

VISIONNAIRE COMPANY PROFILE

Visionnaire, founded by the company IPE, based in Bologna since 1959, is a **meta-luxury** brand of reference in the sector of interior design Made in Italy, renowned for its *one-of-a-kind* design prowess tailored to respond to the desires of its clients.

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 effects - towards people, communities, territories and environment.

The brand operates in over 55 countries, thanks to over 30 exclusive monobrand stores and a network of department store 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 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 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. Visionnaire relies on a network of over 30 crafts hubs located all over the country, enabling the company to create extraordinary, unique objects: 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. Visionnaire also makes a rigorous, responsible commitment to its territory.

This desire to protect our natural heritage and human capital – outlined in the artbook-manifesto “Decàlogo” (https://www.dropbox.com/sh/7iynwdq6yg4lll/AAAlcNvm_PaFFTeSnJfhN6Xa?dl=0) – leads to awareness that informs and orients the company’s cultural vision, from the selection of materials to the final touches of workmanship required by production cycles, taking on a precise, intense ethical position.



In 2019 Visionnaire obtained the certifications FSC® Forest Stewardship Council® C147146 and PEFC™ Programme for Endorsement of Forest Certification, with the goal of orienting clients towards responsible management of forest heritage and of guaranteeing that the wood varieties utilized come from legal sources and certified supply chains.

Visionnaire also has ISO 9001 certification since 2011, ensuring respect for qualitative standards of management, within a wider-ranging project of protection and development of Italian know-how, based on the choice of creating products entirely in Italy, over the last sixty years.

