**FORNASETTI**

**\_the design store of imagination**

Nestled in the streets of central Milan, Fornasetti is a realm of decoration, a concentration of elegant extravagance, where time seems to stand still and magic emerges.

In those same rooms where, at the start of the twentieth century, the poet and writer Tommaso Marinetti founded Futurism, today the main store of the Milanese brand offers a unique creative experience.

The theatrical aesthetic, personally curated by Artistic Director Barnaba Fornasetti, transforms five hundred square metres into a dramatic array of images rich in ironic cues, with the power to capture the attention and inspire emotions, prompting one's gaze to wander without ever wanting to stop.

Mirroring the composite identity of the Milanese atelier and its visual universe of fantasy and imagination, each space over the three floors is characterised by different colours and themes. Passing through these rooms one by one, visitors are captivated by a dreamlike world composed of wallpapers, lacquered furniture and precious objects. The creations of the atelier, accessories, porcelains and furniture, are bona fide "conversation pieces", capable of communicating imagery and altering any space. Here, assembled in a very large and continuously updated collection, they demonstrate their full imaginative power.

There is a separate space dedicated to vintage pieces, collected in a special "cabinet of wonders" where collectors and anyone curious can lose themselves in an atmosphere of beauty and memory.

In a perfect synthesis of modernity and age-old craftsmanship, the objects from the atelier mingle with the works of contemporary artists, exhibited and sold in the same location. Tasteful light installations, collectible vases, ceramics and glass creations, selected with a curatorial approach, complete an experience that visitors may find truly compelling and poetic.

With the same spirit, Fornasetti creates and hosts cultural events, exhibitions, talks and creative collaborations, set in a unique context under the banner "Fornasetti presenta", a place of creative experimentation born out of the inspirational driving force of imagination as a fundamental tool of understanding and, as stated by Barnaba Fornasetti, "with a profound connection to the ability to depict the world anew and the exercise of freedom".

Fornasetti is a place where everything comes together to create an atmosphere of wonder, a place where visitors can listen to a story, visit an exhibition, purchase an object, or simply be inspired.

**FORNASETTI**

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