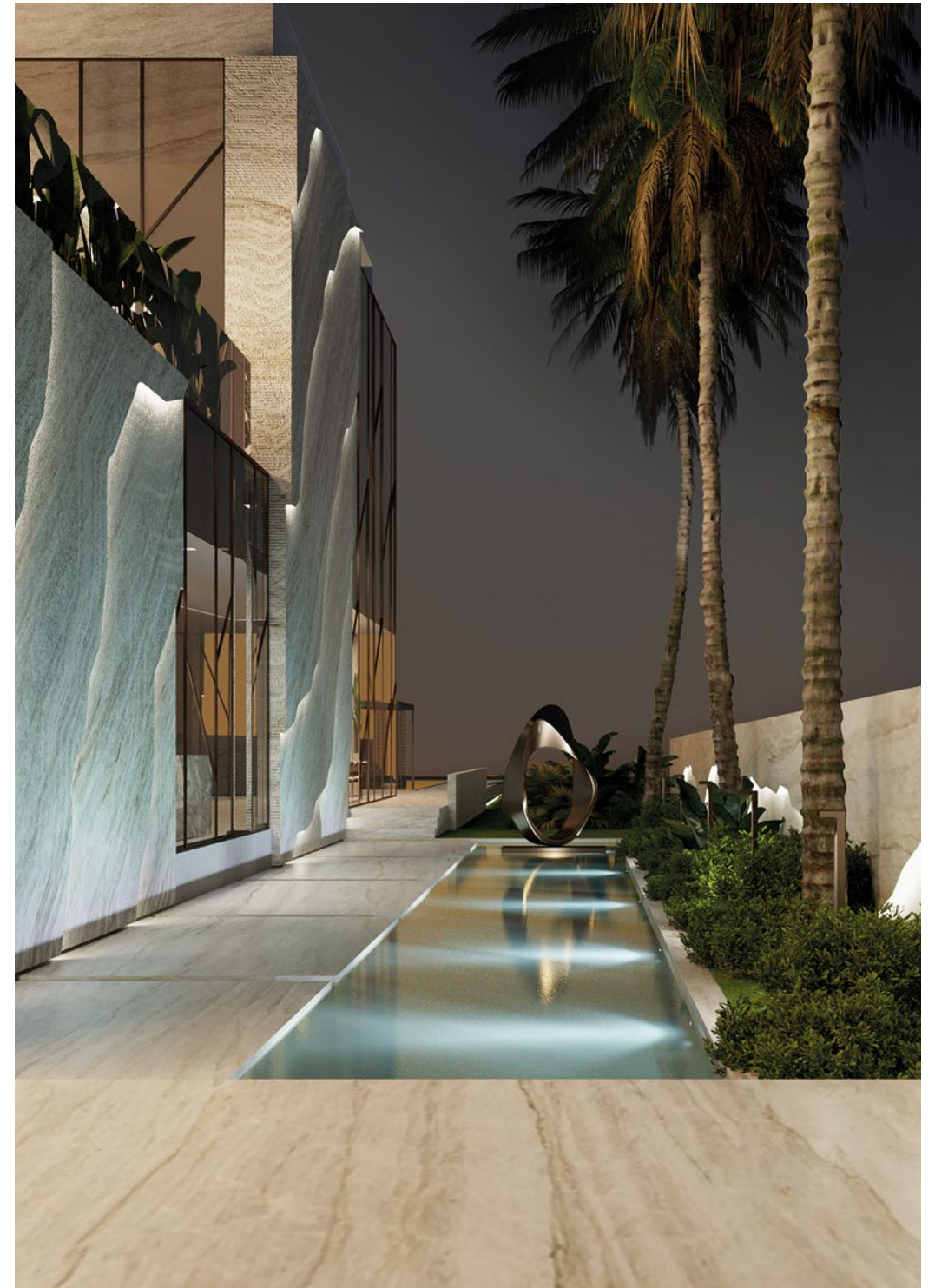
Every yachting project is different from the others, because every yachtsman, our client, is an individual. The formulation of a vessel involves the same parameters as the design of a home: uniqueness, exclusivity and personalization, based on identity and dreams. To make an abode for dreams means having in-depth knowledge of the people who will live there.

REAL ESTATE PHILOSOPHY





Home philosophy has always been the core of our vision. For the first Visionnaire's architectural project we worked together with Volare, a real estate developer based in Dubai, to create a branded villa that represents a manifesto, the encounter between the sartorial attitude of the maison and the expertise of our partner. The new villa rises on the shores of Jumeirah Bay Island. An oasis of peace and exclusivity where sky and sea beautifully merge together. The villa designed by Alessandro La Spada embodies the identity of Visionnaire and that of the territory in a sophisticated way. The mansion is connected to the landscape. Stone, marble and glass define the architectural volumes. Typical motifs of Visionnaire's language recur up to the definition of every single detail: the stone is engraved following a relief design which, on the one hand, evokes the quilting of some of the maison's iconic products and on the other, it pays homage to the softness of the desert dunes. If during the day it is the sunlight that creates shadows and contrasts on the stone, at night a LED system recreates a game of light.





Water, sand and light have been our drivers: the perceptive passage between the intensity of the light and the color of the sky is very strong especially when passing from an exterior to an interior. The sand is transported by a light sea breeze and the energy of the sea cannot fail to win you over.

BRAND EXTENSIONS

Ingenuity

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ART PHILOSOPHY: WUNDERKAMMER



Feminine - Domenico Greci, Nina Surel, Paolo Leonardo, Roberto Kusterle



Urban Icons - Paolo Leonardo

Visionnaire establishes its Milan flagship store inside the former Cavour cinema-theatre, where the company envisions a space of artistic experimentation, where people would be able to share and “live together” with products through an experience of beauty. The result is the Wunderkammer, an art gallery inside a design gallery, a place for artistic installations that organically extends, or creates a short circuit, into the design activities of the brand, triggering a fertile, regenerating connection. Art in all its forms and expressions has always been a source of inspiration for Visionnaire. The gallery presents itself as one real “room of wonders” and plunges its conceptual roots in the Baroque period, when the nobles exhibited and boasted their travel memorabilia to amaze guests within these private rooms. The ability to work with materials and to create unique works are the characteristics that guide the choice of the artists for the exhibitions and which reflect the corporate values strongly linked to the savoir faire and high craftsmanship. The works are sold in the gallery or included in the projects within a vast proposal.





Affinity - Brad Wilson



Chlorophyl - Alessandro Brighetti



Narrazioni Intrecciate - Draga & Aurel

FOOD PHILOSOPHY: VISIONNAIRE BISTROT



The Visionnaire Design Gallery contains a Bistrot to expand the concept of showroom space into a place of overall wellbeing. The Visionnaire Bistrot is a project of love and appreciation of Italian culinary culture, discreetly bringing out the best in the finest local ingredients, applying experimental curiosity to new flavors and combinations for a sophisticated international audience looking for a unique immersive experience in a destination full of suggestions between art and design.



GENERAL GUIDELINES

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187	FONTS
191	COLOR PALETTES
193	COMMUNICATION CHANNELS
205	PARTNERS CODE
207	AWARDS

General guidelines

LOGO AND PICTOGRAM

The distinctive feature of the Visionnaire logo is the reflection of “N,” which represents the brand’s commitment to balance and the duality between innovation and tradition.

THE PLAY OF REFLECTION

The mirroring effect is not merely ornamental but signifies the brand’s introspective approach, inviting individuals to reflect on their living spaces and the philosophies that shape them.

“HOME PHILOSOPHY”

Nestled between the “ll” is the brand’s poignant payoff: “Home Philosophy.” Placed strategically, this phrase encapsulates Visionnaire’s core belief that a home is more than just a physical space; it is a sanctuary that reflects one’s unique philosophy, style and aspirations. The delicate alignment symbolize the meticulous attention Visionnaire gives to every detail.



HOME PHILOSOPHY
visionnaire

General guidelines
LOGO AND PICTOGRAM

HOME PHILOSOPHY
visionnaire

HOME PHILOSOPHY
visionnaire

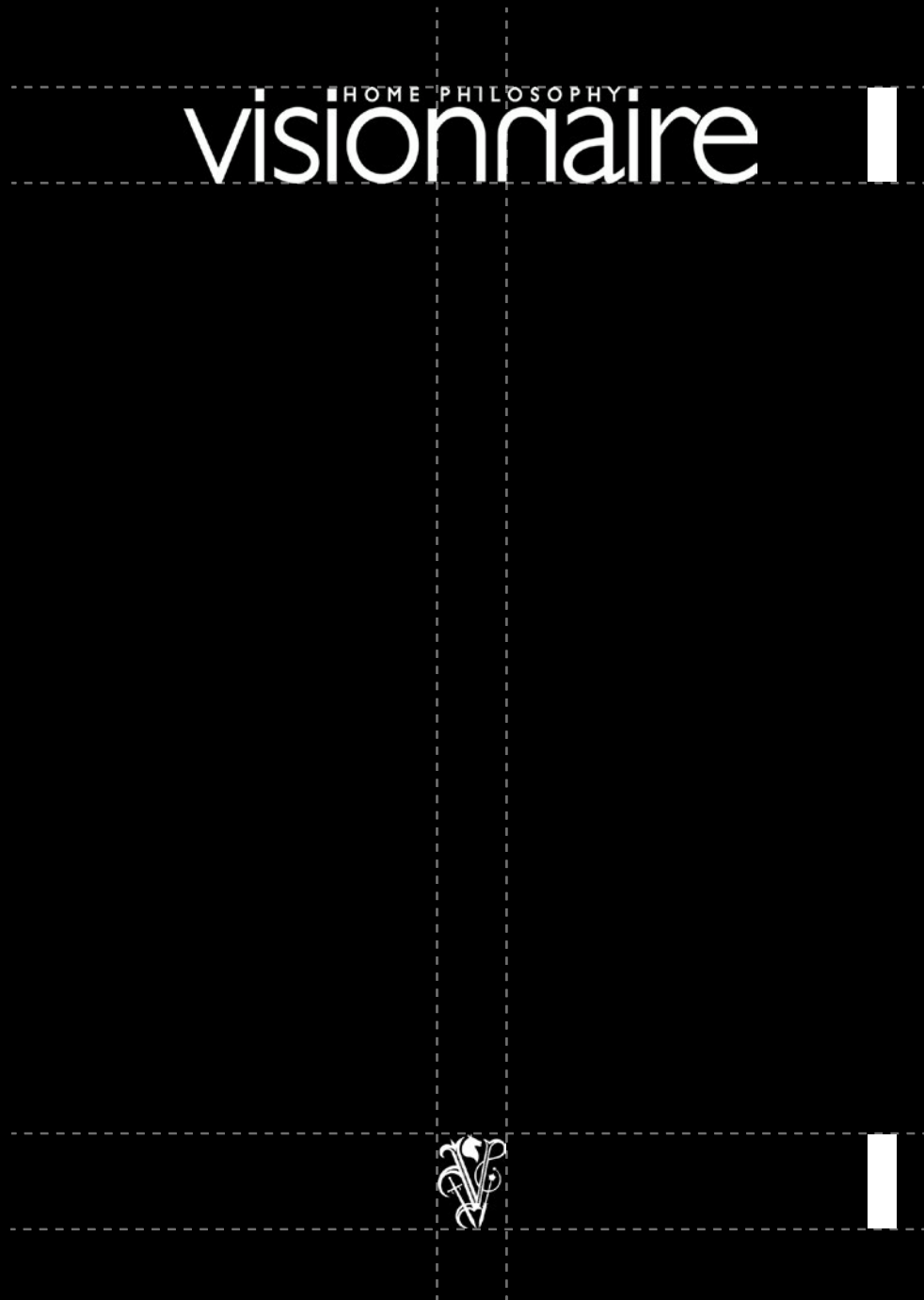
HOME PHILOSOPHY
visionnaire

HOME PHILOSOPHY
visionnaire

General guidelines
LOGO AND PICTOGRAM



General guidelines
LOGO AND PICTOGRAM



General guidelines

LOGO AND PICTOGRAM

DO NOT USE THIS WAY

visionnaire

visionnaire

DO NOT USE THIS WAY

visionnaire
THE ORIGINAL. CONCEIVED AND CRAFTED IN ITALY

visionnaire

General guidelines
FONTS

Visionnaire is Lifestyle
Visionnaire is Lifestyle
Visionnaire is Lifestyle
Visionnaire is Lifestyle

VISIONNAIRE IS LIFESTYLE
VISIONNAIRE IS LIFESTYLE
VISIONNAIRE IS LIFESTYLE
VISIONNAIRE IS LIFESTYLE

Sailec

The corporate font is utilized in primary printed materials such as catalogues and magazines

Visionnaire is meta-luxury
Visionnaire is meta-luxury

VISIONNAIRE IS META-LUXURY
VISIONNAIRE IS META-LUXURY

Assistant

Official Visionnaire website font

General guidelines
FONTS

Visionnaire is well-being
Visionnaire is well-being

VISIONNAIRE IS WELL-BEING
VISIONNAIRE IS WELL-BEING

Saol Display

The corporate font is primarily utilized
for digital presentations and headings

Visionnaire is full home design
Visionnaire is full home design
Visionnaire is full home design

VISIONNAIRE IS FULL HOME DESIGN
VISIONNAIRE IS FULL HOME DESIGN
VISIONNAIRE IS FULL HOME DESIGN

Cy Grotesk

The corporate font is utilized for
digital presentations

General guidelines

COLOR PALETTES

RGB	PANTONE 547C	PANTONE 2215C	PANTONE 2463C	PANTONE 2462C	
	R0 G51 B64	R45 G86 B103	R91 G118 B117	R90 G142 B137	R209 G226 B228
CMYK	PANTONE 547CP C100 M11 Y20 K82	PANTONE 2215CP C81 M39 Y30 K43	PANTONE 2463CP C70 M25 Y36 K21	PANTONE 2462CP C63 M19 Y40 K14	C22 M5 Y11 K0

PANTONE 7518C R109 G80 B75	PANTONE 4014C R183 G102 B79	PANTONE 7573C R167 G102 B47	PANTONE 2318C R164 G116 B79	R226 G221 B190
PANTONE 7518CP C36 M59 Y56 K41	PANTONE 4014CP C5 M62 Y65 K18	PANTONE 7573CP C4 M51 Y84 K21	PANTONE 2318CP C13 M45 Y68 K25	C13 M16 Y27 K1

EMERALD SAHARA

DESERT DUNE

PANTONE 7616C R107 G76 B79	PANTONE 4271C R143 G124 B116	PANTONE 4685C R225 G200 B185	PANTONE 4268C R179 G160 B151	R249 G238 B218
PANTONE 7617CP C43 M68 Y54 K53	PANTONE Warm Gray 10 C43 M43 Y46 K24	PANTONE 4268CP C23 M30 Y35 K5	PANTONE 7529CP C24 M26 Y30 K3	C3 M7 Y17 K0

PANTONE 4101C R98 G83 B43	PANTONE 504C R87 G41 B54	PANTONE 491C R127 G47 B58	PANTONE 4063C R155 G64 B58	PANTONE 4041C R129 G95 B94
PANTONE 4103CP C29 M92 Y41 K70	PANTONE 504CP C29 M88 Y45 K65	PANTONE 491CP C9 M89 Y59 K48	PANTONE 4063CP C5 M81 Y71 K32	PANTONE 4041CP C32 M56 Y47 K29

COCOA BROWN

CHERRY BLOSSOM

General guidelines

COMMUNICATION CHANNELS

CONNECTING BEYOND BOUNDARIES

Our commitment to innovation extends beyond the creations to how we engage and connect with our stakeholders. In a rapidly evolving digital landscape, we embrace the power of multichannel communication to ensure that the message reaches our audience wherever they are. From traditional media to cutting-edge digital platforms, we leverage a diverse range of channels to create a cohesive and immersive brand experience.

STRATEGIC INTEGRATION

Visionnaire's multi channel communication strategy is not just about being present on multiple platforms; it's about strategically integrating our messaging to create a unified and impactful brand narrative. Whether through social media, email campaigns, or traditional print media, every channel plays a distinct role in conveying our vision, values, and the unique stories that define us.

TAILORED ENGAGEMENT

Recognizing the diverse preferences of our audience, the multichannel approach allows us to tailor our communication to meet varying needs. Whether someone prefers the visual appeal of Instagram, the depth of information in a newsletter, or the immediacy of a live chat, Visionnaire is committed to delivering content in a way that resonates most with each individual.

WEBSITE

www.visionnaire-home.com

Visit our official website to discover more about our products, services, and the Visionnaire community. We believe in the power of communication to transform ideas into reality. Explore, engage and stay connected with Visionnaire.

SOCIAL MEDIA PLATFORMS

Join our official accounts on the main social media platforms. Follow us for real-time updates, engaging contents and the opportunity to connect with a community of Visionnaire lovers.



NEWSLETTER

Stay informed about the latest updates, trends and insights through our newsletter. Delivered straight to your inbox from **Visionnaire Home Philosophy** (newsletter@ipe.it), it's your go-to source for brand news, product launches and exciting announcements.

ADV & EDITORIAL CONTENTS

The advertising and editorial initiatives of Visionnaire are meticulously crafted to establish the brand as a pioneer in luxury industry innovation and lifestyle excellence. By amplifying the voices of journalists, our brand narrative is vividly brought to life. Visionnaire's media strategy is focused on crafting emotionally resonant advertising campaigns that transcend mere product-centric messaging, instead embodying a real lifestyle.

EVENTS


Visionnaire specializes in the art of crafting immersive events. From corporate gatherings to special celebrations, we bring a unique touch to each occasion, translating ideas and concepts that drive our communication strategy into real experiences.

General guidelines

COMMUNICATION CHANNELS

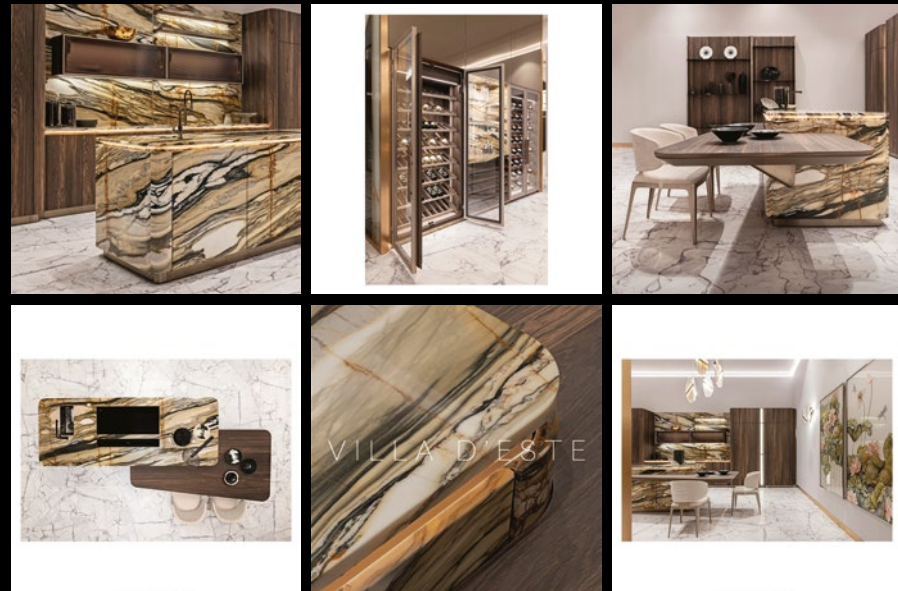
/ SOCIAL MEDIA PLATFORMS



visionnairehomephilosophy 

Visionnaire

Arredamento
Italian meta-luxury lifestyle brand since 1959.



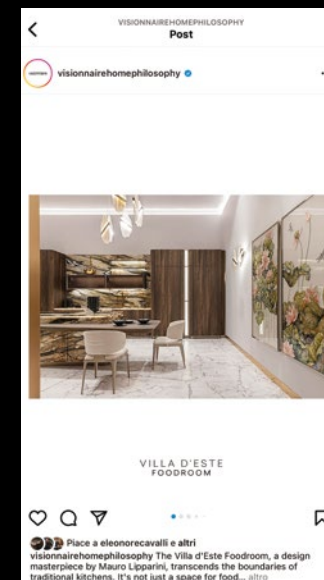
FEED

AUDIENCE

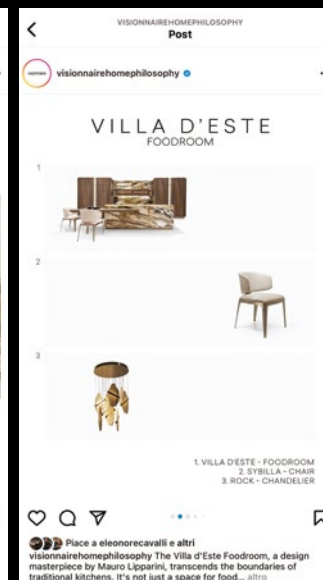
Our Instagram account serves as a digital oasis for architects, designers, art lovers and discerning clients alike, providing a curated experience that ignites inspiration. With an emphasis on refined aesthetics, superior craftsmanship and visionary projects, our content caters to individuals who possess a discerning eye for sophistication and aspire to elevate their lifestyle and living environments to unparalleled standards.

CONTENT STRATEGY

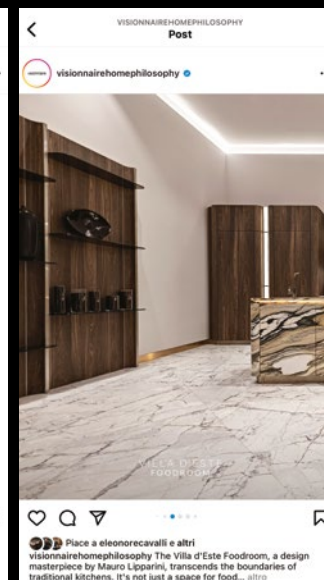
Our content strategy revolves around a structured cadence of posts thrice weekly, ensuring a consistent flow of inspiration and insight. From showcasing our latest product innovations to highlighting *one-of-a-kind* interior projects and featuring exclusive editorials and awards, our objective is to deliver valuable content that resonates with our audience's discerning tastes and aspirations.



POST



CAROUSEL



PROFILE IMAGE

White badge featuring Visionnaire logo, symbolizing brand authenticity.

BIO

Visionnaire
Furniture. Italian meta-luxury lifestyle brand since 1959.

HIGHLIGHTS

Noteworthy stories marked with a white badge featuring the pictogram offering a curated exploration of our brand.

FEED ESTHETICS

Our feed strategy involves a deliberate pattern - alternating between posts framed in a white border, emphasizing clean design and full-image visuals for immersive impact. Each post strategically incorporates a text overlay on images, providing essential details like the name of the product/project and its respective category. This approach ensures a cohesive and informative visual narrative.

MENTIONS AND TAG

@visionnairehomephilosophy
#visionnairehomephilosophy

General guidelines

COMMUNICATION CHANNELS

/ NEWSLETTER

VISIONNAIRE-HOME.COM

HOME PHILOSOPHY

visionnaire

NOV. MONDAY 20TH

CATALOGUES
PROJECTS
PRODUCTS
STORES

WELCOME TO VISIONNAIRE HOME PHILOSOPHY

ITALIAN
META-LUXURY
LIFESTYLE
BRAND



ADV 2023
PAVONE THRONE, DESIGN MARC ANGE

The brand bases its activity on the value of knowledge and continuing 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.

Visionnaire has understood that products are conveyors of value first and a beautiful creative manifestation second. This broad concept, encapsulated in the expression "meta-luxury", i.e. "beyond" luxury, invites us to discover everything that exists beyond the product itself – as it appears to us.



LOWER IMPACT JOURNEY

Being a Benefit Company

Benefit company from 2021, Visionnaire defines its business as a promoter of positive value for the community and intends to pursue, in the exercise of economic activity, one or more positive effects - or reduce negative ones - towards people, communities, territories and environment.

Our **2022 Annual Sustainability and Impact Report** in abstract version, is now available for consultation and includes information about our ethical approach and our initiatives for a more sustainable future.

[> DISCOVER MORE](#)

DECALOGO

The Visionnaire Manifesto

Ten foundation values. Ten programmatic precepts. Entrepreneurial energy blends with the poetry of the creative act. Each of the key concepts of the Visionnaire philosophy is defined through a sequence of words that express a vision, with the force of a credo.

[> DISCOVER DECALOGO](#)



NOMAD

The new collection 2024



General guidelines

COMMUNICATION CHANNELS


/ NEWSLETTER

VISIONNAIRE-HOME.COM
visionnaire SHORE PHILOSOPHY
NOV. MONDAY 20TH

CATALOGUES
PROJECTS
PRODUCTS
STORES

HERE COMES THE SUN


THE NEW ONE-OF-A-KIND YACHT PROJECT



Designed to embrace the interplay between the sun and the ocean, the 89-meter yacht called *Here Comes The Sun*, provides overall onboard experience from dining room, bar and lounge area to cinema, pool and wellness center.


ELEONORE CAVALLI

"Visionnaire has taken part in the interior design and furnishing of the yacht, applying the sartorial approach to the creation of unique yet reproducible objects. Transforming dreams into reality, we built a space which connects humans and nature".



KATHRYN ARMCHAIR
Giuseppe Viganò

[> DISCOVER KATHRYN](#)




KATHRYN SOFA
Giuseppe Viganò

[> DISCOVER KATHRYN](#)

INTERIORS

The owner's living room features the **Bastian Dual** sofa and low table with the "envelope" element in dialogue with two **Auryn** small tables, designed by Mauro Lipparini, establishing a color harmony with the ocean, perfectly seen in the panoramic windows.

[> DISCOVER BASTIAN DUAL](#)



General guidelines

COMMUNICATION CHANNELS

/ ADV AND EDITORIAL CONTENTS

Our advertisements are meticulously crafted to be more than just visuals, they're stories that speak to our lovers directly. Our ads captivate, resonate and immerse the brand followers in the forefront of meta-luxury industry dialogues. The focus will be on cultivating a holistic brand experience that transcends mere product promotion, resonating with clients on a deeper emotional level.

LOGO

Visionnaire logo at the top of the page

FULL-BLEED DESIGN

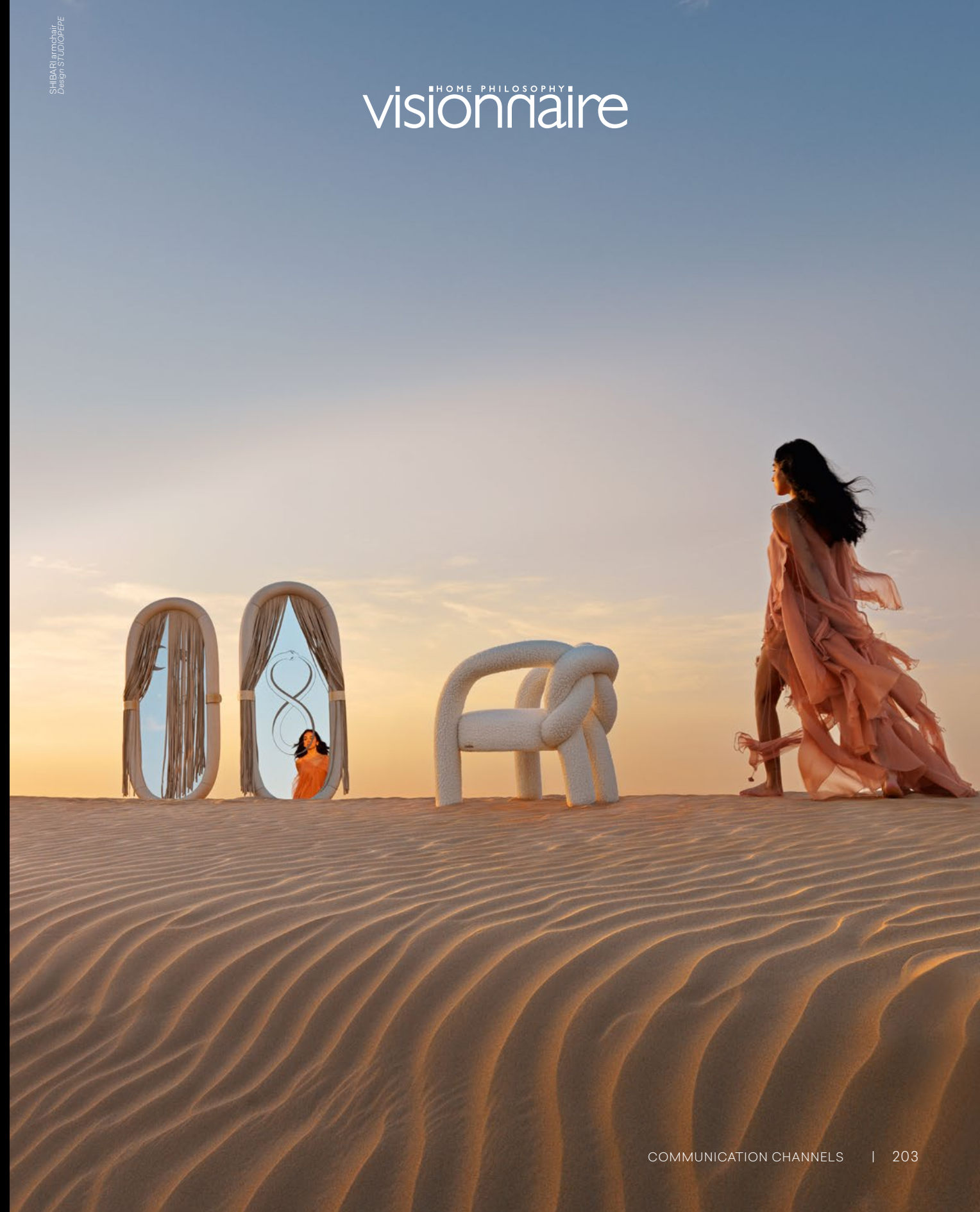
The picture fully extends to the edges of the page without any frame

CREDITS

Mention to the designers and products featured in the picture

SHIBARI
atmohab
Design STUDIO/PERE

HOME PHILOSOPHY
visionnaire



General guidelines

COMMUNICATION CHANNELS

/EVENTS

In the realm of Visionnaire, every event is more than just a gathering; it's an immersive journey meticulously designed to captivate and communicate. Every Visionnaire event is conceived with a distinct theme or idea, carefully curated to resonate with our audience on both intellectual and emotional levels. Whether it's through Grand Opening events, interactive installations, or curated performances, we create opportunities for attendees to not only witness but also actively participate in the narrative, fostering a sense of deeper engagement.



General guidelines

PARTNERS CODE

LOGO

The Visionnaire logo must be utilized following the general guidelines and technical specifications provided. The logo is supplied by the marketing department, which oversees and approves any use of it for promotional purposes. Any utilization of the Visionnaire logo must be shared with and authorized by the company.

PROMOTION

Any promotional initiatives involving Visionnaire will be communicated to its marketing department. In order to implement promotions benefiting its partners, Visionnaire will receive from them the requisite materials including: professional photographs and videos essential for promoting stores, projects, or contents in support of its partners. These visuals must adhere to the established guidelines.

WEBSITE

The Visionnaire official website is:

www.visionnaire-home.com

Any utilization of the Visionnaire logo and informational materials on other websites must undergo approval from the Visionnaire marketing department. These materials (logo, pictures, video, etc.) will be supplied and endorsed by Visionnaire. The general guidelines remain valid and must be adhered to. Additionally, Visionnaire will promote its partners within the list of retailers through its official website.

SOCIAL MEDIA

The official Visionnaire accounts on the main social media platforms are as follows:



Visionnaire furnishes and authorizes materials for social media postings on alternative platforms and accounts. While Visionnaire is dedicated to promoting partners through its official channels, it does not endorse the creation of additional accounts under its name.

MARKETING MATERIALS

Visionnaire supports its partners' in-store sales efforts by providing promotional materials, including yearly catalogues and corporate magazines. Additionally, Visionnaire offers optional marketing kits upon specific requests from its partners. These kits may include:

SAMPLES KIT

Assortments of upholstery samples to showcase the quality and variety of Visionnaire offerings.

UPHOLSTERY CLEANING KIT

Kits containing specialized cleaning materials tailored for Visionnaire upholstery products, ensuring proper care and maintenance.

BRANDED GIFTS

Customized gifts bearing the Visionnaire brand, ideal for enhancing customer loyalty and appreciation.

BRANDED SHOPPERS

Shoppers featuring the Visionnaire logo, serving as stylish and practical accessories for customers during their shopping experiences.

These optional marketing kits are tailored to meet the diverse needs and preferences of Visionnaire's partners, providing them with additional tools to enhance their marketing and sales endeavors.

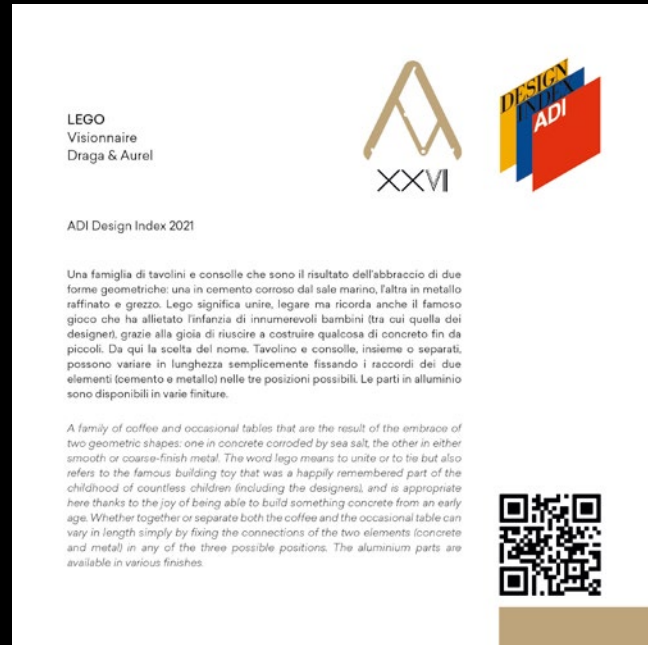
ADVERTISING & PRESS

All advertising and press office activities are the responsibility of Visionnaire, which designates its representatives as official spokespersons for the brand and its campaign image. This designated image is the only one authorized for advertising publications. Any advertising or editorial opportunities proposed by partners must be submitted to the marketing department for evaluation and approval, ensuring adherence to established guidelines.

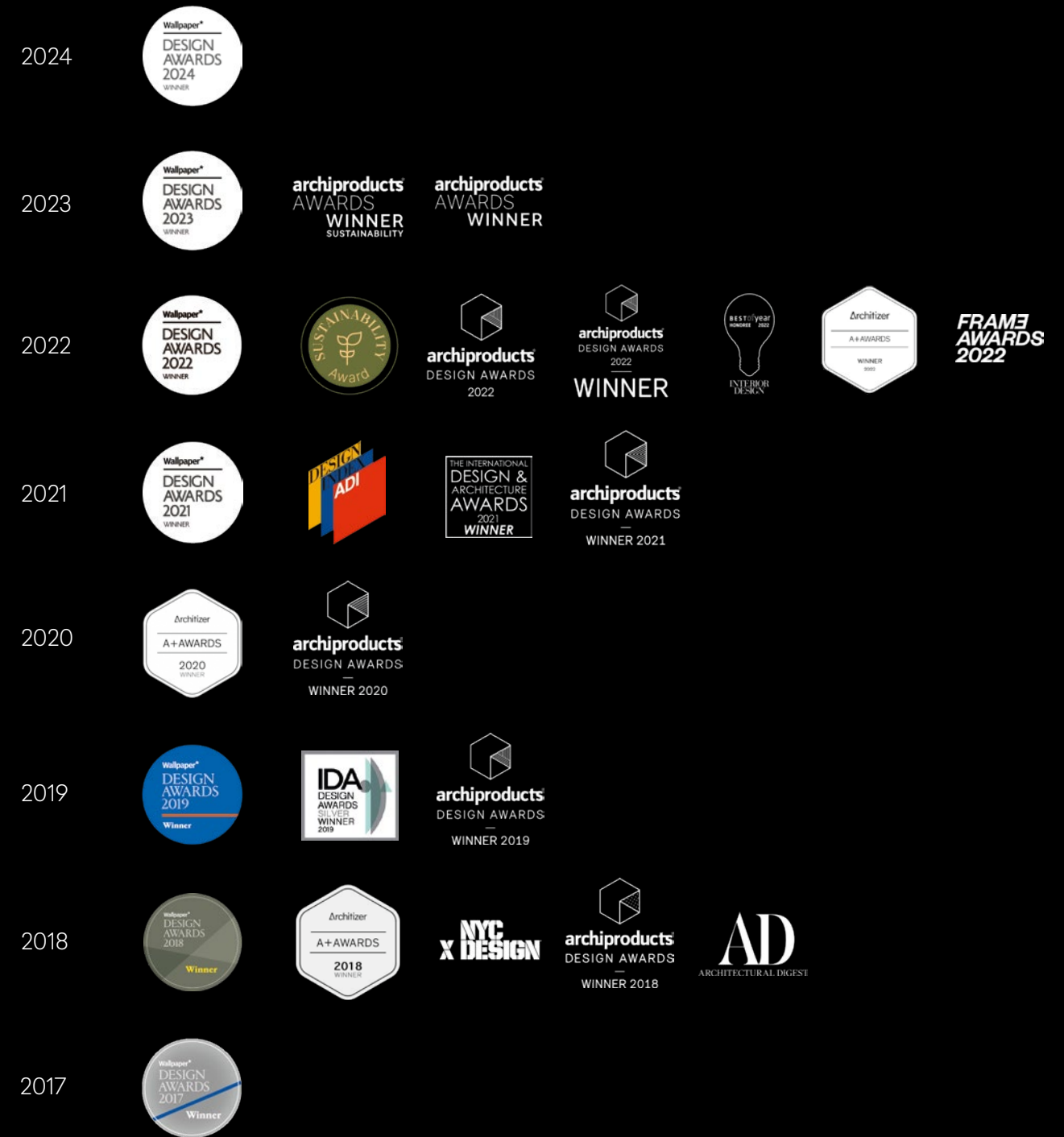
Visionnaire oversees the entire advertising graphic design process, with all advertising insertions provided by the brand as ready-to-print executive files. Additionally, press kit sharing requests are directed to the marketing department, which will supply the necessary materials to fulfill specific editorial requests. This centralized approach ensures consistency and quality across all advertising and editorial endeavors, reinforcing the brand's identity and messaging.

All guidelines outlined in this brand bible are deemed to be valid and applicable.

General guidelines AWARDS



For Visionnaire, earning international awards represents more than just accolades – it signifies a profound acknowledgment of expertise and creativity. These awards serve as a testament to the brand's dedication to setting new horizons in meta-luxury design. The presence of these awards alongside Visionnaire products within the stores and exhibition contexts, symbolizes a mark of distinction. It communicates to customers that these pieces have been recognized by experts in the field and prestigious juries for their innovation and ingenuity, instilling a sense of confidence in their investment. These awards serve as a source of inspiration, both for customers and fellow designers, encouraging continuous innovation and advancement within the industry.



HOME PHILOSOPHY
visionnaire

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*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.*

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www.pefc.it

VISIONNAIRE IS AN ITALIAN META-LUXURY - LIFESTYLE BRAND. THE COMPANY BASES ITS ACTIVITY ON THE VALUE OF KNOWLEDGE AND CONTINUING RESEARCH ON THE CONCEPT OF CONTEMPORARY BEAUTY, CONFIRMING ITS EXCEPTIONAL ABILITY TO CREATE DESIGN PROJECTS AND PRODUCTS OF SARTORIAL WORKMANSHIP, FOSTERING AND RESTORING VALUE TO THE SKILLS OF LOCAL ARTISANS LOCATED ACROSS THE ITALIAN TERRITORY. THE META-LUXURY OF CONTENTS AND VALUES IS REFLECTED IN THE RESPONSIBLE USE OF MATERIALS, THROUGH TECHNOLOGICAL RESEARCH CONDUCTED BY THE COMPANY AND INVESTMENTS TO BOOST THE EFFICIENCY OF ITS CHAIN OF PRODUCTION, MIXING AND MATCHING MATERIALS, APPLYING THE SKILLS OF ARTISANS 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.