**Fornasetti su Misura**

**(Fornasetti made to measure)**

Fornasetti, a Milanese company founded in the Fourties as an artist's atelier, expands its creative horizons in 2020 by opening a new space in Milan, with two windows overlooking via Senato 2, dedicated to the Atelier's custom-made service. With its tailored approach, this exclusive service uses the customer's wishes as the basis for comprehensive decorative projects, from individual items of furniture to entire rooms, personalised by Fornasetti. The interior has been designed entirely by the company's own design studio and occupies a large space, divided into two adjoining areas. At the entrance, a display area offers a close look at some examples of the unique and original creations made by the Atelier; the adjacent space, on the other hand, is intended for meetings with architects, interior designers and design studios, who will be supported throughout the project implementation process.

Piero Fornasetti experimented with this type of design process as early as the Fifties. Working with Gio Ponti, he designed a number of custom-made interiors, including the luxury suite on the Andrea Doria, a transatlantic liner built for the Genoa-New York sea route. An iconic example of the Fornasetti aesthetic, the "Zodiaco" suite was entirely decorated with animal-shaped and anthropomorphic elements, along with planets and stars: an authentic distillation of that creative impulse, rich in imagination and fantasy, that still distinguishes the Milanese Atelier. Over the years the company has maintained a keen interest in bespoke projects, personalising the interiors of homes, private boats and luxury suites, such as the Fornasetti Suite at the Mandarin Oriental, Milan, decorated at the invitation of Citterio-Viel & Partners, and the swimming pool at L’Albereta Relais & Chateaux, adorned by the mosaic pattern “Ortensia” from the Fornasetti collection for Bisazza.

Following in this historic tradition, today "Fornasetti su Misura" (“Fornasetti made to measure”) reinterprets custom-made activity with the same founding principles as always. Imagination plays a central role in the creative process, while production follows traditional artisanal methods and models, making each artefact a unique artistic creation.

**Fornasetti** is an Atelier known for the design and decoration of finely crafted furnishing objects. Porcelain, furniture and furnishing accessories represent the heart of its varied output. It was founded in Milan in 1940 by Piero Fornasetti, an eclectic artistic personality characterised by an unstoppable creative flair that made him one of the most prolific figures of twentieth century Italy.
Barnaba Fornasetti, Artistic Director and guardian of the legacy of his father Piero, has led the brand over the last thirty years with courageous and unconventional choices that have guided it to the international renown and vitality it enjoys today.

Customers are received by appointment only.

Contacts: sumisura@fornasetti.com

Fornasetti Press Office

press@fornasetti.com

T. +39 02 36 55 56 25