



FORNASETTI

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## KNOWN THROUGHOUT THE WORLD

# 1. FORNASETTI



1. FORNASETTI

Fornasetti was founded in the 1950s in Milan as an artist's atelier. Today it is an artistic design company, an example of Italian excellence in the creation of hand-decorated furniture and home accessories.





2.  
PIERO  
AND BARNABA  
FORNASETTI



Fornasetti was founded in the post-war period by Piero Fornasetti, a free-ranging artist and one of the most original of the twentieth century.

A man truly ahead of his time and a significant figure within the broader cultural panorama, Fornasetti managed, through his work, to renew taste and create a unique and immediately recognisable visual language.

His son Barnaba Fornasetti has risen to the challenge of this legacy and over the last thirty years, with the same visionary and non-conformist spirit, he has guided it into the modern day, nurturing its roots and leading it to international renown.







# 3. HISTORY



### 3. HISTORY

Piero Fornasetti opens the Art Printshop, which becomes a reference point for many of the major artists of the time, including De Chirico, Sassu, Manzù, Savinio, and Fontana.

The activity of the Printshop is transformed and expanded. Piero begins production of furniture and accessories, founding the atelier that bears his name.

Along with other partners, Piero opens the Bibliophiles Gallery, which hosts exhibitions and other cultural activities.

The Themes and Variations Gallery, a tribute to Fornasetti's work, opens in London.

Preparation of the exhibition dedicated to Fornasetti at the Victoria and Albert Museum.

Presentation of the first major retrospective dedicated to Fornasetti, *One Hundred Years of Practical Madness*, which tours Milan, Paris and Seoul. This is followed by important representations of the Fornasetti artistic language in theatrical and artistic contexts.

Barnaba Fornasetti receives the *MAD Visionaries! Award* from the MAD Museum of Art and Design in New York.

1930

1950

1970

1984

1991

2013

2017

1940

Piero meets Gio Ponti. A successful collaboration begins between the two, resulting in design, installations and interior decoration projects.

1956

The first Fornasetti store opens its doors in Via Manzoni in Milan.



1982

Barnaba Fornasetti, Piero's son, begins to work with his father. A few years later they create their first project together, *l'Archivettura*.

1988

Barnaba Fornasetti takes over the running of the company.

2007

Barnaba Fornasetti expands production and diversifies the range by introducing new collections of wallpapers, rugs and the new Fornasetti Perfumes line.

2016

Opening of the Fornasetti store, 500 square metres on three floors in Corso Venezia in Milan.



2020

Inauguration of an activity dedicated to custom-made services.

4.  
IMAGINATION FIRST  
AND FOREMOST



All of Fornasetti's creations, from objects to custom-made decorative projects, are characterised by a visual language that is at once imaginative, ironic and sophisticated.

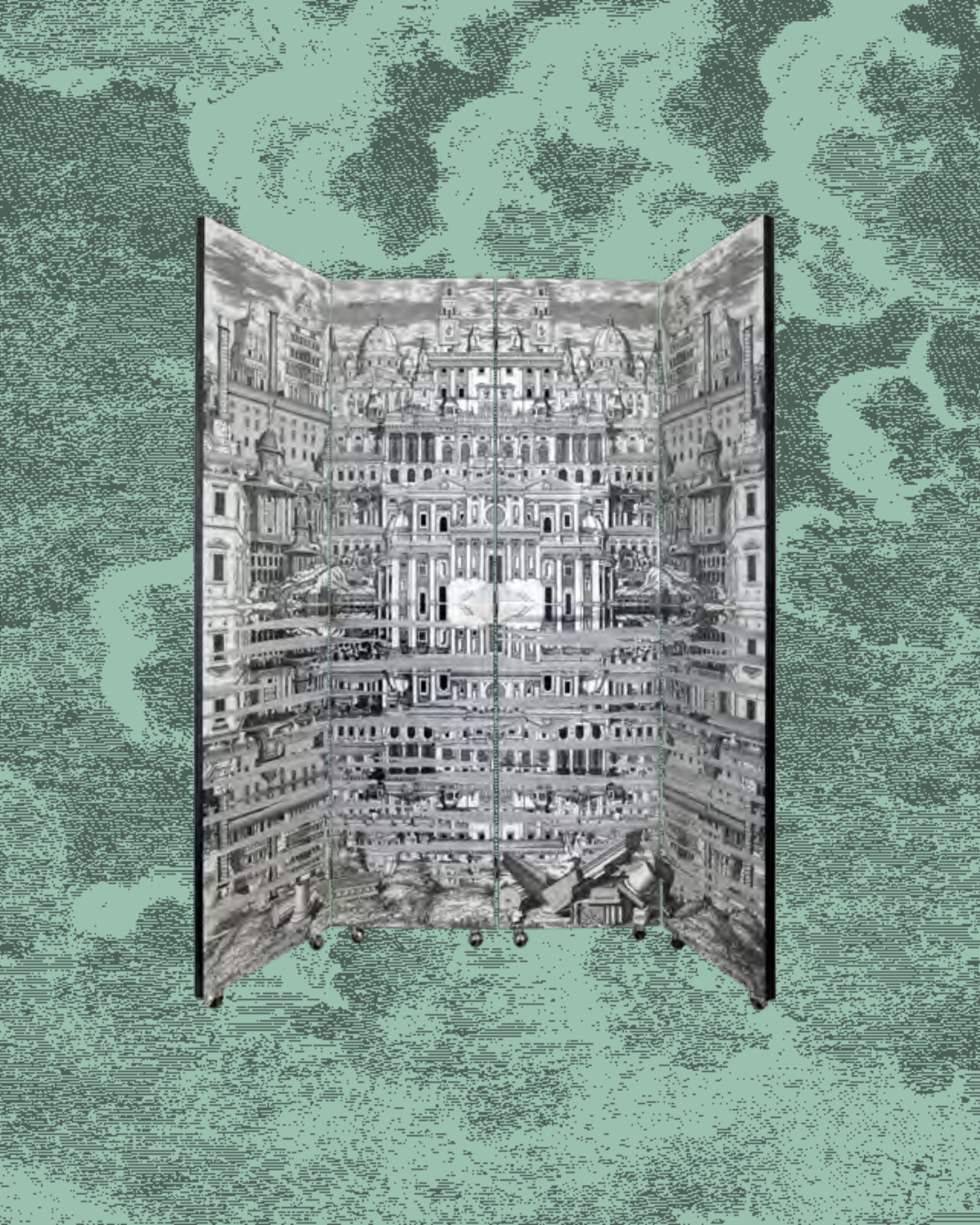
Thanks to the central role that has always been played by imagination and the creative impulse, everything that Fornasetti creates today has a timeless character, straddling art and design.

















HANDS AT THE SERVICE OF IDEAS

From porcelain to furniture and accessories, everything is strictly made by hand in the Milan atelier.

From the outset, expert craftsmanship has been a core aspect of the Fornasetti identity: the colour applied by the painters, using methods and models rooted in tradition, and the manual production techniques handed down across generations, make each object a unique piece of art. Even two objects with the same decoration will never be completely identical.

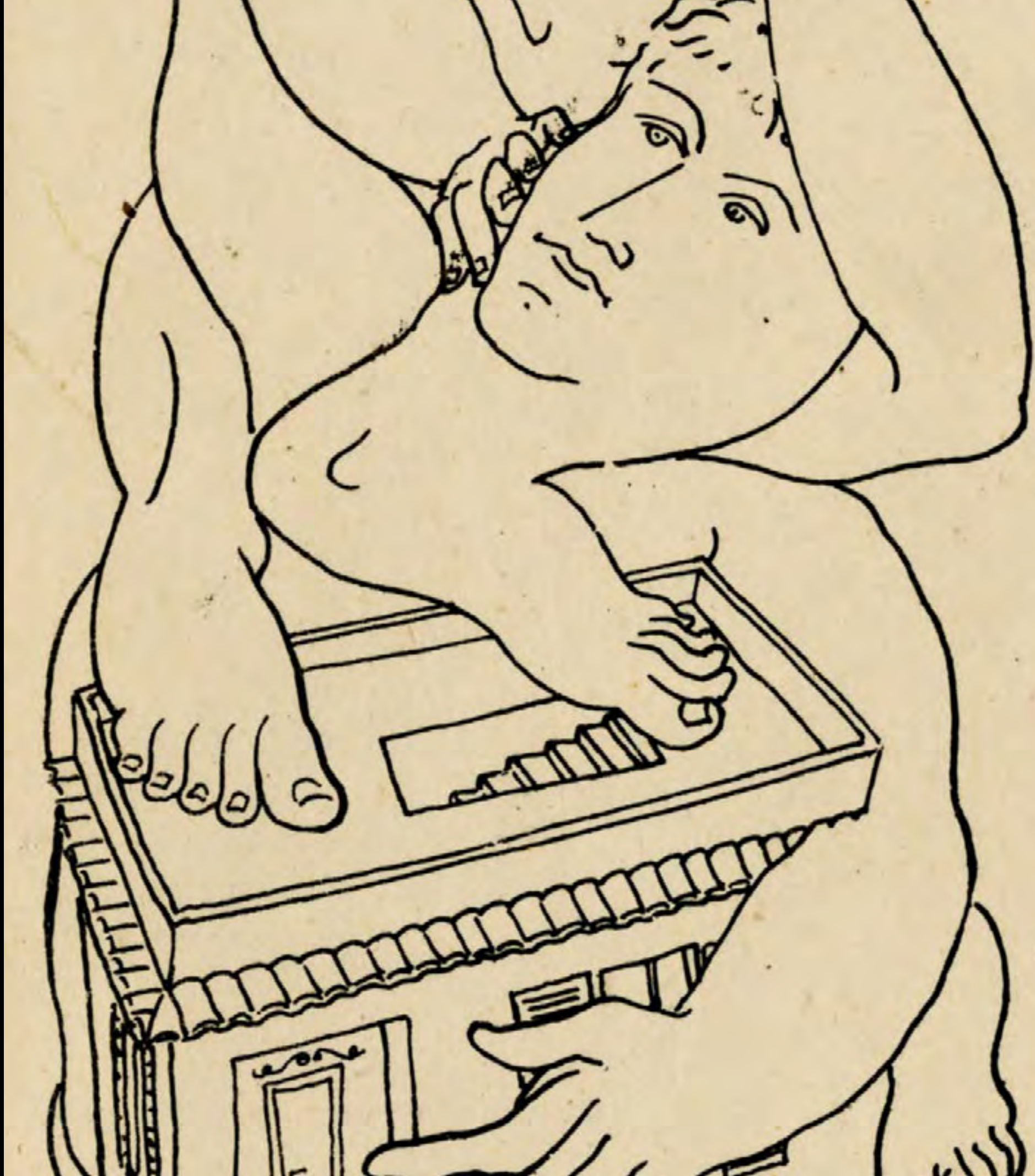








5.  
FURNISHING  
WITH CULTURE



Today Fornasetti is synonymous with design and the kind of craftsmanship that borders on art and even dreams. Whether in the realm of furniture, art installations, interior design projects or cultural initiatives, everything it creates is a spur to imagination and thought.







6.  
BORN AND RAISED  
IN MILAN



Fornasetti was born in Milan and its creative and productive headquarters are still here.

Casa Fornasetti is where it all began. Today it is home to the atelier's creative activity and its historical archive of over 13,000 creations. It is the place where the visual language of Fornasetti evolves while at the same time remaining true to its origins. Here, ideas take shape and are moulded into creative projects.



The Fornasetti store in Milan is a realm of decoration, a perfect synthesis of the modernity and age-old craftsmanship that distinguish the atelier.

[Take a virtual tour of the Fornasetti store](#)



7.  
KNOWN  
THROUGHOUT  
THE WORLD



7. KNOWN THROUGHOUT THE WORLD



2	.....	AUSTRALIA
1	.....	AUSTRIA
1	.....	BELGIUM
1	.....	BRAZIL
1	.....	CANADA
1	.....	KOREA
1	.....	ESTONIA
2	.....	FRANCE
5	.....	GERMANY
1	.....	JAPAN
1	.....	HONG KONG
1	.....	INDONESIA
1	.....	ISRAEL
9	.....	ITALY
1	.....	LEBANON
1	.....	LUXEMBOURG
1	.....	MOROCCO
1	.....	MONACO
1	.....	NEW ZEALAND
1	.....	THE NETHERLANDS
1	.....	PORTUGAL
6	.....	UNITED KINGDOM
1	.....	CZECH REPUBLIC
1	.....	SENEGAL
1	.....	SPAIN
3	.....	UNITED STATES
3	.....	SWEDEN
1	.....	SWITZERLAND
1	.....	TAIWAN
1	.....	THAILAND
1	.....	TUNISIA
1	.....	TURKEY
1	.....	VENEZUELA



THANK YOU!

[FORNASETTI.COM](http://FORNASETTI.COM)