



## PROFILE

### 简介

**Fondazione Altagamma** brings together Italian companies of international renown that operate at the higher end of the market and that exude **Italian culture and style** in their company and product management activities, standing out for their **innovation, quality, service, design and prestige**.

The mission of Altagamma is to affirm the **excellence** of its member companies and promote the Italian culture and lifestyle in the world.

**Altagamma** 基金会汇聚众多国际知名的意大利企业，这些企业均针对高端市场运作，在企业和产品管理活动中体现意大利文化和风格，以**创新、质量、服务、设计和威望**著称。

Altagamma 基金会致力于在世界范围内推崇其会员企业的**精品**和宣传意大利文化和生活方式。

Through their products Altagamma member companies demonstrate the unique synthesis between entrepreneurial methods of excellence and the cultural, historical and natural Italian inheritance; a synthesis which represents the real competitive advantage in the global market. For this reason Altagamma believes that the **Italian image** abroad needs to be reappraised according to the cultural, esthetical and entrepreneurial criteria, which have characterised the Italian industries in the last decades.

Altagamma 会员公司通过系列齐全的产品展示其如何将优秀企业惯例与意大利的文化、历史和自然遗产完美结合；而这正是意大利体系在全球市场上独具的竞争优势。因此，**Altagamma** 基金会坚信，必须在文化、审美和企业层面上令**意大利国际形象**发扬光大，而这正是过去数十载意大利企业所体现的特色。

Altagamma supports its member companies with the aim of consolidating their international success at levels which could not be achieved by the companies individually.

Altagamma 基金会旨在协助其会员公司巩固仅凭一己之力难以实现的国际市场地位。

Through a mutual exchange of information and experiences, companies find a privileged meeting place, where they can evaluate the excellence of their positioning, elaborate development plans for their business, pursue dynamic economies of scale, activate business relations with international trade partners and increase their visibility and power towards national and international institutions.

企业通过相互交流信息与经验，找到一个专属的聚会场所，以此能够评估产品定位优势，制定更为详尽的业务发展规划，实现充满活力的规模经济，加强与国际贸易合作伙伴之间的联系，提高知名度和在国内、国际机构中的重要性。

The activity called **Institutional Relations** concentrates, on the national territory, on the frame conditions for the development of industrial activities as well as on the promotion of high level tourism and Italian lifestyle. Internationally, the activity of Altagamma aims to improve the frame conditions ruling the **access to foreign markets** and the **protection of industrial property**.

名为**机构间关系**的活动，在意大利国内为企业活动的发展以及高端旅游和意大利生活方式的推广提供框架条件。而在国际上，Altagamma 基金会活动旨在为**进军外国市场**和**保护企业知识产权**改善框架条件。

To create and consolidate a network of luxury industries, Altagamma established the European Cultural and Creative Alliance (ECCIA), a strategic alliance with the analogous associations in England and France - Walpole and Comité Colbert - and set up a system of relationship with foreign enterprises and institutions sharing the same cultural and entrepreneurial values, supporting the diffusion of Italian style in the countries where they operate: today the Altagamma International Honorary Council has 99 members from over twenty countries in the world.

从建立并巩固奢侈品行业网络的角度出发，Altagamma 基金会与英国和法国同类机构 Walpole 和 Comité Colbert 共同成立了名为 ECCIA 欧洲文化和创意工业联盟的战略性组织，建立了与具有相同文化价值观和企业价值观、致力于推广意大利生活方式的外国企业和外国机构之间的关系体系，至今在全世界已有来自 20 余个国家的 99 名成员。

A further investment of Altagamma is the **training** of professional specialized in the management of the intangible assets, a cross wise characteristic of all Altagamma Member Companies; **studies and research** concerning the world consumption trends, referred to specific segments, are carried out every year.

Altagamma 基金会还加大投资力度，为从事无形资产管理的专业人士提供**培训**，而无形资产正是倍受 Altagamma 基金会全体会员企业推崇的文化内涵；每年还针对特殊人群的世界消费趋势展开**调查和研究**。



**76** Companies are **ordinary members** of Altagamma. They have a total turnover of about **45 billions** euro, **80%** of which is performed abroad.

Altagamma 基金会拥有 **76** 个**创始成员**。这些企业的总营业额约为 **450 亿欧元**，其中 **80%**来自海外。

The operational areas of Altagamma are:

- Institutional Relationship (Italian Institutional Relations - European Institutional Relations)
- Altagamma Business Culture
- Promotion and International Development (Italian Excellence Promotion - Italian Image - Coordinated International Initiatives)
- Protection of the Intellectual Property
- Studies and Research
- Education and Training (Master in Fashion, Experience & Design Management, Master of Management in Food&Beverages, Seminars for Altagamma Managers)
- Communication (External Communication - Internal Communication – Networking - Events)

Altagamma 基金会活动领域:

- 机构间关系（意大利机构关系、欧洲机构关系）
- Altagamma 企业文化
- 国际推广与发展（意大利卓越推广、意大利形象、协同国际合作）
- 知识产权保护
- 研发
- 教育与培训（时尚、经验与设计管理进修课程、食品与饮料管理进修课程、企业研讨会）
- 宣传（内部宣传、外部宣传、关系网络、各类活动）

The Chairman of Fondazione Altagamma is *Andrea Illy*. The Executive Director is *Armando Branchini*.

Altagamma 基金会主席为 *Andrea Illy* 先生。执行理事为 *Armando Branchini* 先生。



## MEMBERS

Altagamma 基金会品牌

### FOUNDERS

创始品牌

1. Acqua di Parma 帕尔马之水
2. Agnona 阿妮欧娜
3. AgustaWestland 阿古斯塔·韦斯特兰
4. L'Albereta, Erbusco  
L'Albereta 酒店, Erbusco
5. Alberta Ferretti 阿尔伯特-菲尔蒂
6. Alessi 艾烈希
7. Alias
8. Allegrini 艾格尼酒庄
9. L'Andana, Castiglione della Pescaia
10. Artemide 阿特米德
11. Aurora 奥罗拉
12. Baratti & Milano 巴拉荻和米兰诺
13. Bauer Hotel, Venice 鲍尔酒店
14. B&B Italia
15. Bellavista **Bellavista** 酒庄
16. Bellevue Syrene Hotel, Sorrento  
贝尔维塞林纳酒店, 索伦托
17. Biondi Santi
18. Bisazza 碧莎马赛克
19. Boffi 波菲
20. Bottega Veneta 宝缇嘉
21. Brioni 布里奥尼
22. Brunello Cuccinelli 布鲁奈罗·库奇内利
23. Buccellati 布契拉提
24. Bvlgari 宝格丽
25. Ca' del Bosco  
**Ca' del Bosco** 酒庄
26. Caffarel 口福莱
27. Capri Palace Hotel e Spa, Capri  
卡普里皇宫温泉酒店
28. Danese
29. De Russie Hotel, Rome  
德露西酒店, 罗马
30. Driade 德里亚德
31. Ducati Motor Holding 杜卡迪
32. Emilio Pucci 璞琪
33. Ermenegildo Zegna 杰尼亚集团
34. Etro 艾特罗
35. Fendi 芬迪
36. Ferrari 法拉利
37. Ferrari F.lli Lunelli
38. Flos Flos 灯具
39. Frette 芙蕾特
40. Gianfranco Ferré 奇安弗兰科·费雷
41. Gucci 古琦
42. Illycaffè
43. Isaia
44. Kartell Kartell 塑料家具
45. La Perla
46. Living Divani Living Divani 家居
47. Loro Piana
48. Lungarno Hotel, Florence  
Lungarno 酒店, 佛罗伦萨
49. Luce della Vite 麓鹤庄园
50. Masi Agricola 马西酒庄
51. Masseria San Domenico  
Masseria San Domenico 酒店
52. Max Mara 麦斯马拉
53. Missoni 米索尼
54. Moroso Moroso 家具
55. Omas 奥玛仕
56. Ornellaia
57. Persol Persol 眼镜
58. Principe di Savoia Hotel, Milan  
Principe di Savoia 酒店, 米兰
59. René Caovilla René Caovilla 鞋履
60. Riva 丽娃
61. Rubelli Rubelli 家居面料
62. Salvatore Ferragamo 菲拉格慕
63. Sanpellegrino 圣培露集团
64. Segnana
65. Sergio Rossi
66. Seven Stars Galleria, Milan  
七星格拉瑞亚酒店, 米兰
67. Splendido Hotel, Portofino  
Splendido 酒店, Portofino
68. Stone Island
69. Technogym 泰诺健
70. Tod's 托德斯
71. Valentino 瓦伦蒂诺
72. Venini
73. Versace 范思哲
74. Villa D'Este Hotel Villa D'Este 酒店
75. Vhernier Vhernier 珠宝
76. Zanotta

### PARTICIPANTS

成员品牌

77. American Express 美国运通
78. AWE Talisman
79. Inovir
80. McArthur Glen
81. Società Italiana Brevetti
82. Value Retail



## FONDAZIONE ALTAGAMMA FOUNDERS ALTAGAMMA 创始品牌

### AcquadiParma

For almost a hundred years Acqua di Parma has represented the Italian way of life all over the world. The brand was born in 1916 with its famous Colonia, produced by a small factory in the heart of ancient Parma, and since 2001 it has been a part of LVMH.

Today, Acqua di Parma includes three new colognes, shaving products and accessories, women's fragrances, and, lastly, its sponge products and leather accessories. Since May 2008 it has entered the world of the luxury spa with Blu Mediterraneo SPA, inaugurated at the Yacht Club Costa Smeralda in Porto Cervo.

### 帕尔马之水 (Acqua di Parma)

近百年来，帕尔马之水 (AcquadiParma) 一直都是世界范围内意大利生活方式的典范。该品牌诞生于 1916 年，在位于帕尔玛老市区中心的一家小工厂里生产著名的古龙水，自 2001 年起成为 LVMH 集团旗下品牌。

如今，帕尔马之水 (Acqua di Parma) A 品牌还拥有另外三款古龙水、剃须产品及配件、女士香氛、海绵制品和皮革配饰。2008 年 5 月，该品牌进入奢华水疗界，在切尔沃港的 Yacht Club Costa Smeralda 建立了 Blu Mediterraneo SPA 水疗中心。

### Agnona

Agnona, one of the companies in the Ermenegildo Zegna Group, is a leader in the production of garments made from the finest fibers: alpaca from Peru, cashmere and camel's hair from Tibet and from China, and vicuña, a fabric that was at one time only fit for kings. Founded in 1953 by Francesco Ilorini Mo in Borgosesia, in 1999 the Ermenegildo Zegna Group took control of the company. An icon of the brand is the alpaca fabric Spazzolino, launched in the 1970s.

### 阿妮欧娜 (Agnona)

阿妮欧娜 (Agnona) 是杰尼亚 (Ermenegildo Zegna) 公司旗下品牌，是高档纱线制衣领域的领先企业。他们使用来自秘鲁的羊驼毛、来自西藏和中国的羊绒和骆驼绒以及曾经专供皇族的小羊驼毛。Francesco Ilorini Mo 于 1953 年在 Borgosesia 建立该品牌，1999 年由杰尼亚 (Ermenegildo Zegna) 集团收购，品牌标志是源自上世纪 70 年代的羊驼毛 Spazzolino 面料。

### Agusta Westland

Founded in 1923 by Count Giovanni, a pioneer in Italian aviation, Agusta Westland, owned by Finmeccanica, is one of the leading players in the world helicopter market. In 1983 the prototype Agusta A129 Mangusta was born, the first combat helicopter entirely designed and built in Europe, and currently used by the Italian army.



## 阿古斯塔·韦斯特兰 (Agusta Westland)

该企业是意大利航空界先驱 Giovanni 伯爵于 1923 年成立。阿古斯塔·韦斯特兰是芬梅卡尼卡集团 (Finmeccanica) 是下属企业，是全球直升机市场的佼佼者。1983 年，企业研发出 AgustaA129Mangusta 原型机，这是第一架完全在欧洲设计和制造的战斗机。该机至今仍在意大利军队服役。

## Alberta Ferretti

AEFFE S.p.A., founded in 1980 by Alberta and Massimo Ferretti, manages the production and distribution of prestigious brands, both owned and licensed, in the ready-to-wear and accessories sectors.

Alberta Ferretti's experience is born out of her work as the creative director for the Alberta Ferretti brand first (1980) and the Philosophy brand later (1987).

Alberta Ferretti is a fashion visionary whose neo-romantic style seems to be put to the test by modernity. Her outfits, portrayed by some of the most celebrated photographers such as Helmut Newton, Steven Meisel, Steven Klein and Paolo Roversi, tell stories about different women who all have in common the same sensuous, sophisticated and extremely feminine attitude. Countless celebrities choose Alberta Ferretti's styles.

Alberta Ferretti's products are sold in single-brand boutiques in the major cities all across the world.

## 阿尔伯特·菲尔蒂 (Alberta Ferretti)

AEFFES.P.A.由 AlbertaFerretti 和 MassimoFerretti 于 1980 年创立，该公司致力于经营管理知名品牌的生产和销售，其中包括众多自有及签约品牌，涉及高级时尚成衣及配饰等领域。Alberta Ferretti 是阿尔伯特·菲尔蒂 (AlbertaFerretti) (1980) 和 Philosophy (1987) 品牌的创意总监。

Alberta Ferretti 是时尚界的预言家。她的风格是一种经受现代感检验的新浪漫主义。她的服装由 HelmutNewton、StevenMeisel、StevenKlein 和 PaoloRoversi 等世界知名摄影师拍摄，讲述着形形色色，却有着同样的感性态度、成熟深沉、极有女人味的女人的故事。许多名人曾穿着阿尔伯特·菲尔蒂 (AlbertaFerretti) 时装。

阿尔伯特·菲尔蒂 (AlbertaFerretti) 在全世界销售，专卖精品店遍布国际化大都市。

## Alessi

Alberto Alessi claims the role of artistic mediation in the world of design for his "dream factory" so as to "transform the best expressions of creativity into objects capable of touching the heart of the public." Alessi, born in 1921 in Omegna (Verbania) is the company that has summoned the most famous international architects to design tableware, thus creating a vast catalogue of products, "while managing to build an identity in the infinity of multiplicity."

## 艾烈希 (Alessi)

AlbertoAlessi 的“梦工厂”肩负着设计界的艺术中介作用，“把最好的创意变成能够触动大众心弦的实物”。艾烈希 (Alessi) 于 1921 年诞生于 Omegna (Verbania)，邀请国际知名建筑师设计餐桌用品，创造了极为丰富的产品系列，“在无限的多样性中成功找到自我”。



## **Alias**

Since 1979, technological lightness, a transversal nature and innovation have been the key values of Alias, values on which the company's strong bond with major designers is based.

Created in 1979 by Carlo and Francesco Forcolini, Enrico Baleri and Marilisa Decimo, today it belongs to Renato Stauffacher, along with other shareholders, including the marketing director, Andrea Sanguineti.

## **Alias**

自 1979 年起，Alias 以轻便科技、一物多用和创新作为价值观的核心，由此建立了企业与知名设计师之间的紧密联系。

该品牌于 1979 年由 Carlo Forcolini、Francesco Forcolini、Enrico Baleri 和 Marilisa Decimo 共同创建，如今属于 Renato Stauffacher 及其他股东，其中包括市场营销总监 Andrea Sanguineti。

## **Allegrini**

Allegrini is the leading producer of Valpolicella Classica. The Allegrini family has been rooted in Valpolicella ever since the sixteenth century, and owns more than 100 hectares of vineyards on the hills of Fumane, Sant'Ambrogio and San Pietro In Cariano. Run by Giovanni's children, Franco, an enologist, and Marilisa, head of marketing, the company produces about 900,000 bottles of wine a year.

## **艾格尼酒庄 (Allegrini)**

艾格尼酒庄 (Allegrini) 是传统瓦尔波利切拉葡萄酒 (Valpolicella Classica) 领域的佼佼者。Allegrini 家族自十六世纪以来便植根于 Valpolicella 地区，在 Fumane、Sant'Ambrogio 和 San Pietro In Cariano 的山丘上拥有 100 余公顷的葡萄园，目前由 Giovanni 的儿女——酿酒师 Franco 和市场营销负责人 Marilisa 共同管理，每年生产约 90 万瓶葡萄酒。

## **Artemide**

The Artemide Group is a leader in the high-range residential and professional lighting sector. Its philosophy can be summed up in the words "The Human Light": Artemide places man and his well-being at the heart of the creation of each of its products and the performance of each piece of lighting equipment.

Founded in 1960 by Ernesto Gismondi, an aerospace engineer, along with Sergio Mazza, the company's cornerstones are innovation and research.

## **阿特米德 (Artemide)**

阿特米德 (Artemide) 集团是高档家居和专业照明领域的领先企业。它的理念可以概括为“人类之光”：Artemide 把人和人的健康当作每一件照明产品的创意与性能的核心。该集团 1960 年由航空工程师 Ernesto Gismondi 携 Sergio Mazza 共同创建，以创新和研发为基石。



## **Aurora**

A leading company in the production and sales of writing instruments, fine leather, watches and paper, Aurora was founded in Turin in 1919.

The choice of precious materials confers each pen with the value of a truly unique item. Thanks to its collaboration with world-class designers Aurora has written some of the most important pages in the history of design: the model called “88” created by Marcello Nizzoli in 1947, and the Hastil and Thesi designed by Marco Zanuso in the 1970s were the first writing tools to be exhibited at the MoMA in New York.

### **奥罗拉 (Aurora)**

奥罗拉 (Aurora)，1919 年诞生于都灵，是书写用具、皮具、钟表和纸张生产及销售领域的领先企业。精选珍贵材料，给每一支笔赋予了独一无二的价值。在与国际知名设计师的合作中，该品牌谱写了设计史中的许多重要篇章：Marcello Nizzoli 1947 年设计的 88 号以及 Marco Zanuso 在 70 年代设计的 Hastil 和 Thesi，都是在纽约现代艺术博物馆 (MOMA) 最早展出的书写工具。

## **B&B Italia**

B&B Italia was the first company to pave the way for the industrialization of processes. Founded in 1966 by Pier Ambrogio Busnelli, B&B Italia has translated its vocation for research into a collection of furnishings that represent a one-of-a-kind alchemy of creativity, innovation and industrial capacity. Many firsts have been recorded, including: the Coronado sofa (1966) by Afra and Tobia Scarpa, the very first to be made out of die-cast polyurethane foam, the Up series (1969) by Gaetano Pesce, the Bambole (1972) by Mario Bellini, and the system known as Sity (1986) by Antonio Citterio. A four-time winner of the Compasso d’Oro, the company is located in Novedrate and its two production units employ 500 workers. The beating heart of the company is its in-house Centro Ricerche & Sviluppo.

### **B&B Italia**

该公司首先实现了生产工艺的工业化。该公司由 Pier Ambrogio Busnelli 创建于 1966 年，其研发理念体现在一系列家具产品上，那就是创意、创新和工业能力的融合。主要产品包括 Afra 和 Tobia Scarpa 设计的 Coronado 1966（第一款模压聚氨酯泡沫）、1969 年 Gaetano Pesce 的 Up 系列、1972 年 Mario Bellini 的 Bambole 系列，以及 1986 年 Antonio Citterio 的 Sity 系统。该公司四次荣获金圆规奖，总部设在 Novedrate，拥有两个生产单元，员工约 500 人。该公司的核心是内部研发中心。

## **Baratti&Milano**

Baratti&Milano has been synonymous with chocolate since 1858, authorized to boast the coat of arms of the House of Savoy as the official supplier to the royal house. Now that 150 years have gone by, Baratti&Milano is not just an elegant, post-Liberty coffee house in the capital of the Piedmont region. Produced by the 45 people who work at the plant is the Caramella Classica, which comes in 22 flavors, Gelatine, Gianduiotto, the traditional Tavolette and the original cream-and-coffee-filled praline Subalpino, using raw material that’s carefully selected and straight from the countries that grow it.

### **巴拉荻和米兰诺 (Baratti & Milano)**

巴拉荻和米兰诺 (Baratti & Milano)，自 1858 年起成为巧克力的代名词，作为王室供应商，被授权使用 Savoia 徽章。150 年后的今天，品牌留下的不仅是位于皮埃蒙特大区首府的后自由风格的古老咖啡



馆。该品牌拥有 45 名员工，生产 22 种经典口味的黄油奶糖、果冻、榛子巧克力糖、传统的巧克力块和独家 Subalpino 奶油和咖啡夹心榛子黑巧克力，全部选用来自原产地的精选优质原料加工而成。

### **Hotel Bauer**

A historical name among the five-star hotels in Venice, the Art Deco-style Hotel Bauer first opened its doors in Venice in 1880 overlooking the Grand Canal.

In 2006, the hotel was expanded to the island of Giudecca, thanks to the meticulous restoration of a sixteenth-century convent originally designed by the famous Renaissance architect Andrea Palladio. Lastly, in 2011, after a precious effort at philological recovery, Villa F opened, inside a Renaissance villa.

### **鲍尔酒店(Hotel Bauer)**

鲍尔酒店(Hotel Bauer)在威尼斯五星级酒店中历史悠久，具有装饰艺术主义风格。酒店面对大运河。

Hotel Bauer 建于 1880 年。2006 年向朱代卡岛扩张时，精心修复了一栋由 Andrea Palladio 设计的 16 世纪修道院。2011 年，经过精心、忠实修复之后，将一幢文艺复兴时期的庄园改建成 Villa F。

### **Bellavista**

“I started to make wine from passion, in order to create something that could be moving, and I found myself with a gem of a company.” This is how Vittorio Moretti remembers the story of Bellavista and how, in 1977, he decided to transform his private cellar into a company. Lying within the morainic valley of Franciacorta are Bellavista’s 107 “crù,” measuring a total of one hundred ninety hectares of vineyards arranged throughout ten different towns.

### **Bellavista 酒庄**

“我开始酿酒是出于兴趣，为了创造一些令人激动的东西，最后我得到了一家宝贵的公司。”Vittorio Moretti 这样回忆 Bellavista 酒庄的历史，1977 年，他决定把私人酒窖转型为公司。如今，在 Franciacorta 的冰盖盆地中分布着 107 家 Bellavista 酒庄，总计一百九十公顷的葡萄园，分属十个不同的市镇。

### **Hotel Bellevue Syrene 1820**

Steeply overlooking the sea of Sorrento, this hotel was originally built in 1750 as a private villa and in 1820 it was turned into a small, cozy hotel. Between 1905 and 1907 William Waldorf Astor had his Villa Pompeiana built there, almost a copy of the House of the Vetti in Pompeii. In 1995 it was purchased by a well-known family of Albergatori Sorrentini headed by Giovanni Russo. Today the Bellevue Syrene offers 50 rooms and suites, all of which featuring a breathtaking view of the Gulf of Naples. The Mimmo Iodice restaurant serves traditional food and has glazing that looks straight down onto the sea below. There’s also a small wellness center and a private beach.

### **贝尔维塞林纳酒店 1820 (Hotel Bellevue Syrene 1820)**

1750 年诞生于索伦托海滨，起初是私人庄园，1820 年转型为一家小巧而舒适的酒店。William Waldorf Astor 于 1905 到 1907 年间在此建造了庞贝庄园，几乎是庞贝维提之家的复制品。1995 年



被一个著名的索伦托酒店家族买下，由GiovanniRusso管理。如今，BellevueSyrene为顾客提供50间客房和套房，面朝那不勒斯湾，景色优美；在拥有海景大窗的MimmoIodice餐厅，宾客可享用传统美食，此外还为宾客提供小型健身中心和私人海滩。

## **Bisazza**

Bisazza is a world leader in the production of glass mosaics for both interior and exterior decoration. Founded in 1956 in Alte in the province of Vicenza, today it is an avant-garde company characterized by the use of modern technologies and special attention to contemporary design.

Over the years it has collaborated closely with some of the leading figures in the fields of architecture, design, art and fashion. Presented in 2006 was the Bisazza Home line, a collection of furniture and interior decor which combines mosaics with other materials. In 2011 the Bisazza Bagno division was created. In 2011 the Fondazione Bisazza was inaugurated, a new cultural space dedicated to contemporary architecture.

### **碧莎马赛克 (Bisazza)**

碧莎马赛克 (Bisazza) 是室内和室外装饰玻璃马赛克生产领域的佼佼者。该公司1956年成立于维琴察省的Alte，如今已是一家马赛克生产的领先公司，重视现代技术和当代设计的运用。多年来，该品牌与建筑、设计、艺术和时尚界的著名人士建立了紧密的合作关系。2006年推出BisazzaHome家居系列，包括系列家具和装修配件，将马赛克与其他材料结合。2011年创建了BisazzaBagno卫浴部门。2012年成立了Bisazza基金会，这是专注于设计和当代建筑发展的全新文化空间。

## **Boffi**

Boffi is synonymous with innovation and design applied to the kitchen, the bathroom and, since 2010, the closet. The only company in the kitchen sector to have won a Compasso d'Oro Special Award (1995), it has witnessed and influenced all the most important developmental stages in the sector. A new course began in the late 1980s when Paolo Boffi, the president, working alongside Roberto Gavazzi, CEO, and Piero Lissoni, the art director, took over the management. These men are still leading the company today. In 1998 Boffi Solferino opened a store dedicated to bathroom design. The company currently numbers 192 workers, 23 direct single-brand and 41 indirect single-brand stores.

### **波菲 (Boffi)**

该品牌是厨浴用品创新和设计的代名词，从2010年起扩展至橱柜的设计生产。作为厨房领域唯一一家获得金圆规终身成就奖的企业（1995年），波菲 (Boffi) 曾经历过业内发展中每一个重要时期。新的经营策略始于80年代末，董事长PaoloBoffi、执行董事RobertoGavazzi与艺术总监PieroLissoni一直共同管理企业。1998年创立了专注于卫浴环境设计的商店——BoffiSolferino。时至今日，该企业已有192名员工，23家直营专卖店和41家非直营专卖店。

## **Brioni**

Brioni tailoring first started business on Via Barberini in Rome in 1945. It was founded by Nazareno Fonticoli, a tailor from the historic Abruzzese city of Penne, and Gaetano Savini, an entrepreneur from Umbria. It takes as many as 220 steps to make a Brioni outfit, and each step involves the master craftsmanship of expert hands that leave no detail to chance. "Made in Brioni," curated by 400 Master



Tailors, has always been involved in guaranteeing the highest standards of excellence in bespoke tailoring, and even today continues to perpetuate its unique savoir faire, based on the Made in Italy craftsmanship tradition.

### **布里奥尼(Brioni)**

布里奥尼(Brioni)裁缝店于1945年在罗马Barberin大街开张。创办这家裁缝店的两人分别是来自阿布鲁佐大区古城Penne的裁缝NazarenoFonticoli, 和来自翁布里亚大区的企业家GaetanoSavini。

布里奥尼(Brioni)的服装需经过220个加工步骤, 全部由技艺熟练的手工大师完成, 精心制作每一个细节。“Brioni制造”由400位缝纫大师负责, 始终致力于确保最高标准的出色定制剪裁, 直到今天仍在继续意大利制造手工传统的独特经验技艺。

### **Brunello Cucinelli**

Famous for the production of cashmere clothing, Brunello Cucinelli invented colorful cashmere when the market was still largely based on beige and gray tones. He says that his company is an “Impresa Umanistica” (Humanistic Enterprise), a company, that is, whose creed is “to go beyond profit and to reinvest so as to improve the life of the worker, to valorize and recover beauty in the world.” His is an “ethical capitalism” that has transformed the brand into a case study. In 1985 Cucinelli purchased a fourteenth-century castle in Solomeo, an ancient hamlet not far from Perugia, and moved his business there. Located in Solomeo are the offices, workshops, cafeteria and the Foundation, with a staff of 700 people.

### **布鲁奈罗·库奇内利 (Brunello Cucinelli)**

布鲁奈罗·库奇内利以生产羊绒服装而闻名, 当市场上仅有米色和灰色羊绒时, 他们就研发出彩色羊绒。该公司认为自己属于“人文主义公司”, 其信条是“超越利润, 继续投资以改善劳动者的生活, 体现并恢复世界的美丽”。这是一种“道德资本主义”, 将品牌变成研究案例。1985年, 库奇内利收购了索罗门(Solomeo)的十四世纪古堡, 这栋古堡离翁布里亚首府不远, 成为了索罗门(Solomeo)公司总部。该公司在设有办事处、工厂、企业食堂和基金会, 拥有700名员工。

### **Buccellati**

The name Buccellati has been famous since the mid-eighteenth century and it represents the Italian antique jewelry tradition. The forefather of this family of jewelers was Contardo Buccellati, who began his activity in Milan in around 1750. Buccellati is still a family-run business today, controlled by members of the second and third generations. Each object is conceived and designed by Gianmaria or by his son Andrea. Together they supervise the work that's done, entrusted to the manual skill of artisan-goldsmiths, carefully preserving the tradition of the Italian bottega (workshop).

### **布契拉提(Buccellati)**

自十八世纪中叶以来, 布契拉提(Buccellati)已经广为人知, 它是意大利传统珠宝业的代表。这个珠宝世家的创始人是ContardoBuccellati, 他于1750年左右在米兰开始了他的事业。时至今日, 布契拉提(Buccellati)仍秉承着家族企业的性质, 第二代和第三代管理者依然积极参与各种活动。如今, 每件珠宝均由Gianmaria或她的儿子Andrea构思和设计。两人共同监督, 由技艺纯熟的金匠进行加工工作, 保留了意大利传统手工作坊的精髓。



## **Bulgari**

Founded in Rome in 1884 by the Greek silversmith Sotirio Bulgari as a single jewelry boutique, Bulgari acquired its definitive international visibility during the period of the “Dolce Vita,” when the Bulgari store on Via Condotti became the favorite haunt for an international elite made up of artists, actors and writers. Over the years, Bulgari’s style in jewelry has become increasingly distinctive, recognizable and appreciated. The Bulgari’s family’s success and pioneering spirit led the company to evolve in the luxury sector, with a portfolio of products that range from jewelry to watches to accessories, perfumes and, lastly, hotels. The sense of volume, the elegance of the motifs reminiscent of classical art and architecture as the precious legacy of the brand’s Greek and Roman roots, together with bold chromatic combinations, have become the iconic features of all Bulgari’s creations.

### **宝格丽 (Bulgari)**

1884 年，来自希腊的银匠 Sotirio Bulgari 在罗马创建了宝格丽 (Bulgari) 珠宝行。最初这只是一家珠宝店，“甜蜜生活”时期迅速获得国际声誉，位于 Condotti 大街的店铺成为了众多艺术家、演员、作家等国际知名人士钟爱的聚会场所。随着时间的流逝，宝格丽 (Bulgari) 的珠宝风格日益受到肯定和赞赏。Bulgari 家族的成功和开拓精神使该企业在奢侈品市场中迅速成长，产品范围也拓展至珠宝、钟表、配饰、香水和酒店。层叠感以及来自古典艺术和建筑的精美图案，与大胆的色彩搭配相结合，已成为宝格丽 (Bulgari) 所有作品的标志性特点。

## **Bottega Veneta**

Bottega Veneta has created a new standard of luxury since its founding in Vicenza in 1966. Steeped in the traditions of Italy’s master leather craftsmen and long celebrated for its extraordinary leather goods, Bottega Veneta has emerged as one of the world’s premier luxury brands. Bottega Veneta’s commitment to its ateliers is constant, laces where artisans of remarkable skill combine traditional mastery with breathtaking innovation. Indeed, there is an unusual and inspired collaboration between artisan and creative director at the heart of Bottega Veneta’s approach to luxury, symbolized by the house’s signature intrecciato woven leather.

### **宝缇嘉 (Bottega Veneta)**

宝缇嘉 (Bottega Veneta) 起源于 1966 年的维琴察，为奢侈品界带来全新标准。宝缇嘉 (Bottega Veneta) 源自意大利皮具大师的传统和伟大皮具业的鼎盛时期，已成为奢侈品界的重要成员。宝缇嘉 (Bottega Veneta) 在其工作室中继续努力，能工巧匠将传统技艺与持续创新相结合。该品牌以皮革编织为特色，工匠与创意总监之间建立的独特且无法模仿的合作方式是该奢侈品牌的基础。

## **Ca’ del Bosco**

The company gets its name from the small house on the hill called “ca’ del bosc” immersed in a thick forest of chestnut trees, which Annamaria Clementi bought midway through the 1960s in Erbusco, Franciacorta. Maurizio Zanella, currently chairman of the company, understood the potential of that land south of Lake Iseo. The company has also made good use of the enological experience of American-born Brian Larky (1985-88), and Stefano Capelli, who has been running the cellar since 1990. Many phases mark the history of Ca’ del Bosco, all distinguished by a wise mix between tradition and innovation, while the company’s philosophy continues to envision for all the Ca’ del Bosco vineyards an agricultural regime with a low environmental impact, involving minimal fertilization and only of the organic type.



## Ca' del Bosco 酒庄

品牌名称来源于山丘上的一栋被称为“ca'delbosc”的小房子，它隐没在 Franciacorta 地区 Erbusco 的一片茂密的栗树林中，由 AnnamariaClementi 在六十年代中期买下。企业现任董事长 MaurizioZanella 发掘了这片位于 Iseo 湖南部土地的潜力。此后，该企业聘用了经验丰富的美国酿酒师 BrianLarky（1985-88）和 StefanoCapelli（1990 年起）来管理酒窖。Ca'delBosco 酒庄发展经历了多个阶段，以传统和创新的融合为特色，其信条是在 Ca'delBosco 的所有葡萄园中发展对环境影响极低的农业发展体制，极少使用肥料，仅采用有机方式种植。

## Caffarel

With its more than 185 years of history, Caffarel symbolizes the great tradition of Piedmontese chocolate. The company is famous for having created the first Gianduiotto in Turin in 1865. This is a kind of chocolate candy whose main ingredient is the high-quality hazelnut from the Langhe area that takes its name from Gianduaia, a historically popular mask in Turinese tradition. Founded in 1826 by Pierre Paul Caffarel, who transformed a tannery into a chocolate factory, the first ever in Italy, in 1968 the company transferred its production to the modern plant—20,000 square meters—located in Luserna San Giovanni, the founder's native town. Famous for the production of different kinds of chocolate, the company also offers a vast assortment of candies, jelly candies and baked goods.

## 口福莱 (Caffarel)

口福莱 (Caffarel) 拥有超过 185 年的悠久历史，是皮埃蒙特大区伟大的巧克力传统的标志。

口福莱 (Caffarel) 1865 年首创都灵的榛子巧克力糖 (Gianduiotto) 而名声大噪，其主要成分是 Langhe 地区的榛子，以都灵历史上十分流行的面具 Gianduaia 命名。该公司由 PierrePaulCaffarel 创建于 1826 年，将一家制革厂改建成意大利第一家巧克力工厂。该公司于 1968 年建起一座现代化厂房，占地面积 2 万平方米，位于创始人的出生地——LusernaSanGiovanni。该企业以巧克力生产而闻名，同时还提供各式各样的黄油奶糖、果冻和烘焙食品。

## Danese

The company was founded in 1957 as an artisanal workshop for the production and sale of one-of-a-kind and artist's objects. Of crucial importance was the encounter between the founder Bruno Danese and the two masters of Italian design Bruno Munari and Enzo Mari, marking the start of the company's industrial production. Danese's catalogue includes the Light (lighting) and Space (furniture and interior decor) collections. The company's industrial products are accompanied by a catalogue that includes art editions, limited series, as well as designer and one-of-a-kind items.

In 1999 the brand was bought by Carlotta de Bevilacqua. Under her management the company maintained its historical relationship with Enzo Mari, and at the same time opened up to international designers. Danese's research has been acknowledged by the patents it has taken out for its lighting fixtures and the Compasso d'Oro it was awarded in 2011.

## Danese

Danese 始建于 1957 年，最初是一家制造和销售绝版品和艺术品的的手工作坊。之后创始人 BrunoDanese 携手意大利设计大师 BrunoMunari 和 EnzoMari 共同开创了工业生产之路。Danese 的产品目录中包含 Light（照明）和 Space（家具和配件）系列。除工业产品之外，还有一个艺术版、限量版和签名并编号的绝版品目录。



1999年，该品牌被 **CarlottadeBevilacqua** 收购。在她的带领下，企业继续保持与 **EnzoMari** 的合作关系，同时进一步建立与国际知名设计师的合作。**Danese** 在照明领域获得了多项发明专利，并在 2011 年获得了金圆规奖，证明了人们对该公司研发之路的认可。

### **Driade**

Driade is the complex project of an aristocratic aesthetic of living. Within the company's product catalogue Antonia Astori's storage systems form a bond with the eclectic collection of finished furniture. The company was established in 1968 on the initiative of Enrico Astori, his sister Antonia and his wife Adelaide Acerbi. Over the years the array of poetics has turned Driade into an aesthetic experiment that is changing constantly. "Driade's philosophy of living is founded on the belief that eclecticism represents the new meaning of our era," says Enrico. Over the years the company's communication, overseen by Adelaide Acerbi, has involved some famous names in photography. In 1981 Driade won the Compasso d'Oro, Italy's good design award, for its well-coordinated image.

Each of Driade's many souls experiences its own independent life depending on the chooser's sensibility and taste. In each of its three brands —"Driade," "Driade Kosmos" and "Driade Store"—"everybody finds a Driade that looks like them."

#### **德里亚德(Driade)**

德里亚德(Driade)是贵族唯美居住方式的复合计划。在其产品目录中，**AntoniaAstori**储物系统与成品家具的折中主义系列相结合。该品牌诞生于 1968 年，由**EnricoAstori**及其姐姐**Antonia**和妻子**AdelaideAcerbi**共同创办。多年来，多样化的审美历经千变万化的考验。“德里亚德(Driade)居住理念的基础是相信折中主义代表了我们这个时代的新方向”，**Enrico**如是说。企业宣传由**AdelaideAcerbi**负责，经常邀请著名摄影师。1981 年，**Driade**获得了颁发给杰出设计的意大利奖项——“金圆规奖”整体形象奖。不同感觉和品味的顾客都可以在**Driade**里找到一种完全独立的生命力。在“Driade”、“DriadeKosmos”和“DriadeStore”这三个商标中，“每个人都能找到和自己相像的那个Driade”。

### **Ducati**

The biography of Ducati, "La Rossa di Borgo Panigale" which was set up in 1926, tells the story of tradition, innovation, Italian style and competitive triumphs. Icons of the Made in Italy brand, these motorcycles with a racing nature, characterized by design and cutting-edge technology, are sold in over eighty countries across the world. In 1949 the first motorcycle was made: the Ducati 60. In the 1950s, thanks also to its success on the race track, the company continued to grow. The year 1958 saw the triumph of the Desmodromic system, studied by the engineer Fabio Taglioni, the inventor of many of the company's most important innovations. The system consisted of an engine valve that controlled the vehicle and was exclusive to Ducati universals. Ducati is currently involved in both the Superbike World Championship and, officially, in the MotoGP World Championship. In MotoGP, which it has been participating in since 2003, it was 2007 World Champion, winning both the constructors and riders prizes. Ducati also produces motorcycle accessories and outdoor leisure clothing.

#### **杜卡迪(Ducati)**

杜卡迪(Ducati)的传记《LaRossadiBorgoPanigale》(BorgoPanigale 的红色)始于 1926 年，是一个关于传统、创新、意大利风格和竞技胜利的故事。作为意大利制造的象征，杜卡迪(Ducati)拥有前卫设计和技术的运动摩托销往全世界 80 余个国家。

1949 年，首辆摩托车诞生：**Ducati60**。此外，上世纪 50 年代，凭借跑道上的成功，企业开始发展壮大。1958 年是连控轨道阀系统名声大噪的一年，该系统由工程师 **FabioTaglioni** 研制，他是该公司多项重要创新的主力；这种阀门控制系统是杜卡迪(Ducati)独有技术的代表之一。



目前，杜卡迪（**Ducati**）既参与世界超级摩托车锦标赛，同时也以官方身份参加 **MotoGP** 世界锦标赛。自 2003 年参加 **MotoGP** 世界竞标赛以来，杜卡迪（**Ducati**）曾在 2007 年赛季中赢得车手及制造商冠军的称号。杜卡迪（**Ducati**）还生产摩托车配件、技术服装和休闲服装。

## **Emilio Pucci**

An historical *maison* and a leading figure in international fashion, Emilio Pucci has represented one of the fundamental moments in the origin of the Made in Italy brand. Its founder Emilio Pucci, Marquis of Barsento, a revolutionary fashion designer called “The Prince of Prints” because of his bold, new patterns, was born into one of the oldest Florentine families and became a phenomenon in the 1950s. Pucci experimented for the first time ever with the potentials of stretch fabric. A true master of color, he transferred to his models the intense and sensuous hues of the Mediterranean as well as those of exotic cultures. He designed futuristic uniforms for the stewardesses of Braniff International Airlines, the logo for the Apollo 15 mission, Rosenthal porcelain ware, the Piume print for Qantas Airlines, as well as more recent projects for Cappellini and Wally. The brand was back in the limelight in the early 1990s when Emilio’s daughter, Laudomia, took the helm of the company, and in April 2000 Pucci reached an agreement with LVMH, which bought 67% of the company. In 2008 Peter Dundas was appointed artistic and creative director. The company headquarters is in Florence, in the family’s Renaissance palazzo.

## **璞琪 (Emilio Pucci)**

璞琪（**EmilioPucci**）是时尚界的国际知名品牌，是“意大利制造”起源的重要代表之一。

品牌创始人——**Barsento** 侯爵 **EmilioPucci**，出生于佛罗伦萨最古老的家族之一，是一位革命性的设计师，由于大胆而创新的设计被誉为“印花王子”，在上世纪 50 年代掀起了一阵风潮。**Pucci** 首次对弹性面料的潜能进行了实验。他是一位真正的色彩大师，善于在自己的作品中巧妙融入带有地中海和异域风情的强烈而感性的颜色。他曾设计 **BraniffInternationalAirlines** 空乘人员的未来主义制服、阿波罗 15 号任务的徽标、**Rosenthal** 的瓷器、**QantasAirlines** 的羽毛标志，以及最近为 **Cappellini** 和 **Wally** 策划的最新项目。该品牌于上世纪 90 年代初期卷土重来。**Emilio** 的女儿 **Laudomia** 接管了公司，并于 2000 年 4 月与 **LVHM** 集团达成协议，由后者收购其 67% 的股份。2008 年，由 **PeterDundas** 接任艺术和创意总监。公司总部位于佛罗伦萨，坐落在该家族的一栋文艺复兴时期宅邸内。

## **Etro**

Gimmo Etro’s love of culture and all things beautiful has always animated his research since his entrepreneurial adventure began in 1968, an adventure that paved the way to the making of the finest fabrics. In 1981 his line of fabrics for interior decor was born. The Paisley pattern of the first collection would eventually become the brand’s hallmark. The brand’s lifestyle concept was consolidated in 1986 with the introduction of Etro’s home accessories and complements collection.

The natural offshoot of the company’s success was the creation, in the late 1980s, of Etro Profumi, which currently boasts 24 exclusive fragrances and a dedicated boutique. In the 1990s the first ready-to-wear collections for both sexes were introduced. The materials and techniques used as well as special skill at printing have transformed Etro into a unique and inimitable example of the Made in Italy brand.

## **艾特罗 (Etro)**

对文化和美好事物的热爱始终推动着 **GimmoEtro** 的探索，早在 1968 年，他踏上创业历程，开始生产高级面料。1981 年，家居面料系列问世。第一个系列 **Paisley** 的图案后来成为该品牌的标志。1986 年，随



着家居配件和家具附件系列的引入，生活方式的概念得到巩固。于是，80年代末，艾特罗香氛（EtroProfumi）诞生，如今拥有24种独有香氛和一家专属精品店。90年代推出了首个男装和女装高级时尚成衣系列。高品质的材料、精湛的制作工艺和印花使用方面的特殊才能，造就了艾特罗（Etro）无与伦比的独特成就。

### **Salvatore Ferragamo**

Salvatore Ferragamo is one of the most famous luxury brands in the world. In the early twentieth century its founder left the South of Italy to settle in the United States where he became famous creating custom-made shoes for Hollywood stars. The brand as we know it today was established in 1927 when Salvatore returned to Italy and settled in Florence, where he produced exclusive shoes for film stars. In the 1930s and '40s he tried out “poor” materials such as cork and cellophane, and patented models that have written chapters in the history of footwear. In 1938 Palazzo Spini Feroni, a medieval building in the heart of Florence, became the company headquarters. When Salvatore died, in 1960, his wife Wanda and their six children carried on with the tradition. In 1995 the Museo Salvatore Ferragamo opened in Florence. The group has been active in the creation, production and sale of footwear, leather goods, clothing, silk products, accessories and perfumes, as well as jewelry, eyewear and watches made on license. In 2011 the first jewelry collection was presented in collaboration with Gianni Bulgari and on June 29, 2011, along with Michele Norsa, the company was listed on the Stock Exchange. With over 3,000 workers and a widespread network of 593 single-brand points-of-sale, the group is present in over 90 countries worldwide.

### **菲拉格慕 (Salvatore Ferragamo)**

菲拉格慕（Salvatore Ferragamo）是世界上最著名的意大利奢侈品牌之一。二十世纪初期，其创始人从意大利南部移民到美国；为好莱坞明星定制鞋子而名声大噪。该品牌诞生于1927年，当时Salvatore回到意大利并在佛罗伦萨定居，开始为影星定制鞋子。在三四十年代，他尝试使用一些较为简陋的原料，如软木和玻璃纸，同时为其款型申请专利，在制鞋史上留下重要的一笔。

1938年，位于佛罗伦萨市中心的中世纪建筑Palazzo Spini Feroni成为该品牌总部。1960年，Salvatore去世后，他的妻子Wanda和6个孩子接手了他的遗产。1995年，菲拉格慕（Salvatore Ferragamo）博物馆在佛罗伦萨落成。

该集团现正活跃在皮鞋、皮具、服装、丝绸制品、配饰和香水的创作、生产和销售领域，同时以授权许可的方式经营珠宝、眼镜和钟表行业。2011年，与Gianni Bulgari合作推出了首个珠宝系列，同时在Michele Norsa的协助下，于2011年6月29日上市。该企业拥有超过3,000余名员工，拥有由593家专卖店构成的庞大网络，遍布全球90余个国家。

### **Cantine Ferrari**

Ferrari's wines made using the metodo classico (classical method) have always been number one in Italy, and listed among the top ten sparkling wines in the world. In 1952 Bruno Lunelli took over the brand and a small wine cellar with a limited selection of bottles and began to expand its production. Today the company is led by the third generation of the Lunelli family. All its grapes, from Chardonnay to Pinot Nero, come from the mountain slopes of a land that is cultivated with respect for the strict rules set down by Trento Doc. Ferrari has received numerous awards.

Number one in Italy with a 25% share of the metodo classico market, the company exports its products to over 50 countries. It features some eleven labels. In the 1980s the Lunelli family also



began bottling mineral water, Surgiva, grappa, Segnana, Lunelli wines from the Trentino, and two vineyards, Podernovo and Castelbuono, located in Tuscany and Umbria, respectively, where excellent red wines are made. Cantine Ferrari recently opened a Michelin-starred restaurant called Locanda Margon.

### 法拉利起泡酒庄(Cantine Ferrari)

法拉利起泡酒庄(Cantine Ferrari)是意大利古法酒庄的佼佼者，在世界上排名前十。该酒庄 1902 年由 GiulioFerrari 创建于 Trento，作为一位酿酒师，Ferrari 的梦想是在意大利酿造出可与最优质的香槟媲美的葡萄酒。BrunoLunelli 于 1952 年发现这个品牌 and 一家极小的酒庄，开始扩大生产。如今，该企业正由 Lunelli 的第三代传人管理。

所有用于酿酒的霞多丽和黑皮诺葡萄均产自当地的山坡上，严格按照 TrentoDOC 制定的标准进行种植。拥有多项认证。该企业在古法酿酒市场占有 25%的份额，在意大利名列第一，拥有十一款葡萄酒，出口至 50 余个国家。自八十年代以来，除 Ferrari 之外，Lunelli 家族还推出了 Surginva 矿泉水、Segnana 格拉帕烈性酒、特伦托葡萄酒 Lunelli，此外还在托斯卡纳和翁布里亚两个大区获得了 Podernovo 和 Castelbuono 两家农场，生产优质红葡萄酒。最近在 Trento 城门外开设了一家米其林星级餐厅——LoncandaMargon。

### Flos

Arco, Taraxacum, Parentesi, Toio, Luminator...iconic Italian designer lamps, are part of the Flos catalogue, a company founded in Merano in 1962 by two visionaries of Italian design, Dino Gavina and Cesare Cassina. In 1964 these two "founding fathers" were joined by Sergio Gandini, the owner of a store called Stile located in Brescia. The company's first designers were Tobia Scarpa and Pier Giacomo and Achille Castiglioni, to which the names of other designers were soon added. In 1974 Flos bought Arteluce, an historical company that had been created by Gino Sarfatti in 1939. In 1988 the company's exclusive collaboration with Philippe Starck began. Piero Gandini, Sergio's son, entered the company and was appointed CEO in 1996, becoming its chairman in 1999. Piero continues to work keeping the blueprint bequeathed by the company founders well in mind, but he has also opened the doors to young talented designers. He has expanded the company to the architectural world, creating, thanks to the purchase of the Spanish Antares, the Flos Architectural Lighting division.

### Flos

Arco、Taraxacum、Parentesi、Toio、Luminator.....这些意大利设计的标志性灯具，全都属于 Flos。该企业由两位意大利设计界的预言家——DinoGavina 和 CesareCassina 于 1962 年在 Merano 创建。1964 年，“StilediBrescia”商店的店主 SergioGandini 加入。最初，TobiaScarpa、PierGiacomo 和 AchilleCastiglioni 为该公司设计产品，随后又有其他设计师加入其中。1974 年，企业收购了 GinoSarfatti 于 1939 年创建的 Arteluce 公司。1988 年，企业开始与 PhilippeStarck 进行独家合作。Sergio 的儿子 PieroGandini 于 1996 年进入该企业并担任执行董事，自 1999 年起担任董事长。Piero 秉承了创始人的创作轨迹，同时向年轻而有才华的设计师敞开大门。Flos 将业务范围向建筑领域扩展，通过收购西班牙企业 Antares，开设 FlosArchitectualLighting 建筑部门。

### Gianni Versace SpA

Founded in 1978 by Gianni Versace, Gianni Versace SpA is one of the most prestigious fashion maisons on the international scene. Under its Medusa logo, the company creates, produces distributes and commercializes the Atelier Versace's haute couture, which includes ready-to-wear collections,



accessories, jewelry, watches, eyewear, perfume, furnishings and interior decor for the home. A retail network distributes its products with boutiques situated in the major cities worldwide, in the main department stores and in single-brand stores. In 1997, after the death of her brother Gianni, Donatella Versace took over the role of creative director for the Versace Group.

In September of 2000, Gianni Versace SpA, in a partnership with the Sunland Group Ltd, inaugurated "Palazzo Versace," the first hotel project signed by a luxury brand. Palazzo Versace is a six-star resort on the Australian Gold Coast where guests can enjoy the Versace lifestyle experience. Donatella Versace currently directs all the product categories, while respecting the maison's tradition, at the same time rejuvenating and refreshing its style also thanks to her great dynamism and creativity.

### 范思哲有限公司 (Gianni Versace SpA)

范思哲有限公司 (GianniVersaceSpA) 由GianniVersace于1978年在米兰创立, 是国际舞台上最负盛名的时装品牌之一。该公司以美杜莎为标志, 设计、生产和销售AtelierVersace高级时装、高级时尚成衣系列、配饰、珠宝、钟表、眼镜、香水、家具和家居装饰品等。

该企业通过遍布全球主要城市的精品店、大型百货公司和多品牌店销售产品。1997年, 哥哥去世后, DonatellaVersace接任范思哲 (Versace) 集团创意总监。2000年9月, 范思哲有限公司 (Gianni Versace SpA) 与SunlandGroupLtd合作, 建成“PalazzoVersace (范思哲宅邸)”, 成为第一个由奢侈品牌冠名的酒店项目。PalazzoVersace是一家位于澳大利亚的GoldCoast的六星级度假酒店, 宾客可以尽享范思哲 (Versace) 式的生活方式。今天, DonatellaVersace管理着所有产品系列和类别, 再现品牌传统印记, 同时凭借强大的精力和创造力不断创新的品牌风格。

### Gruppo Ermenegildo Zegna

A world leader in luxury menswear, the Ermenegildo Zegna Group, with over 7,000 employees in the world, is one of Italy's most important enterprises and still preserves its nature as a "family business." The company's origins date back to 1910, when the young entrepreneur Ermenegildo Zegna founded the wool factory in Trivero, near Biella, to ethically produce the finest fabrics in the world thanks to innovation as well as to the search for excellent fibers directly from the original markets. With the 1960s his children Ermenegildo, Angelo and Aldo, began to promote the Group's entrance into outstanding sartorial menswear. In 1999 the woman's brand Agnona was purchased.

In March 2012 ZegnArt was created, a project dedicated to contemporary art: the association includes several projects realized both in Italy and abroad in the field of the visual arts, in collaboration with artists, curators, as well as cultural bodies and institutions.

Today the Group is headed by Ermenegildo Zegna, the founder's grandson, who was appointed CEO, and by his cousin Paolo, the company chairman.

### 杰尼亚集团 (Gruppo Ermenegildo Zegna)

作为奢华男装领域的全球领导者, 杰尼亚集团 (ErmenegildoZegna) 在全世界拥有7000余名员工, 是意大利最重要的企业之一, 至今仍保持着“家族企业”性质。该企业的起源可以追溯到1910年, 当时, 年轻的企业家ErmenegildoZegna在Biella省的Trivero建立了一家毛纺厂, 寻找直接来自原产地的贵重纤维, 生产全世界最珍贵的面料。60年代, Ermenegildo的儿子Angelo和Aldo推动该集团进入高档男装剪裁领域。1999年7月收购了女装品牌Agnona。2012年3月, ZegnArt诞生, 该项目旨在推动当代艺术的发展: 其中包括在意大利和其他国家举办的各种视觉艺术项目, 与各国艺术家、策展人、文化企业和机构合作。如今, 该集团由创始人的孙子ErmenegildoZegna管理, 担任执行董事, 其表兄弟Paolo担任董事会主席。



## **Gucci**

Gucci dates back to 1921, when Guccio Gucci set up a small leather workshop in his native Florence. An important amount of space was and still is reserved for products linked to the equestrian world, and the icon of the bit has become a recurring symbol in the company's production. In the 1950s, also taken from the world of horses was the company's green-red-green ribbon, reminiscent of the traditional girth on a saddle. As Gucci's popularity grew so did the company. When Guccio died in 1953 his sons Aldo, Vasco, Ugo and Rodolfo took over the company. In 1982 Gucci became a joint-stock company run by Rodolfo's son Maurizio. Since 1987 until the early twentieth century, Investcorp, an investment company located in Bahrain, has progressively acquired the brand. Lastly, with Domenico De Sole, CEO since 1995, the company sold its shares on the stock market. The company's stylistic and productive innovation, without overlooking tradition, was accelerated when Frida Giannini was appointed creative director in 2006. Over the past three years, the team guided by Chairman Patrizio di Marco has breathed new life into the values belonging to the company's heritage: the absolute quality of the raw materials and the finished products, as well as respect and praise for the manual skills and savoir faire of its artisans.

### **古琦 (Gucci)**

古琦 (Gucci) 的历史可以追溯到 1921 年, GuccioGucci 在故乡佛罗伦萨开设了一家皮具小作坊。当时主要生产与马术相关的产品, 因此马蹄铁的图案经常在产品中出现。50 年代, 再次从马术领域汲取灵感, 以传统马鞍肚带为基础设计了绿-红-绿编织饰带标志。随着知名度的扩大, 企业开始不断壮大。1953 年, Guccio 去世后, 他的儿子 Aldo、Vasco、Ugo 和 Rodolfo 接管该企业。1982 年, 古琦 (Gucci) 成为股份公司, Rodolfo 的儿子 Maurizio 成为主管。1987 年到 90 年代初, 总部位于巴林的投资公司 Investcorp 逐步完成了对该品牌的全面收购。最终, 该品牌在自 1995 年起担任执行董事的 DomenicoDeSole 的领导下, 在交易所上市。2006 年, 在创意总监 FridaGiannini 的推动下, 古琦 (Gucci) 在尊重传统的同时, 加快了造型和生产革新。在过去的三年中, 在董事长 PatriziodiMarco 及其团队的领导下, 为企业核心价值观赋予了全新的定义: 绝对高品质的原料和成品、尊重并凸显工匠的精湛技艺和经验传承。

## **Hotel de Russie**

Inaugurated in April 2000 after its meticulous refurbishment by designer and architect Tommaso Ziffer, the Hotel de Russie in Rome is one of the most important five-star luxury hotels in the capital. Located in Rome's historical quarters between the Spanish Steps and Piazza del Popolo, the hotel is a part of the prestigious Rocco Forte Hotels. The de Russie, beloved and a favorite of Hollywood stars, has 122 bedrooms and suites with a view of Villa Borghese. The hotel also has a luxurious wellness center, the "de Russie Wellness Zone," and four conference rooms. The "Stravinskij Bar" and the restaurant called "Le Jardin de Russie" provide an ideal backdrop where guests can chill out as they sip their drinks or savor some of the finest Mediterranean cuisine, immersed in the natural scenography of the enchanting "Secret Garden." Soft lights have been put to complete the beauty of the garden, which will host during the spring and summer the open "Stravinskij Bar."

### **德露西酒店(Hotel de Russie)**

经过建筑设计师 TommasoZiffer 的精心重修后, 罗马的 Hotel de Russie 宾馆于 2000 年 4 月开张, 它是意大利首都罗马最重要的五星级酒店之一。它位于老城区中心位置在西班牙广场和人民广场之间, 是久负盛名的 RoccoForte Hotels 的一部分。Hotel de Russie 特别受到好莱坞明星们的青睐, 它拥有 122



间客房和套间，面朝波各赛庄园（VillaBorghese）。该宾馆还拥有豪华的健身中心——“de Russie Wellness Zone”，此外还有四间会议室。“StravinskijBar”酒吧和“Le Jardin de Russie”餐厅沉浸在“Giardino Segreto”（秘密花园）的天然迷人的景致之中，是小酌一杯或品尝地中海风味菜肴的绝佳去处。

### **Hotel Splendido & Splendido Mare**

Hotel Splendido, on Monte di Portofino, and Splendido Mare, located instead in the village "piazzetta," are two of the most enchanting hotels in the five-star deluxe national and international circuit. The former, and the larger of the two, offers its guests 69 rooms and suites, balconies and terraces, a wellness center with open-air treatments and massages in the gardens, an outdoor swimming pool with heating, a tennis court close to the hillside and the restaurant called La Terrazza, serving Italian cuisine and Ligurian specialties. The latter hotel has 16 rooms and suites and features a restaurant—Chufly—overlooking the port and serving the finest in Ligurian cuisine. Originally a monastery, Hotel Splendido has walls covered in trompe l'oeils, black-and-white marble floors, antique mirrors and Persian carpets.

#### **波托菲诺斯普兰迪德酒店 (Hotel Splendido & Splendido Mare)**

位于 Portofino 山上的 HotelSplendido 宾馆，以及位于山下小镇著名“小广场”中的 SplendidoMare 宾馆，都是意大利乃至国际上最具魅力的五星级豪华酒店。前者规模较大，为宾客提供 69 间客房和套间，拥有阳台及露台、坐落在花园里的露天护理和按摩健身中心、露天温水海水泳池以及一家供应意大利餐和利古里亚特色菜肴的名为“LaTerrazza”的餐厅。另一家为宾客提供了 16 间客房和套间以及 Chufly 餐厅，在这里可以一边品尝最美味的利古里亚菜肴，一边欣赏海港美景。HotelSplendido 的前身是修道院，墙壁上饰有错视画法的精美画作，地面采用黑白大理石，装饰着古镜和波斯地毯。

### **Capri Palace Hotel & SPA**

The Capri Palace Hotel & SPA is a boutique hotel whose arches, vaults and columns recall an eighteenth-century Neapolitan *palazzo*. The Resort is just a few steps away from the small and enchanting town of Anacapri. Tonino Cacace, who has studied both philosophy and art history, has turned the hotel which he inherited from his father Mario into a contemporary art museum, with works by many artists both from Italy and abroad. The Capri Palace—listed among “The Leading Hotels of the World”—features 78 rooms and suites, some of which with their own private pool and garden. It also has two restaurants, one of which—L’Olivo—was awarded two Michelin stars, the Capri Beauty Farm, an internationally acclaimed wellness center, the Beach Club and, lastly, Il Riccio, a restaurant that’s just a stone’s throw away from the famous Grotta Azzurra.

#### **卡普里皇宫温泉酒店 (Capri Palace Hotel & Spa)**

卡普里皇宫温泉酒店是一家精品酒店，拥有连拱廊、拱顶和圆柱，仿佛置身于 18 世纪那不勒斯的古老宫殿。这家度假酒店离美丽小镇 Anacapri 的市中心非常近，步行可达。ToninoCacace 拥有哲学和艺术史研究背景，经过多年努力，将父亲 Mario 留给他的这家酒店变成一座真正的当代艺术博物馆，拥有许多意大利艺术家的作品。CapriPalace 是“TheLeadingHotelsOfTheWorld”会员，拥有 78 间客房和套间，其中一些还配有私人泳池和花园；拥有两家餐厅，其中一家“L’Olivo”已获得了米其林 2 星级认证；健身中心“CapriBeautyFarm”享有国际声誉；沙滩俱乐部和“ILRiccio”餐厅，距离卡普里著名的景点“蓝洞”非常近。



## **Gruppo Sanpellegrino**

The Group is known internationally for its S. Pellegrino mineral water, which, along with the still water Acqua Panna, is served on the tables of the finest restaurants in over 120 countries. The Sanpellegrino company was born in 1899 when, at the plant of the same name, an exclusive treatment center at the time, water gushing from the slopes of the Alps in Brembana Valley began to be bottled.

In 1957 Tuscan Acqua Panna was born, whose source had been noticed since the sixteenth century for its beneficial properties. The Acqua Panna estate, comprising 1,300 hectares, in 1564 owned by the Medici family and which currently includes the spring, the plant and a villa for its guests from all over the world, is still a safeguarded territory. In addition to S. Pellegrino and Acqua Panna the company exports a wide range

of sparkling beverages, including the historic drink brands Aranciata, Limonata and Chinotto. If we also consider the local brands Levissima, Recoaro, Nestlé Vera, S. Bernardo and Pejo, as well as the range of iced teas, the Sanpellegrino group is certainly Italy's largest beverage company.

### **圣培露集团 (Gruppo Sanpellegrino)**

该集团以圣培露 (S.Pellegrino) 矿泉水而闻名。全球 120 余个国家的高档餐厅里都可以看到圣培露 (S.Pellegrino) 矿泉水和普娜天然矿泉水 (AcquaPanna)。圣培露集团 (Sanpellegrino) 诞生于 1899 年。当时, 在作为疗养中心的同名温泉浴场里, 开始灌装来自阿尔卑斯山 ValBrembana 山谷的泉水。1957 年, 集团收购了托斯卡纳的普娜天然矿泉水 (Acqua Panna), 早在 16 世纪, 该泉水便以其健康特性而广为人知。

AcquaPanna 是一片占地面积 1,300 公顷的土地, 1564 年时曾属于美第奇家族, 如今这里有泉水、厂房和一座庄园, 接待来自世界各地的宾客, 至今仍是一片受保护的陆地。

除了圣培露 (S.Pellegrino) 和普娜天然矿泉水 (Acqua Panna) 这两种产品, 该企业还出口一系列汽水软饮料, 其中包括历史悠久的 Aranciata、Limonata 和 Chinotto。圣培露集团 (Sanpellegrino) 还拥有 Levissima、Recoaro、Nestlé Vera、S. Bernardo 和 Pejo 等本土品牌以及一系列冰茶产品, 是意大利饮料领域规模最大的企业。

## **Illy**

Founded in 1933 by Francesco Illy, the company produces and sells a single top-notch blend of coffee worldwide, coffee that's made from nine types of pure arabica beans from South America, Central America, India and Africa, sold in over 140 countries, on every continent, and served in over 100,000 public locations. Illycaffè was the first company to be awarded a "Responsible Supply Chain Process" DNV certificate attesting to its capacity to implement a sustainable approach.

The company has founded a "University of Coffee," which includes courses dedicated to the training of growers, retailers and bar staff, consumers and connoisseurs. On top of its headquarters in Trieste the company can also boast some twenty branches outside Italy. In order to offer a complete as well as excellent coffee-drinking experience, the brand has honed elements and tools that contribute to its perfect enjoyment: from the places where illy coffee is drunk—the franchised Italian-style coffee network—to its Artisti del Gusto program, an international network that is designed to valorize and enhance the professional skills of the best establishments—and all the way down to systems for coffee preparation such as Iperespresso, a high-tech innovation protected by up to five patents for a second-generation espresso.



## 意利 (Illy)

该企业由 **Francesco Illy** 创建于 1933 年，向全世界生产和销售一种独特的咖啡配方。意利 (Illy) 咖啡由来自南美、中美、印度和非洲的九种纯粹阿拉比卡咖啡豆混合而成，销往全球 5 大洲 140 多个国家，在 100,000 余家餐饮店铺有售。意利咖啡 (illycaffè) 是第一家获得 DNV 的 “Responsible Supply Chain Process” 认证的企业，充分体现了其可持续发展的能力。该企业创建了一所咖啡大学，为种植者、经营者、餐饮店雇员、消费者和鉴赏家提供专门的培训课程。除了设在 Trieste 的总部外，在意大利境外还有 20 家分公司。为了提供完整咖啡体验，该品牌同时提供相关产品和工具，致力于完美享受：意利 (illy) 连锁品牌咖啡厅 (意大利式加盟咖啡店)、Artisti del Gusto (味觉艺术家) 计划 (旨在加强和提高最佳餐饮店专业水平的国际网络)、Iperespresso 冲煮系统 (拥有 5 项专利保护的创新技术，带来第二代意式浓缩咖啡)。

## Isaia

Isaia was established in Naples in the 1920s thanks to the insight of Enrico Isaia, the forerunner of the family of the same name, who opened a store that sold the finest fabric to the most renowned tailor's shops in the city. In 1957 brothers Enrico, Rosario and Corrado Isaia moved their business to Casalnuovo, a town just outside Naples, where half of the inhabitants were professional tailors. In just one decade Isaia became a full-fledged sartorial company producing the finest clothing.

In the early 1980s a process of industrialization and internationalization began that led to the foreign distribution of the product as well. Nowadays Isaia is managed by the family's third generation. The brand's success is due to its capacity to reinterpret the concept of history and tradition, while constantly performing research into style and ever-new models. After it inaugurated its first flagship store in Milan in 2009 Isaia intends to bring to term an important development plan that comprises the opening of 30 new single-brand stores in China over the next decade.

## Isaia

二十年代由 Isaia 家族的族长 **Enrico Isaia** 在那不勒斯创立，专门出售珍贵面料。1957 年，**Enrico**、**Rosario** 和 **Corrado Isaia** 兄弟将产业转移到了那不勒斯附近的一座小镇 **Casalnuovo**，在那里，有一半的居民都是专业裁缝。十年间，ISAIA 成为了一家真正的剪裁企业，生产高品质服装。

八十年代初期，企业开始产业化和国际化进程，同时也向国外出口产品。如今，ISAIA 由该家族的第三代传人管理和经营。该品牌的成功来自重新诠释历史和传统概念的能力，不断寻求与时俱进的风格和款式。2009 年 1 月第一家旗舰店在米兰开张后，ISAIA 制定了一个宏伟的发展目标：在接下来的十年内在中国新开 30 家专卖店。

## Jacopo Biondi Santi

The production of wines that best met the needs of the market, without however clashing with the image of Brunello di Montalcino, was the project that led Jacopo Biondi Santi—the last generation of the family that invented Brunello—to purchase the Castello del Montepò estate situated in Maremma to the south of Grosseto in the 1990s. Jacopo Biondi Santi began to produce Sassoalloro, a new interpretation of Sangiovese, obtained from the same type of grapes as those used for Brunello, but processed in a new way, to create a wine that is ready immediately. Other “crus” came after the firstborn, such as Schidione, first harvest in 1993, Cabernet Sauvignon and Merlot. Jacopo's words are: “Brunello di Montalcino was born from an idea my great-grandfather Ferruccio had, a man who, before becoming a viticulturist, had fought alongside Garibaldi at Bezzecca in 1866, when he was just



seventeen. He was no conformist and had a free and rebellious temperament. And I hope I've taken after him to some extent.”

### **Jacopo Biondi Santi**

生产更加接近市场需求、同时与布鲁奈罗红酒（BrunellodiMontalcino）形象不抵触的葡萄酒，这就是发明了布鲁奈罗红酒（Brunello）的家族的最新传人，JacopoBiondiSanti 的计划，90 年代他购买了位于 Grosseto 南部 Maremma 的 CastellodiMontepò 这片田地。JacopoBiondiSanti 生产出 Sassoalloro，这是对桑娇维赛葡萄酒的全新诠释，使用了酿造布鲁奈罗红酒（Brunello）的同种葡萄，但采用创新的酿造方法，使酿出的红酒能够立即饮用。其它酒庄也在其后相继开业，比如 Schidione，1993 年首次采收，酿造了赤霞珠和美乐葡萄酒。Jacopo 说：“布鲁奈罗红酒（BrunellodiMontalcino）来自曾祖父 Ferruccio 的直觉，他在成为一名酿酒师前，曾经在 1866 年时参加过加里波第的 Bezzecca 战役，那时他才刚满 17 岁。他不是一个循规蹈矩的人，他的性格自由而叛逆。而我希望至少能与他有一点相似。”

### **Kartell**

Kartell is the company that has ennobled plastic, introducing it into middle-class homes, and that has summoned the finest designers in the world to see what they can do with this material. “I was the first in Italy to consider plastic as a noble material” (Giulio Castelli, La fabbrica del design, Skira, 2007). This was Castelli's idea when he founded the company in 1949. Until 1953 the company produced accessories for the car industry. The turnabout took place with the idea of using plastic for small everyday objects: buckets, washbowls, storage containers, juicers, inexpensive, colorful objects designed by Gino Colombini, which were to forever modify the domestic landscape. Kartell experimented with new manufacturing processes and it was the first to produce chairs that were completely made out of plastic. In 1988 Castelli handed the company helm over to Claudio Luti, who continued brilliantly with the experimentation that had been started and established a number of important partnerships, such as the one with Philippe Starck, with whom, among other things, he produced La Marie in 1999, the first transparent chair in a single polycarbonate mold. Kartell's retail universe currently consists of over 130 flagship stores and 220 shop-in-shops around the world, in addition to 2,500 multi-brand points-of-sale.

Kartell has always succeeded in combining research with the high quality of its products as well as design, and this is why it is a nine-time winner of the Compasso d'Oro, Italy's best design award. In 2000 the Kartell Museum received the Guggenheim “best corporate museum” prize.

### **Kartell**

Kartell 提升了塑料的价值，将其引入中产阶级的家中，并邀请了最优秀的国际设计师来对该种材料进行设计制造。“我是意大利第一个把塑料当做高级原料的人。”（GiulioCastelli, 《Lafabbricadeldesign》（设计工厂），Skira2007）带着这种想法，Castelli 于 1949 年创建了这家企业。1953 年之前，该企业为汽车工业生产配件。随后开始转型，由 GinoColombina 设计，使用塑料生产经济实惠且色彩斑斓的家庭小型日用品，这些设计从此改变了整个家居行业。

Kartell 尝试新的生产工艺，是第一家制作全塑料座椅的企业：1988 年，Castelli 将企业管理工作交给女婿 ClaudioLuti，后者在试验方面成就非凡，他与 PhilippeStarck 等建立了重要的合作关系，其中包括 1999 年生产出的第一张透明聚碳酸酯座椅——LaMarie。

其零售网络如今已遍布全球，拥有 130 余家旗舰店和 220 家店中店，以及超过 2500 个百货商店的零售点。

Kartell 在经营中注重高品质产品的研发和设计，已 9 次荣获意大利最佳设计奖——“金圆规”奖。2000 年，Kartell 博物馆获得“Guggenheim 企业和文化奖”之最佳企业博物馆奖。



## L'Albereta

Since 1999, located in a late-eighteenth-century Neo-Renaissance villa surrounded by the vineyards of the Bellavista hills of Franciacorta is “L'Albereta,” an exclusive Relais & Chateaux five-star residence. Vittorio's eldest daughter, is the true heart and mind behind the project. She is also the one who convinced her partner Gualtiero Marchesi to move his famous restaurant in Milan to Albereta. The hotel opened its doors in September 1993 with just 9 rooms, which have grown to the current 57. Rooms and suites unwind along the five buildings: the original family villa with its Bellavista Tower, along with the more recent Contadi Castaldi and Casa Leone, previously the home of the original owners' steward, as well as the newly created Torre del Lago. The latter was inaugurated in 2003 when the spa was opened. L' Espace Vitalité Henri Chenot de L'Albereta represents one of two Chenot medical spas in the world. Hiding in the park that embraces L'Albereta are 13 contemporary art sculptures, the result of a competition for young sculptors held by Terra Moretti to celebrate the advent of the third millennium; truly a museum *en plein air*.

## L'Albereta

L'Albereta 坐落在一幢十九世纪末新文艺复兴风格的古老庄园里，四周是 Franciacorta 地区 Bellavista 山岭的葡萄园，这是一家独特的五星级酒店，自 1999 年起被全球知名的庄园城堡饭店组织 Relais&Chateaux 吸收为会员。Vittorio 的长女 Carmen 是这家魅力酒店设计与发展的真正灵魂人物。她邀请 GualtieroMarchesi 加入自己的冒险行动，将自己的餐厅从米兰搬到 L'Albereta。该酒店于 1993 年 9 月开张，刚开始仅有 9 间客房，如今已增至 57 间。客房和套间分布在五栋建筑中：最初的别墅及 TorreBellavista，加上最新开张的 ContadiCastaldi 和 CasaLeone——这里曾是庄园原主人的住所，以及新建的 TorredelLago。后者于 2003 年开张，建有 SPA 水疗中心。L'EspaceVitalitéHenriChenotdeL'Albereta 是两家 Chenot 医疗 SPA 水疗中心之一。园林中潜藏着 13 座当代艺术雕塑，这些雕塑都来自 TerraMoretti，都出自“庆祝第三个千禧年”竞赛中年轻参赛雕塑家之手，整个酒店就像一个真正的露天博物馆。

## L'Andana

Immersed in the midst of the Tuscan Maremma landscapes, L'Andana is situated in the heart of the 500 hectares that make up the La Badiola Estate. In the nineteenth century its beauty won over the Grand Duke of Tuscany Leopold II of Lorraine who chose it as his residence; it was from here that the Grand Duke launched the major reclamation work in the Maremma. In 2000, the core of the Tenuta was purchased by the family of Carmen Moretti. The two buildings, the Villa and the Fattoria, were refurbished and restyled by the architectural firm run by Ettore Mocchetti, director of *AD Italia*. The Villa hosts 9 rooms and the ancient Fattoria 24. In L'Andana's garden is the small church of the Badiola. Carmen Moretti and her husband Martino de Rosa are responsible for having made the great chef Alain Ducasse fall in love with the Tenuta, who has installed La Trattoria Toscana, his only restaurant in Italy, awarded one star by Michelin in 2007, in what was once the estate's granary. Moreover, at L'Andana, for the first time, the collaboration between Alain Ducasse and ESPA, the leading English wellness brand, has breathed new life into the innovative concept of SPA Gourmand. The “Tenuta La Badiola” winery, with its 30 hectares of vineyards, produces a white wine, a rosé wine and a red wine known as “Acquagiusta,” while the Badiola olive grove produces the extra-virgin And'Olio. A 30,000-square-meter golf course stretches between the sea and the hills dotted with olive trees.



## L'Andana

L'Andana 位于托斯卡纳 Maremma 地区，坐落在 Tenuta LaBadiola 的 500 公顷的土地上。十九世纪，它的美征服了托斯卡纳大公 Leopoldo II di Lorena，因此将这里选作居住地，并对 Maremma 地区进行开垦。2000 年，Carmen Moretti 的家族收购了这片农场的中心地带。ADItalia 总监、建筑师 Ettore Mocchetti 对两个主体部分——别墅和农庄——进行了修复和装修。别墅拥有 9 间客房，而农庄拥有 24 间。L'Andana 的花园中建有 Badiola 小教堂。Carmen Moretti 和她的丈夫 Martin de Rosa 让著名法国大厨 Alain Ducasse 爱上了这片农场及其复兴计划，因此在农场谷仓开设了他在意大利的唯一一间餐厅——La Trattoria Toscana，2007 年被评为米其林 1 星级餐厅。另外，在 L'Andana，Alain Ducasse 和英国领先健身品牌 ESPA 合作，开办了具有创新理念的 Gourmand SPA 水疗中心。名为“Tenuta LaBadiola”的酒庄拥有 30 公顷的葡萄园，生产白葡萄酒、玫瑰红葡萄酒和名为“Acquagiusta”的红葡萄酒，而 Badiola 橄榄园则生产特级初榨橄榄油 And'Olio。另外还有一个占地 30,000 平方米的高尔夫球场，坐落在大海和丘陵之间。

## Living Divani

Since the early 1970s until today Living Divani has communicated intensely with contemporary trends, becoming a reference point on the design scene. The company's strategic alliance with Piero Lissoni has been key, a designer who, since 1988, has been orchestrating its style. In 2003 Carola Bestetti, representing the second generation, made her entrance, and continued to pursue the tradition, taking into account the dynamics of a constantly changing market.

Living Divani has worked with some world-class designers such as Piero Lissoni, Arik Levy, Claesson Koivisto Rune, joined by some young emerging artists, including Junya Ishigami, Victor Vasilev, Mario Ferrarini, Giopato & Coombes. Over the years Living Divani has developed a variety of products, suggesting an ambient that revolves around upholstered furniture featuring subtle forms and proportions, as well as complements that leave a bolder mark. The distribution covers Italy, the major European countries, the United States and the Far East, with an export value of more than 80% of the company revenue. More than 450 high-level points-of-sale are located in all the major cities.

## Living Divani

从70年代初期直到今天，Living与时俱进，成为设计界的典范之一。自1988年起与PieroLissoni建立的合作关系确定了该品牌的风格，具有战略意义。2003年，家族第二代的代表人CarolaBestetti进入该公司，面对瞬息万变的市场，坚持秉承传统。LivingDivani十分重视与拥有国际声誉的设计师进行合作，如PieroLissoni、ArikLevy、ClaessonKoivistoRune等，同时也非常器重JunyaIshigami、VictorVasilev、MarioFerrarini、Giopato&Coombes等青年才俊。

多年来，LivingDivani已发展出一套定位明确的产品系列，围绕款式低调的软垫沙发设计整个周围环境，加入个性十足的配饰产品。

其销售网络遍布意大利、欧洲主要国家、美国和远东地区，出口值占营业额的比例超过80%。在各大城市中共设有450余个高端销售点。

## Lungarno Collection

Founded in 1995, Lungarno Collection is the hotel management company owned by the Ferragamo family, whose chairman is Leonardo Ferragamo.



Four of its properties are situated right in Florence. Hotel Lungarno, overlooking Ponte Vecchio, boasts a collection of more than 400 original artworks including a Picasso and four Cocteaus. Also worthy of note is its restaurant, BSJ, one of the city's finest. Lungarno Suites features large contemporary-style suites and an amazing view. The lobby brims over with interior decor and design objects, which can be purchased in the adjacent point-of-sale Lungarno Details. The Gallery Hotel Art and the Continentale are more contemporary and design-like in style. The former is a favorite with the fashion world and photography exhibits are often showcased in the lobby. The Continentale, an ancient sixteenth-century tower, overlooks the Ponte Vecchio, with a rooftop terrace. Located just a few kilometers from Florence is Villa Le Rose, a sixteenth-century villa immersed in greenery, which can be rented on a weekly basis. On the Tuscan coastline, just opposite Elba Island, are the 9 luxury apartments owned by Marina di Scarlino Yacht Club & Residences.

The Roman Portrait Suites is a boutique hotel with 24-hour valet service and a total of 14 suites in the heart of Via Condotti. Lastly, two more pearls from the Lungarno Collection can be found in the Mediterranean and Caribbean Seas, respectively: 2 Swan yachts, floating luxury residences, which can also be rented weekly.

### **Lungarno Collection**

LungarnoCollection 成立于1995年，是Ferragamo 家族名下的一家酒店管理公司，董事会主席为 LeonardoFerragamo。该公司拥有设计豪华的酒店、休闲会所、别墅、餐厅和零售店。旗下企业各具特色，但又都具有佛罗伦萨式的独特待客风格。

该集团在佛罗伦萨的黄金地带拥有四处地产。HotelLungarno 宾馆面朝老桥（PonteVecchio），收藏了400余件艺术品，其中包括一件毕加索的作品和4件科克托的作品。值得一提的还有它的BSJ餐厅，这是佛罗伦萨市内最好的餐厅之一。LungarnoSuites拥有宽敞的当代风格套房以及令人难以置信的绝佳视野——从老桥一直延伸到周围绿色的山丘上。酒店大堂里是名家设计的家具和配件，可以在邻近的LungarnoDetails店铺购买。GalleryHotelArt和Continentale是两家更具现代风格和设计感的酒店。前者常有时尚界人士光顾，其大堂经常举办摄影艺术展。Continentale是16世纪建造的古老塔楼，极具50年代风格，俯瞰老桥，拥有屋顶露台。

距离佛罗伦萨数千米处，绿树环绕中，坐落着一座十六世纪的别墅VillaLeRose，可按周出租。在托斯卡纳海滨，正对埃尔巴岛的地方，坐落着Marina di Scarlino Yacht Club&Residences的9间豪华公寓。

PotraitSuites位于罗马，是一家提供24小时管家服务的精品酒店，拥有14个套间，位于ViaCondotti大街中心。

LungarnoCollection 集团最新的两颗掌上明珠位于地中海和加勒比海：2艘Swan（天鹅）船，这是名副其实的豪华漂浮住所，可按周出租。

### **Luxottica/Persol**

Today a great deal of the history of both sunglasses and eyeglasses belongs to an Italian company that in just half a century has been transformed from a small company into a world leader in the sector. Founded in 1961 in Agordo (Belluno), at first it worked for third parties. The first collection with the Luxottica brand was presented at MIDO (International Eyewear Fair) in Milan in 1971. Many are the excellent brands it has purchased over the course of time, including Vogue Eyewear ('90) Persol ('95), Ray-Ban ('99), Oakley (2007); even more numerous are the fashion and luxury brands it has licensed. With the purchase of LensCrafters ('95) the group integrated its optical products with ophthalmological ones; in the retail sector, its acquisitions have continued with Sunglass Hut in 2001, OPMS in 2003 (in Australia) and GMO in 2011 (in South America). At the bottom of its success is its



founder Leonardo Del Vecchio's philosophy, a businessman who likes to remember the times when he was just a shop assistant. "You have to have an open mind, never think you've made it, or gaze at the world as though it were the only reference point. You have to know how to enter the market and stay there, indefinitely, changing, renewing and relentlessly adapting, while holding on to your "DNA." Today the company can count on 65,000 workers and 7,000 points-of-sale on every continent. It has been listed on the New York Stock Exchange since January 1990 and on the Milan Borsa since 2000.

### **Luxottica/Persol**

太阳镜和光学镜历史的很大一部分都是由一家意大利企业书写的，这家建于 50 年代的小型企业已成功转型为世界领先企业。该公司于 1961 年在 Agordo (Belluno) 成立，起初为第三方代工生产产品。1971 年，在米兰 MIDO (国际眼镜展) 上推出 Luxottica 品牌的第一个产品系列。多年来该公司收购了许多卓越品牌，比如 VogueEyewear (1990)、Persol (1995)、Ray-Ban (1999)、Oakley (2007)；另外还以授权方式经营着不计其数的时尚和奢侈品牌。在收购了 LensCrafters (1995) 后，将光学镜与眼科业务相整合；在零售方面，2001 年收购了 SunglassHut，2003 年收购了 OPMS (澳大利亚)，2011 年收购了 GMO (南美)。创始人 LeonardoDelVecchio 的理念是企业成功的基础，他喜欢回忆自己在担任“店铺销售”时期的经历，他认为：“应该抱着开放的态度，永远不要觉得已经到达了目的地，把世界当做一个单一的参考点来看待。在市场里需要懂得进退，不断地改变和创新，同时保持自己的特性。”该企业现在有 65,000 名员工，在全球范围内拥有 7,000 个销售点。1990 年 1 月于纽约上市，2000 年于米兰上市。

### **Masi Agricola**

The story of Masi Agricola is the story of a family and its vineyards in Verona, in the Veneto. The name itself comes from "Vaio dei Masi," a small valley purchased in the late eighteenth century by the Boscaini family, which still owns it today. Since 1973 it has been collaborating with the Serego Alighieri, a family of counts and descendants of the poet Dante, the owners of the estate of Valpolicella, and since 2007 it has been working with another family of counts, the Bossi Fedrigotti in Rovereto in the Trentino. In addition to its property in the Tre Venezie and in Tuscany, the company has recently found the Tupungato Valley in Mendoza, Argentina, to be particularly suited to producing its wines.

Today Masi is a world leader in the production of Amarone and its expertise in the technique known as appassimento (drying and shriveling) is widely acclaimed. This is the technique it uses to produce its five Amaroni and three Reciotti (the widest and most qualified range placed on the international market), along with other emblematic wines such as Campofiorin and Masianco.

Masi exports its wines to 87 countries. Sandro Boscaini is the company chairman. Also involved in the family business are his son Raffaele and daughter Alessandra, as well as his brothers Bruno and Mario.

### **马西酒庄 (Masi Agricola)**

MasiAgricola 的历史就是一个家族及其位于 Veneto 大区的 Verona 的葡萄园的历史。该企业的名字来自“VaiodeiMasi”，即 18 世纪末 Boscaini 家族购买的小山谷的名字，直到如今该家族还是这片小山谷的主人。从 1973 年起，与 Valpolicella 农场的主人、但丁后人 ContiSeregoAlighieri 合作，从 2007 年起，在 Trentino 的 Rovereto 开始与 ContiBossiFedrigotti 合作。除了在威尼斯和托斯卡纳的地产之外，该企业最近还在阿根廷 Mendoza 的 Tupungato 谷购买了适合生产葡萄酒的土地。

Masi 如今已是 Amarone 生产领域的国际领先企业，并以精湛的晾干技法闻名于世，用于酿造五种 Amaroni 和三种 Reciotti 以及其他标志性葡萄酒，比如 Campofiorin 和 Masianco。



马西酒庄（Masi）向 87 个国家出口葡萄酒。SandroBoscaini 担任董事会主席。他的子女 Raffaele 和 Alessandra 以及兄弟 Bruno 和 Mario 也为该企业效力。

### **Masseria San Domenico**

The Masseria San Domenico is a five-star luxury hotel housed inside a fifteenth-century watchtower that was once used by the Knights of the Order of Malta. Surrounded by a hundred hectares of centuries-old olive groves, carefully restored and opened to the public in 1996, the hotel preserves the charm of the ancient Pugliese *masserie*, or agricultural centers. Located in Savelletri di Fasano, between Bari and Brindisi, it is the site of one of the finest Italian spas and thalassotherapy centers. At the heart of the resort is a large swimming pool with filtered seawater; the pool is irregularly shaped and surrounded by rocks and plants. Furnished with the sober elegance of Pugliese countryside constructions, this architecture stands out against the blue sea just 800 meters away, whose view guests can enjoy from the very new 18-hole, 72-par (6,100 meters) golf course. The hotel offers a private beach, tennis courts, a gym, a sauna and a Turkish bath. The restaurant is famous for its fish and the wide range of fine local and international wines, and it also offers a special low-calorie menu based on the traditional Mediterranean diet.

### **Masseria San Domenico**

Masseria San Domenico 是一家 5 星级度假酒店，坐落在十五世纪马耳他骑士兵团的塔楼里。周围环绕着百亩橄榄园，经过修复后于 1996 年向公众开放，保留了普利亚古老小农庄的独特魅力。它位于 SavelletridiFasano，在巴里和布林迪西之间。这里是意大利最优秀的海滨疗法和水疗中心之一。酒店中心是一个巨大的海水过滤泳池，四周环绕着岩石和植物。朴素高雅的普利亚乡村风格映衬着 800 米开外蔚蓝的大海，此外还能看到一片 18 洞 72 标准杆（6100 米）的高尔夫球场。同时，酒店还提供私人海滩、网球场、健身房、桑拿和土耳其浴。餐厅的拿手菜是鱼类菜肴和品种繁多的当地和进口葡萄酒，此外还提供基于地中海饮食原则的低热量菜单。

### **Max Mara**

Founded in Reggio Emilia in 1951 by Achille Maramotti, the Group celebrated its sixtieth anniversary in 2011. Maramotti followed the family passion: his great-grandmother Marina Rinaldi was the owner of an elegant dressmaking shop in the mid-nineteenth century, while his mother, Giulia Fontanesi Maramotti, ran a famous sewing school. The company specializes in the production of outerwear inspired by French *haute couture*, but manufactured using cutting-edge sartorial industrial technology, importing to Italy the new series manufacturing that developed in the United States. In 1981 one of the Group's symbols was born: the camel-colored coat referred to as 101801.

Today, with the second generation, Luigi, Ignazio and Maria Ludovica Maramotti, the company continues to combine high-level industrial sartorial production and the fine quality of the materials.

The Group has 19 collections distributed throughout more than 100 countries. Over the years some of the greatest names in fashion have collaborated with Max Mara.

### **麦斯马拉（Max Mara）**

该集团于 1951 年由 AchilleMaramotti 在 ReggioEmilia 成立，2011 年举行了六十周年庆祝仪式。Maramotti 继承了家族对于服装业的热情：他的曾祖母 MarinaRinaldi 曾在十九世纪中期经营一家高雅的裁缝店，母亲 GiuliaFontanesiMaramotti 曾开办了一家知名的裁剪和缝纫学校。该企业专注于大衣的生产，其灵感来自于法国高级时装，但采用创新的工业剪裁技术制造，并将美国的新式流水线包装引入

意大利。1981年，诞生了该集团的代表作之一：驼色大衣101801。

如今，在第二代领导人Luigi、Ignazio和MariaLudovicaMaramotti的带领下，该企业继续产业化生产，将剪裁技术与高品质原料相结合。该集团拥有19个产品系列，销往100多个国家。多年来，许多时尚大腕都曾与MaxMara进行过合作。

## **Missoni**

It was 1953 when Ottavio, nicknamed Tai, and his wife Rosita opened a small knitwear workshop in the basement of their home in Gallarate. Although they presented their first collection in Milan in 1958, it wasn't until 1967 that they attracted the attention of the fashion world with their fashion shows at Palazzo Pitti in Florence. Together they created an original idea of fashion. In 1969 Diana Vreeland, renowned fashion editor of *Vogue America*, described the concept of fashion expressed by the couple as "ingenious." "The sweater has always been around, we've just done away with certain patterns, we've turned it upside down, done everything you possibly can with it," as Ottavio put it, who sees in color and material all the basic components of his trade. The multicolored sweaters feature zigzag patterns, waves, iridescent yarn, and geometric and floral patchwork jacquards. The *maison* has confirmed its essence as a family-run business and a great deal of responsibility rests on the shoulders of the founder's children, Vittorio, Luca and Angela, who contribute to the conquest of new markets and to the reinforcement of the brand. Recently inaugurated in Kuwait City is the second hotel in sheer Missoni style after the one in Edinburgh.

## **米索尼 (Missoni)**

1953年，Ottavio（又名Tai）和Rosita夫妇在位于Gallarate家中的地下室开设了一个小型的针织品车间。1958年，他们在米兰推出首个产品系列，但是直到1967年才在佛罗伦萨皮蒂宫的秀场上真正吸引时尚界的眼光。他们共同创造了一种原生态的风格。1969年，《VogueAmerica》的著名时尚编辑DianaVreeland用“天才”一词形容这对夫妇所创造的时尚概念。Ottavio诙谐的解释说：“针织衫的历史由来已久，我们只是打破了一些既定的形式，不照常规地‘运用了所有色彩’而已”。他认为颜色和材质是其行业的基础元素。色彩丰富的服装，采用锯齿、线条、波浪、粗纺纱、几何和花卉提花拼接等元素。如今该企业仍是家族企业，由创始人的后代Vittorio、Luca和Angela担任重要职务，负责开拓新市场并强化品牌。最近，继爱丁堡之后，第二家Missoni风格的酒店在科威特开张。

## **Moroso**

Moroso was created in 1952 from a project conceived by Agostino Moroso who, together with his wife Diana, founded the company with the goal of manufacturing and designing sofas, armchairs and interior decor. Since the 1980s the family's second generation began to carry out in-depth research within the sphere of designer works.

Almost sixty years have gone by since it was founded and Moroso is now positioned within the *haute couture* of international design as a leading company in the upholstered furniture sector.

Thanks to the creative contribution of its designers, such as Ron Arad, Patricia Urquiola, Ross Lovegrove, Konstantin Grcic, Alfredo Häberli, Toshiyuki Kita, Marcel Wanders, Tokujin Yoshioka, Enrico Franzolini, Doshi & Levien, Tord Boontje, Nendo, Front and others, over the years Moroso has created a collection of iconic products under a single trademark, albeit with various localisms: an international horizon that has allowed the company to enter some of the finest venues in the world,

including: the New York MoMA, the Palais de Tokyo and the Grand Palais in Paris, as well as the Venice Biennale.

Today Moroso numbers 140 employees, with branches in the United States, Great Britain and Singapore, and it exports its products to 74 countries.

### **Moroso**

**Moroso**诞生于1952年，源自**Agostino Moroso**的一项计划，他与妻子**Diana**共同创建了这家企业，致力于设计并生产沙发、扶手椅和家具配件。从80年代起，家族第二代传人开始继续探索设计领域。

公司成立约六十年后，**Moroso**已成为国际设计高级定制行业的一员，并成为软垫家具行业的领先制造商。

凭借**Ron Arad**、**Patricia Urquiola**、**Ross Lovegrove**、**Konstantin Grcic**、**Alfredo Häberli**、**Toshiyuki Kita**、**Marcel Wanders**、**Tokuji Yoshioka**、**Enrico Franzolini**、**Doshi & Levien**、**Tord Boontje**、**Nendo**、**Front**等设计师的创意，近年来**Moroso**创造出一系列标志性产品，具有统一的特征，同时保持不同的地域风格。如今，该品牌的国际水准使其进入世界上最顶级的场所：纽约的**Moma**（现代艺术博物馆）、巴黎的**Palais de Tokyo**（东京宫）、**Grand Palais**（巴黎大皇宫）、以及威尼斯的双年展。

如今，**Moroso**拥有 140 名员工，已在美国、英国和新加坡开设分公司，产品出口全球 74 个国家。

### **Omas**

The company was established in Bologna in 1925. Its founder was Armando Simoni, a man with great technical know-how, who was an expert in Greek culture. Simoni created a series of models that were very new in terms of both aesthetics and technology, objects that are still today considered to be great classics, including, among others, the “Penna del Dottore,” which comes with a tiny clinical thermometer hidden inside the body of the pen. Omas writing tools, with their timeless design, elegance, are distinguished by the craftsmanship that’s applied in the company workshop in Bologna. Each Omas fountain pen is the result of a multitude of sophisticated operations: it takes more than 365 days to make a celluloid fountain pen. The natural materials used, whether they be cotton resin, celluloid, wood, titanium, gold or silver, guarantee that the pen is remarkably light, elegantly shiny and, above all, that it has a surprisingly pleasant feel to it. The twelve-sided **Arte Italiana** and triangular 360 models represent the brand’s icons. Omas’ Limited Editions are truly works of art, celebrating both great historical-cultural events and special places.

### **Omas**

该企业于1925年在博洛尼亚成立。创始人**Armando Simoni**是一位伟大的技师，钟情于希腊文化。**Simoni**创造了一系列外观和技术双重创新的模型，直到今天仍被奉为经典，其中包括“医生笔”，在笔身内隐藏一根极小的医用温度计。

**Omas** 的书写工具均由工匠们在博洛尼亚的工作室内手工制作而成，拥有永不过时的独特设计。每支**Omas** 钢笔都是复杂工艺的结晶：制作赛璐珞钢笔需要超过 365 天的时间。所用材料均取材天然，包括木棉树脂、赛璐珞、木材、钛、金或银，确保轻便、光泽和舒适的触感。十二边形的 **Arte Italiana** 系列和三角形截面的 360 款型成为该品牌的象征。纪念历史文化事件或特殊地点的限量版才是名副其实的艺术品。



## René Caovilla

René Caovilla's creations— "Oggetti d'arte chiamati scarpe" (Objets d'art known as shoes)— all began in the early twentieth century with Edoardo, the founder of the maison, and a pupil of Giovanni Luigi Voltan who, upon returning from America, set up the first mechanized footwear workshop in Italy, in Stra, on the Riviera del Brenta. Between the 1950s and '60s his son René Fernando, who had gone to Paris to study design, accentuated the elite nature of the products, becoming a sculptor of Swarovski diamond-encrusted evening shoes that were precious and sexy.

His entry into the fashion world took place when he met Valentino Garavani. Two decades of synergy between the couturier and the designer gave birth to cult objects. Later the Maison Christian Dior (1990-1995) came onto the scene, followed by Chanel (1995-2000). In 2000 the decision was made to solely produce shoes with the René Caovilla brand. In rapid succession a Showroom and the first Boutique Salotto in Milan were opened, followed by single-brand boutiques in Rome, Venice, Porto Cervo, Paris, London, Dubai, Doha, Moscow and Taipei.

## René Caovilla

René Caovilla的创意是“名为鞋的艺术品”，诞生于二十世纪初期，当时Giovanni Luigi Voltan的学生Edoardo从美国回来之后，在位于Riviera del Brenta海滨的Stra开设了意大利首家机械化鞋靴生产工作室。上世纪五十年代，创始人的儿子、在巴黎学习设计专业的René Fernando致力于突出产品的杰出特色，成功转型为高档感性晚宴鞋设计师，以将施华洛世奇水晶粉末嵌于鞋底而闻名。

与Valentino Garavani的会面成为该企业进入时尚界的标志。与这位高级剪裁设计师合作的二十年间，诞生了一系列令世人膜拜的产品。之后，该企业与迪奥（Christian Dior）（1990-1995）和夏奈尔（Chanel）（1995-2000）两个品牌开展合作关系。2000年，该企业决定只生产带有René Caovilla商标的鞋子。随后，该品牌迅速在米兰开设了展示厅和首家米兰精品沙龙，并接连在罗马、威尼斯、Porto Cervo、巴黎、伦敦、迪拜、多哈、莫斯科和台北等地开设了精品店。

## Riva

It was 1842 when a sudden, violent storm wreaked havoc damaging almost all the boats on Lake Iseo. But Pietro Riva, newly arrived in Sarnico from nearby Lake Como, managed to repair most of them. His son Ernesto expanded the shipbuilding activity and introduced the use of the internal-combustion engine. When World War I ended, together with Serafino, who was a racing enthusiast and personally notched up countless wins on his speedboats, the company's interest shifted to motorboarding. In the 1950s Carlo created the unmistakable style of the brand by proposing luxury "cars for the sea" made of polished wood. When fiberglass came onto the scene the Riva shipyards began to make boats whose shape, line, and performance had previously been unthinkable. In May 2000 Riva entered the Ferretti Group. Since 2004 the new shipyard in La Spezia for the construction of yachts 65 feet and over saw the launch of large boats. Today Riva has a product portfolio with 11 models ranging from 27' to 92' (from 8 to 28 meters) and many projects for larger yachts are in the works. Design is entrusted to Mauro Micheli and Officina Italiana Design, in collaboration with AYT— Advanced Yacht Technology, part of the Ferretti Group and Centro Stile Ferrettigroup.

丽娃（Riva）

1842年，一场暴风雨几乎损坏了Iseo湖上停泊着的所有船只。刚刚从Como湖移居到Sarnico的斧子师傅Pietro Riva对船只进行了修复。他的儿子Ernesto扩大了造船厂规模并引进了内燃发动机。一战后，与赛艇爱好者、曾获得多项赛艇奖项的Serafino一起，又将兴趣转移到了摩托艇上。Carlo在上世纪50年代创造了其独特的品牌风格，推广豪华“海上汽车”，使用抛光木材。丽娃（Riva）造船厂凭借玻璃树脂造出了拥有前所未有的形状、线条和性能的船只。2000年5月，丽娃（Riva）加入了Ferretti集团。自2004年起，La Spezia的新工厂开始制造身长超过65英尺的游艇。如今Riva已经有了11款



船只，从 27 英尺到 92 英尺（8~28 米）不等，此外还计划建造更大的游艇。设计交由 Mauro Micheli 和 Officina Italiana Design 负责，同时与 Ferretti 集团旗下的 AYT-Advanced Yacht Technology 以及 Ferretti Group 造型中心合作。

## Rubelli

For over 150 years and five generations Rubelli, founded in Venice in 1858, has represented excellence in the home textiles sector. The company is located in Venice, except for some of the production which has for some time now been carried out in the textile factory of Cucciago (Como). Thirty modern looms and four late-eighteenth-century hand-loom are used here to make very soft fabric called soprarizzo, a sort of “three-dimensional” velvet. Over the years the company has diversified its offer and ventured down new roads: exemplary are its special technical fibers, such as Travira Cs. This historical archive is precious for the company, which is often asked to do jobs where the philological aspect is of the utmost importance: for the Bolshoi in Moscow the Venetian company created a remarkable curtain in pure golden yarn. Alessandro Favaretto Rubelli is chairman of the company and his sons Nicolò and Andrea are its CEOs.

## Rubelli

1858 年成立于威尼斯的 Rubelli，历经了 150 多年的历史 and 五代更替，是家居面料行业的杰出代表。

该公司总部设在威尼斯，但多年前生产活动已经迁往 Cucciago (Como)。在这里，除了三十台现代纺织机，还有 4 台十八世纪末期的手工纺织机，用这些“古董”可以织出复古样式的织物及“三维”天鹅绒等。

多年来，该品牌致力于扩大产业范围及技术革新历程：创造了 TraviraCs 等独特的技术纱线。

历史文献对该品牌而言极为珍贵，当需要忠实修复工作时，查阅历史文献则相当重要，比如为莫斯科彼得罗夫大剧院修复金丝幕布的时候就查阅了大量文献。

Alessandro Favaretto Rubelli 担任董事会主席，他的儿子 Nicolò 和 Andrea 担任执行董事。

## Seven Stars Galleria

Seven Stars Galleria is the first hotel in the world to be awarded a Seven-Star SGS certificate. It is one of the Rosso family's Town Houses. Inaugurated on March 7, 2007, it is situated inside the world-famous Galleria Vittorio Emanuele II in Milan. All 7 of the suites, none of which the same as the others, directly overlook the Galleria, offering a unique vision of this architectural gem from the late nineteenth century. The architect Ettore Mocchetti, director of *Architectural Digest Italia*, with the supervision of the Fine Arts Institute, designed them in a personal and elegant way. Seven Stars Galleria offers service and hospitality that are worthy of the old monarchy. The hotel also has an elegant restaurant, “La Sinfonia,” whose view overlooks the Galleria Dome and Octagon.

## 七星格拉瑞亚酒店 (Seven Stars Galleria)

七星格拉瑞亚酒店是世界上第一家获得七星级 SGS 证书的酒店。属于 Rosso 家族名下的意大利 TownHouse 集团。于 2002 年 3 月 7 日开张，位于米兰著名的 Galleria Vittorio Emanuele II 长廊内。酒店内有七间各不相同套房，都正对着长廊，拥有独特视野，可以欣赏十九世纪末期的这个建筑瑰宝。

《Architectural Digest Italia》主编 Ettore Mocchetti 建筑师在美术学院的监督下，以他个人高雅的风格对其进行修饰。Seven Stars Galleria 酒店为客人提供旧时皇室般的服务。酒店内设有高雅的餐厅 “La Sinfonia”，在这里，宾客可以望见长廊圆顶和八角顶。



## **Stone Island**

*“One day some very special material arrived in the company, a thick tarpaulin of the kind used for trucks, red on one side, blue on the other. In order to transform it into an item of clothing, we put it into the washing machine and washed it for a long time with water and pumice to soften it, to tame it, so to speak. The first prototype was surprising, and so we decided to make six jackets out of that single piece of fabric, which we called ‘Tela Stella,’ and we gave the idea a name: Stone Island.”*  
Carlo Rivetti

That was 1982. Since then the clothing company created by Bologna-born Massimo Osti, who trained as a graphic artist specializing in advertising, has become the symbol of research into fibers and fabrics as applied to innovative design. “Stone Island has a marine-like quality, it reminds you of the old waterproof jackets corroded by the water.” These are the words of Carlo Rivetti, who came onto the scene in 1983 and purchased, along with the GFT, 50% of the company; later, in 1993, together with his sister Cristina, he bought all the stock. A constant study into the transformation and ennobling of fibers and fabrics leads to a discovery of materials and productive techniques never before used by the clothing industry, such as refractive or thermosensitive textiles, dyeing and special finishing treatments. In 2008 Carlo Rivetti took over the brand’s creative management assisted by a design team.

## **Stone Island**

“有一天，公司里运来了一块特殊材料，一张巨大的卡车篷布，一头是红色，另一头是蓝色。为了将其制成服装，首先把它放在加有水和浮石的洗衣机里进行洗涤，使它变软、变服帖。第一个样品出人意料，于是我们决定用这块粗布制造六件外套，将其命名为‘TelaStella（星布）’，并将这个提议命名为：StoneIsland（石岛）。”CarloRivetti。

那是 1982 年。从那之后，这个由学习过广告平面设计的博洛尼亚人 MassimoOsti 创立的服装企业，成为纤维和面料研究的象征，致力于不断创新。。“StoneIsland 带有海洋的印记，让人联想到海水腐蚀的旧雨布”CarloRivetti 解释说。CarloRivetti 于 1983 年加盟，与 GFT 收购了企业 50% 的股份，随后在 1993 年，和姐姐 Cristina 一起完全持有该企业股份。对纤维和面料的改造，以及精加工工艺的持久研发，开发了服装产业中从未使用过的原料和技术，如折光和热敏感织物、染料和特殊的精加工处理等。2008 年，CarloRivetti 担任创意总监，设计师团队协助设计。

## **Technogym**

In 1983, when muscle-building equipment hardly existed at all, Romagna-born Nerio Alessandri, aged 22, a mechanics enthusiast, built, with the help of a carpenter and a painter, his first handcrafted machine in his garage, where he had installed a small workshop. It was a hit and the start of a 100-square-meter warehouse for the production of a line of innovative equipment.

Nerio Alessandri, convinced of the importance of the well-being of the mind and the body, was actually the inventor of the word “wellness,” and the one who brought exercise equipment out of the gym and into our homes. Always one step ahead he brought good design into the sector, designing equipment as objects to be exhibited. In 1990 he added electronics, in 1995 the computer, in 2000 a TV monitor, combining physical activity with entertainment. In 2005 *Kinesis* was born, an absolutely revolutionary object: a wavy wooden wall from which two handles jut out allowing the user to do countless exercises, while the resistance of the weight remains invisible. The company’s success is all due to the brilliant mind of its inventor, who at 40 is the youngest “Cavaliere del Lavoro” in the history of the Italian Republic. Today Technogym counts about 2,000 workers—or “collaborators” as the chairman calls them, half of whom work in the main plant in Cesena. It has 14 branches in Europe, the



United States, Asia, the Middle East, Australia and South America, and it exports 90% of its own production.

### 泰诺健(Technogym)

1983年，肌肉锻炼器械还几乎不存在。当时，22岁来自 EmiliaRomagna 大区的 NerioAlessandri，由于对机械十分感兴趣，在一位木匠和一位漆匠的帮助下，他在自家车库里修建了一个小车间，并建造了第一台手工健身器。这款健身器立即获得了成功。由此，他在 100 平方米的棚屋里开始了一系列创新健身器的生产工作。

深知身心健康重要性的 NerioAlessandri 首先创造了 **wellness** 这个词，并把健身器械带出了健身房，带进了普通民众的家里。他还把优美的设计带入这一领域，将健身器设计得像艺术品一样。90 年代引入电子芯片，1995 年使用信息技术，2000 年使用电视显示屏，为健身带来娱乐因素。2005 年，Kinesis 诞生：这是一块波浪形木制墙壁，只有两个手柄，却能进行种类繁多的健身练习，同时负重块却被有效地藏了起来。该公司的成功依托于 Nerio 杰出的智慧，他在 40 岁时便成为了意大利国内历史上获得“工作骑士”称号的最年轻的人。如今，Technogym 旗下拥有约 2000 名员工，其中一半在 Cesena 的总部工作；在欧洲、美国、亚洲、中东、澳大利亚和南美设有 14 家分公司，约有 90% 的产品用于出口。

### Tod's

The company's history is the fruit of the work and commitment of three generations of the Della Valle family. It was the early twentieth century when Filippo started up a small shoe factory in Casette d'Ete in the Marche. In the 1940s the company expanded thanks to Dorino, but it was Diego, currently the chairman, who, starting from the late 1970s, helped it grow even more, to become the Tod's Group, a real holding, and a leader in the Italian and international market of luxury leather goods with the Tod's and Hogan brands, as well as luxury clothing with the Fay brand. The turnaround came about thanks to Diego's insight, who took a chance to create a profoundly innovative shoe typology. This research resulted in the "gommino," a soft light loafer that was given that name because of the 133 rubber spheres underneath the sole. In 1997 the first handbag collection was unveiled. Each phase in Tod's production, from the choice of the leather to the way it's cut, from hand-stitching to the final check, is extremely accurate. Listed in the Milan Stock Exchange since November 2000, the Group currently has 6 shoe-manufacturing plants, 2 for leather goods and employs 3,600 workers altogether.

### 托德斯 (Tod's)

托德斯 (Tod's) 的历史是 DellaValle 家族三代人的奋斗成果。

二十世纪初，Filippo 在马尔凯的一个小村庄 CasetteD'Ete 开设了一家小鞋厂。在 Dorino 的带领下，该企业在四十年代扩展了生产规模，但正是在现任董事会主席 Diego 的领导下，该企业在七十年代末期才真正开始成长，转型为托德斯集团 (Tod's)，成为一家真正的控股企业，其托德斯 (Tod's) 和 Hogan 品牌在意大利和国际奢侈鞋靴及皮具行业内占据了领先地位，同时 Fay 品牌在奢侈服装行业内也已有一席之地。企业的转折点来源于 Diego 一种创新鞋靴类型的构思。通过研发，诞生了“豆豆鞋”系列，这是一款柔软轻盈的软底鞋，鞋底由 133 个橡胶球组成。1997 年，第一个手袋系列问世。托德斯 (Tod's) 的每个生产阶段，全都采用手工裁剪和缝制，从皮革选择到剪裁、从手工缝制到最终检查，全部精心完成。2000 年 11 月，该集团在米兰上市，如今已有 6 家鞋厂，2 家皮具厂和超过 3600 名员工。

### Valentino

Founded in 1960 by Valentino Garavani, this *maison* offers a vast range of luxury products that go from *haute couture* collections to ready-to-wear lines, as well as precious accessories such as handbags, shoes, belts, eyewear and perfume. Over the years it has developed its business in more than 70 countries, with over 1,250 points-of-sale, 66 of which managed directly.



Valentino S.P.A. is now a part of the Valentino Fashion Group, owned by the Permira trust, which belongs to the Marzotto Family and their partners. Since 2008 Maria Grazia Chiuri and Pierpaolo Piccioli, who worked closely with Valentino Garavani for a whole decade, contributing to the success of his accessories project, are currently the creative directors of the historical brand, assisted by a talented inside team of designers. They debuted with their first Collezione Haute Couture in January 2009 in Paris. Valentino Prêt-à-Porter presents sophisticated and exclusive lines for both men and women. Valentino Garavani signs lines of accessories, RED Valentino offers original creations made from lightweight fabric, using special techniques and details.

### 瓦伦蒂诺 (Valentino)

该企业由ValentinoGaravani于1960年创建，提供多种奢侈品，从高级时装到高级时尚成衣，以及高品质的箱包、鞋靴、皮带、眼镜和香水等配件。经过多年的发展，如今该品牌已在70多个国家设有1250多个销售点，其中66个为直营店。

瓦伦蒂诺有限公司 (ValentinoS.P.A.) 如今作为瓦伦蒂诺时尚集团 (ValentinoFashionGroup) 的一部分，属于 Permira 基金会、Marzotto 家族及其合作伙伴。十年来，MariaGraziaChiuri 和 PierpaoloPiccioli与ValentinoGaravani的直接接触，共同促进企业设计计划的成功，2008年，二人担任该品牌创意总监，带领内部设计师团队。2009年1月，在巴黎举行了他们首次高级时装展。

瓦伦蒂诺 (Valentino) 高级时尚成衣系列推出复杂而独特的男女时装系列，ValentinoGaravani为配件系列，REDValentino提供具有轻质面料、精致加工和考究细节特点的原创产品。

### Venini

Ninety years have gone by since the Milanese lawyer Paolo Venini and the Venetian antiquarian Giacomo Cappellin founded Cappellin Venini & C. in 1921. Venini can boast the largest artisanal furnace in Murano with 5 master glassmakers, 13 kilns, 18 grinding machines, and 500 tons of silica sand processed yearly. Thanks to the dedication of its master glassmakers, Venini produces objects whose human contribution represents the added value. What especially characterizes the history of the company is its synergy with some of the most famous names in the world of art and design: Gio Ponti, Tapio Wirkkala, Gae Aulenti, Ettore Sottsass, Alessandro Mendini, Sandro Chia, Mimmo Rotella, Fernando and Humberto Campana, Gaetano Pesce, Tadao Ando, and many others. One of the company's most important collaborations is the one it had with the architect Carlo Scarpa, who worked with Venini from 1932 to 1947 (from 1934 as artistic director) achieving some of the most outstanding results in the field of glassmaking in the twentieth century. The company embarked on the twenty-first century with a treasure trove of creative and productive experiences that have turned this brand into a producer of some of the most remarkable glass products ever. In 2001 it was bought by Italian Luxury Industries, the group led by Giancarlo Chimento, which also involves 2G Investimenti run by the entrepreneurs Giuliano and Guglielmo Tabacchi.

Today Venini exports its own works in the world also thanks to 3 single-brand boutiques (Murano, Venice, Milan).

### Venini

1921年米兰律师PaoloVenini和威尼斯古董商GiacomoCappellin合作创办CappellinVenini&C.自创立以来，该品牌已历经了将近九十年的时光。Venini是最大的Murano手工玻璃工坊，拥有5位玻璃制品大师、13个熔炉、18台打磨机，每年消耗500吨石英砂。在玻璃制品大师们的精心制作下，Venini的产品充满了手工工艺所带来的附加价值。企业重视与GioPonti、TapioWirkkala、GaeAulenti、EttoreSottsass、AlessandroMendini、SandroChia、MimmoRotella、Fernando和HumbertoCampana、GaetanoPesce、



TadaoAndo等世界知名的艺术设计大师之间的合作，这成为了企业历史的特色。1932年到1947年间，Venini与建筑师CarloScarpa（从1934年起担任艺术总监）的合作，创造出了该企业在二十世纪的许多杰出产品。进入二十一世纪以后，该企业凭借其丰富的创意和生产经验，成为玻璃制品领域的佼佼者。2001年，被 GiancarloChimento 领导的 ItalianLuxuryIndustries 收购，成为企业家 Giuliano 和 GuglielmoTabacchi名下的2GInvestimenti的一部分。

如今，Venini已拥有3家专卖店（分别位于穆拉诺、威尼斯和米兰），其产品出口全世界。

### **Vhernier**

Established in 1984 in Valenza as a goldsmithing workshop, it was purchased in 2001 by Aura Holding, a group that's controlled by the Traglio family. Carlo Traglio, a keen collector of contemporary art with a love for jewelry that goes way back, became its chairman and CEO. "Vhernier jewelry interprets the contemporary," says Carlo Traglio, who envisions contemporary art as being the reference point for his company's creative philosophy.

In 2010 De Vecchi was bought, a historical silver brand that was founded in Milan in 1935. For Carlo Traglio it was like "winning a work of art that I had been admiring for a long time or dreamed of from close up." The first Vhernier boutique opened in Milan in 2002. The brand is currently present in Capri, Rome, Venice, Paris, Geneva, Athens, Dubai, Beverly Hills, Miami, and in several department stores in the United States.

### **Vhernier**

1984年，Vhernier作为一家金银首饰作坊，成立于Valenza。2001年被Traglio家族控股的AuraHolding收购。痴迷当代艺术的收藏家CarloTraglio，怀着对珠宝的热爱，成为了该企业的董事会主席及执行董事。“Vhernier珠宝诠释了当代的概念”，CarloTraglio这样说，他认为当代艺术是该企业创作理念的根本。

2010年，收购了1935年创立于米兰的银器品牌DeVecchi。对于CarloTraglio来说，这就像“获得了一件长久以来魂牵梦萦的艺术作品”。2002年，Vhernier的首家精品店在米兰开业。如今，该品牌在卡普里、罗马、威尼斯、巴黎、日内瓦、雅典、迪拜、比佛利山庄、迈阿密和美国的众多商店内均有出售。

### **Villad'EsteS.p.A**

Villad'Este S.p.A. is famous for the refined hospitality offered by its exclusive residences. The group includes two five-star luxury hotels, Villa d'Este and Villa La Massa, as well as the Barchetta Excelsior & Palace, four-star hotels along the Lario in Como. Villa d'Este's sixteenth-century architectural complex, surrounded by a private 10-hectare park, is located in Cernobbio, and also overlooks Lake Como. Built in 1568 by Pellegrino Pellegrini, known as "il Tibaldi," it was the summer residence for Como-born Cardinal Tolomeo Gallio. It was later used as a residence for European aristocracy. In 1873 it was converted into a hotel. Inside the hotel are ancient paintings and sculptures, two from the school of Canova; visible outdoors is a Nymphaeum, the Fountain of Hercules, the Temple of Telemachus. On the Florentine hills, in Florence-Candeli, on the banks of the Arno River, is Villa La Massa, one of the Medici dwellings in the sixteenth century. Immersed in nine hectares of parkland since 1948 it has housed the hotel by the same name, some of whose rooms are in the Antico Mulino and in the more recently built Villino. The group's hotels, especially the ones in Cernobbio, play host to summits and other events yearly. Villa d'Este has received countless awards and was described in a 2009 issue of *Forbes Traveler* as "the best hotel in the world."



## Villad'Este S.p.A

Villad'Este S.p.A. 以其优质服务和独一无二的酒店而闻名。该集团下属两家5星级奢华酒店Villad'Este和Villa La Massa，以及位于Como的Lario湖畔的四星级宾馆Barchetta Excelsior和Palace。Villad'Este的十六世纪建筑群位于Cernobbio，在Como湖畔，周围是一片占地10公顷的私人园林。1568年，由Pellegrino Pellegrini（又名Tibaldi）建造，是科莫红衣主教Tolomeo Gallio的夏季住所，此后的几个世纪中成为欧洲贵族的居所。1873年变成酒店。宾馆内部饰有各种古董画和雕塑，其中两件来自Canova学派；户外有Ninfeo（仙女雕塑）、Fontanadell'Ercole（大力神之泉）和TempiottodiTelemaco（特垒马科圣堂）。在从佛罗伦萨到Candeli的山丘和阿诺河的河滨上，坐落着Villa La Massa酒店，十六世纪时曾是美第奇家族的别墅。自1948年起，酒店四周环绕着一片占地九公顷的园林，年代较近的古磨坊和小别墅里也有客房。该集团旗下的酒店，特别是Cernobbio的酒店，每年都会举办首脑会议和活动。已具相当知名度的Villad'Este在2009年时被《Forbes Traveler》（福布斯旅行者）杂志定义为“世界上最优秀的酒店”。

## Zanotta

The company owes its success to its founder Aurelio's insight and passion: he was convinced that “the furniture industry must make every effort to envisage future needs and not limit itself to merely satisfying the basic demands of the public.” In 1954 his entrepreneurial adventure began when he opened Zanotta Poltrone in Brianza, which would later become Zanotta. One of the first products the company presented to the public was the Throw-Away sofa by Landels, and then, in 1969, the famous Sacco armchair designed by Gatti, Paolini and Teodoro. That was when its collaboration began with the Castiglioni brothers, Gae Aulenti, De Pas, D'Urbino and Lomazzi, Ettore Sottsass, Marco Zanuso, Enzo Mari... Great names and young artists just starting out, all of whom were welcomed into the Zanotta “household” as long as they came up with projects “that were different from all the rest.” In 1989 “Zanotta Edizioni” was born, which presented objects in a limited series. Aurelio, who died in 1991, is succeeded by his children Eleonora, Francesca and Martino, who still carry on their father's dream. Under the leadership of the second generation, Zanotta is confirmed as a synonym of high-quality design, experimentation and an openness towards young designers. Many of Zanotti's pieces are cited in books on the history of design and exhibited in the major art museums worldwide. The company is also a three-time winner of the Compasso d'Oro.

## Zanotta

该企业的财富源于其创始人Aurelio的直觉和激情，他坚信“家具产业应当善于预见未来的需求，而不是被动地满足公众的要求。”1954年，Aurelio在Brianza创立了Zanotta Poltrone品牌，随后改名为Zanotta。该品牌首次呈现给公众的是Landels的Throw-Away系列沙发，随后在1969年，生产了由Gatti、Paolini和Teodoro设计的著名的Sacco扶手椅。从那之后便开始了与Castiglioni兄弟、Gae Aulenti、De Pas、D'Urbino和Lomazzi、Ettore Sottsass、Marco Zanuso、Enzo Mari等知名或年轻设计师的合作，每一名设计师都找到了自己合适的位置，共同致力于“不同凡响”的设计项目。1989年，Zanotta Edizioni诞生，提供限量版产品。1991年，创始人Aurelio突然去世，由他的子女Eleonora、Francesca和Martino继续实现他的梦想。在第二代领导人的带领下，Zanotta成为了高品质设计的代名词，始终坚持创新的精神并对年轻设计师敞开怀抱。Zanotta的许多产品已经写入设计史，并在全球最重要的艺术博物馆中展出。该企业共获得过三次金圆规奖。

**Altagamma 意大利现代精品摄影展摄影师简介**  
**Altagamma Italian Contemporary Excellence Photographers Bios**

**Lorenzo Cicconi Massi**

1966 年出生于塞尼加利亚，现定居于此。1999 年荣获意大利佳能摄影大赛奖。2000 年 1 月加入 *Contrasto*。他的作品刊登在《Image》与《Newsweek》(新闻周刊)等意大利和海外主流杂志上。自 2006 年起，他的部分原创印刷作品被甄选入米兰 *Forma* 基金会珍藏。2007 年，他荣获世界新闻摄影奖体育专题单项奖，以及因 *Fedeli alla Tribù* 而荣获 *G.R.I.N. Amilcare Ponchielli* 奖。Massi 在塞尼加利亚 *Palazzo del Duca* 展出了 *Viaggio intorno a casa*。他的作品在巴黎摄影博展会展出三次，并在众多意大利及海外展览上展出，包括曾在威尼期双年展的游行馆展出。2003 年，他首次执导的电影《PAURA DI VOLARE》(怕飞)记录了演员 *RICCARDO SCAMARCIO* 的首次出境。这部影片而今仍在天空影院播映。2011 年，他执导了电影《Mi ricordo Mario Giacomelli》，有部分艺术摄影界及意大利艺术界的知名人士参演。

Lorenzo Cicconi Massi was born in 1966 in Senigallia, where he currently lives. In 1999, he won the Italian Canon Prize. He joined *Contrasto* in January 2000. His works have been published in major periodicals, both Italian and foreign, such as *Images* and *Newsweek*. Since 2006, some of his original prints have entered the collection of the *Forma* Foundation in Milan. In 2007 he won the World Press Photo sports features singles category, as well as the *G.R.I.N. Amilcare Ponchielli* award for *Fedeli alla Tribù*. Massi exhibited *Viaggio intorno a casa* at *Palazzo del Duca* in Senigallia. His work has been exhibited at three editions of *Paris Photo*, as well as in many shows both in Italy and abroad, including the *Marches Pavilion* at the *Venice Biennale*. He debuted as a movie director in 2003 with the film “*Prova a volare*”, starring *Riccardo Scamarcio*, who was at the start of his cinema career. The film is still being aired on *SKY* cinema. In 2011, he directed the film “*Mi ricordo Mario Giacomelli*”, with the participation of some of the leading figures in photography and Italian art.

**Daniele Dainelli**

1967 年出生于利沃诺。1995 年，他开始拍摄以强烈的色彩敏感性为特色的个人风格照片。一组表现全球最重要城市风貌的彩照系列《大都会》，让他在全球声名鹊起。2001 年，他迁往纽约，用镜头纪录 911 惨案后的社会变迁。同期，他参与了主题为艺术家及其创意与展览空间的项目，在欧洲和美国都拍摄了一系列作品。其中的《*Le Stanze Dell'Arte*》荣获 2002 年佳能摄影比赛的最佳摄影项目奖。2003 年，Dainelli 参加了由 14 名 *Contrasto* 摄影师指导的 *Eurogeneration* 项目，记录欧盟 25 个国家的年轻一代的生活方式。项目作品随后在米兰 *Palazzo Reale* 展出，并由 *Contrasto* 结集出版。2004 年，他迁往东京。2006 年参加了《*Beijing In and Out*》项目，在 2007 年与其他三位 *Contrasto* 摄影师一起为 Antonio Pascale 撰文的《*Solo in Italia*》(只在意大利)一书完成了配图。他将出版、广告活动与公司宣传摄影相结合。近年来，他在日本与中国开展长期摄影项目。

Daniele Dainelli was born in Livorno in 1967. In 1995 he began to take photographs with a personal style characterized by a unique color sensibility. *Metropolis*, a series of color pictures of the most important cities in the world, brought him international recognition. In 2001, he moved to New York, where he recorded the changes that took place after the tragedy of September 11. During the same period, he became involved in a project regarding artists and their creative and exhibition spaces, carrying out a series of works in both Europe and the United States. *Le Stanze Dell'Arte*, the result of this work, won the 2002 Canon Prize for the best photographic project.

In 2003, Dainelli participated in the Eurogeneration project, conducted by fourteen Contrasto photographers documenting the lifestyles of youths in the twenty-five countries of the European Union. The project was followed up by an exhibition at Palazzo Reale in Milan and a book published by Contrasto. In 2004, he moved to Tokyo. In 2006, he took part in the group project Beijing In and Out, and in 2007, he and three other Contrasto photographers produced the images for a book called Solo in Italia, with texts written by Antonio Pascale. He combines his publishing activity with advertising and corporate photography. In recent years, he has worked on long-term photographic projects in Japan and China.

### **Nicolò Degiorgis**

1985 出生于博尔扎诺。他常常旅行，或为工作，或为怡情。在威尼斯弗斯卡里大学学习中文后，他来到香港，随后前往北京。他在曾在巴黎的 Magnum Photos 实习过一段时间，并获得了 2008-09 年度 Fabrice Benetton 宣传研究中心的奖学金。2009 年，他还在特里雅斯特大学政治系从事研究员工作，研究移民主题，并被威尼斯 Bevilacqua La Masa 艺术基金会授予驻地艺术家头衔。他长期为《金融时报》、《世界报》与《Vogue 日本版》等国际报刊与杂志供稿，他的作品也从纽约展览直至东京。2011 年，美国业内杂志 PDN（《图片新闻》）将他列为全球最具潜力的三十位新晋摄影师之一。

Nicolò Degiorgis was born in Bolzano in 1985. He often travels for work as well as for pleasure.

After studying Chinese at the Università Ca' Foscari of Venice, he moved to Hong Kong and later to Beijing. He apprenticed at Magnum Photos in Paris, and in 2008–09 he was granted a fellowship by Fabrice Benetton's communications research center. In 2009, he worked as a researcher on the subject of immigration at the Faculty of Political Science of the University of Trieste and was given an artist's residency at the Bevilacqua La Masa Art Foundation in Venice. He is a regular contributor to international newspapers and magazines such as the Financial Times, Le Monde, and Vogue Japan, and his works have been displayed in exhibitions from New York to Tokyo. In 2011, the American trade magazine PDN (Photo District News) listed him among the world's thirty emerging photographers to watch.

### **Simona Ghizzoni**

1977 年出生于雷焦·艾米利亚。自 2005 年起，她便参与纪实照片拍摄，并特别关注女性主题。其关于饮食失调的照片《Odd Days》（奇特的日子）获得了 2008 年世界新闻摄影奖肖像类单项三等奖，及 2009 年 Photoespa.a Ojodepez 人文价值奖。

2008 及 2009 年，Ghizzoni 的作品在巴黎摄影博览会上展出；2010 年代表 Forma 基金会参加米兰摄影画廊展。主题为战争对女性的影响的长期项目《Afterdark》（黑暗之后）让她荣获 2012 年世界新闻摄影比赛当代社会问题类三等奖。Ghizzoni 居于罗马，作品由 Contrasto 代理行及 Forma 画廊代理。

Simona Ghizzoni was born in Reggio Emilia in 1977. Since 2005, she has been involved in documentary photography with a special interest in women's issues. Her work entitled Odd Days, on the subject of eating disorders, won third prize in the single portrait category at the 2008 World Press Photo Contest, as well as the 2009 Photoespa.a Ojodepez Award for Human Values.

Ghizzoni's works were exhibited at Paris Photo in 2008, 2009, and 2010 on behalf of the Forma Foundation for Photography gallery in Milan. With Afterdark, a longterm project focusing on the consequences of war on women, she won third prize for Contemporary Issues at the 2012 World Press Photo Contest. Ghizzoni lives in Rome and is represented by the Contrasto Agency and the Forma Gallery in Milan.

### **Martino Lombezzi**

1977 年出生于热那亚。他在米兰长大并完成学业，1996 年前往博洛尼亚学习当代历史，至今仍居于博洛尼亚。

他还担任米兰几家工作室的助理摄影师。毕业于 2003 年，毕业论文的主题是海牙国际刑事法庭的前南斯拉夫问题。毕业后，他将全部精力都投入摄影事业。Lombezzi 于 2005 年加入 *Contrasto*，为多家意大利期刊拍摄照片集。他对地区、记忆和风景类的主题感兴趣。除在意大利拍摄外，他还在中东和巴尔干半岛地区拍摄。2009 年，他展出了为阿特里报告文学节所拍摄的阿布鲁佐地震图片集《Crepe》。2010 年，为纪念 1980 年博洛尼亚恐怖袭击发生三十周年，他拍摄的事件幸存者照片在博洛尼亚展出。他还参与由 Francesco Morace, Giovanni Lanzone 和 Linda Gobbi 策划，拍摄几位“杰出”意大利商界精英的长期项目，最近照片结集出版，名为《IL TALENTO DELL' IMPRESA》（企业精英）。他近期拍摄黎巴嫩和以色列边境问题的项目《Blue Line》（蓝线）。

Martino Lombezzi was born in Genoa in 1977. He grew up and studied in Milan, and in 1996 he moved to Bologna, where he is still living, to study contemporary history.

He also worked as an assistant photographer for several studios in Milan. He graduated in 2003 with a senior thesis on the Hague International Criminal Tribunal for former Yugoslavia. After graduating, he began to devote all his time to photography. Lombezzi joined *Contrasto* in 2005 doing photo sessions for many Italian periodicals. He is interested in themes related to territory, memory, and landscape. In addition to Italy, he has worked in the Middle East and the Balkans. In 2009 he exhibited *Crepe* on the earthquake in Abruzzo for the first Reportage Atri Festival. In 2010 his project on the those who survived the terrorist attack in Bologna in 1980 was exhibited in Bologna for the thirtieth commemoration. A longterm project on several “excellent” Italian businesses recently became a book called *Il Talento dell'Impresa*, curated by Francesco Morace, Giovanni Lanzone, and Linda Gobbi. He is currently working on a project called *Blue Line* about the border between Lebanon and Israel.

### **Alex Majoli**

1971 年出生于拉文那，幼时表现出对摄影的兴趣，并于 1986 年他年仅 15 岁时，在其出生地加入了 f45 工作室。1989 年成为全职新闻摄影记者，并于次年进入 *Grazia Neri* 通讯社，拍摄意大利宗教及巴尔干战争方面的照片。2001 年成为 *Magnum* 成员，并继续为《新闻周刊》、《纽约时报杂志》、文学杂志《*Granta*》及《国家地理》等杂志提供全球战争图片。他最近的项目《*Libera Me*》是对人类生存状况的反思，于 2011 年出版。他居住于纽约和米兰。在罗马和纽约工作和生活。

Alex Majoli was born in Ravenna in 1971. After showing an early interest in photography, he became a member of the studio f45 in Ravenna when he was just fifteen. In 1989, he became a full-time news photographer, and the following year he entered the *Grazia Neri* agency, producing photography on religions in Italy and on the Balkan Wars. A member of the *Magnum Photos* agency since 2001, Alex Majoli still documents wars around the world for magazines such as *Newsweek*, *New York Times Magazine*, *Granta*, and *National Geographic*. His most recent project, *Libera Me*, a reflection on the human condition, was published in 2011. He lives in New York and Milan. He lives and works in Rome and New York.

### **Paolo Pellegrin**

Paolo Pellegrin 1964 出生于罗马，学习建筑学一段时间后，他的兴趣转向摄影，并在罗马意大利摄影学院学习。在那里，他结识了意大利摄影师 Enzo Ragazzini 并师从于他。Pellegrin 于

2001 年获 Magnum Photos 提名，并从 2005 年起成为正式成员。他是《新闻周刊》的签约摄影师。Pellegrin 是荣获最多国际奖项的战地记者，曾九次荣获世界新闻摄影奖、Leica 杰出奖、Olivier Rebbot 最佳摄影奖、Hansel-Mieth Preis 奖和 Robert Capa 金奖。2006 年，他荣获 Eugene Smith Grant 人道主义摄影奖。Pellegrin 多次参加团体展，并在部分世界最著名博物馆组织了多次个人作品展，包括华盛顿考克兰博物馆、伦敦摄影师画廊及米兰 Forma 基金会。他出版的著作有《Paolo Pellegrin》(Kunstfoyer der Versicherungskammer Bayern, 2012 年)、Dies Irae (Contrasto, 意大利, 2011 年)、Paolo Pellegrin (Photo Poche collection, Actes Sud, 法国, 2010 年)、《As I was Dying》(我正在逝去) (Actes Sud, 法国, 2007 年)、《Double Blind》(双盲) (Trolley, 2007 年)、《Kosovo 1999–2000: The Flight of Reason》(科索沃 1999-2000 年: 溃退的原因) (Trolley, 美国, 2002 年)、《L'au delà est là》(Le Point du Jour, 法国, 2001 年)、Cambogia (Federico Motta Editore, 意大利, 1998 年), 和《Bambini》(Sinno, 意大利, 1997)。他在纽约和罗马两地居住和工作。

Paolo Pellegrin was born in Rome in 1964. After studying architecture, he switched to photography, which he studied at the Italian Institute of Photography in Rome. That was where he met the Italian photographer Enzo Ragazzini, who became his mentor. Pellegrin arrived at Magnum Photos as a nominee in 2001 and became a full member in 2005. He works on contract for Newsweek. Pellegrin is one of the war photographers who has received the highest number of international awards; he is a nine-time winner of the World Press Photo Award and he has won numerous Photographer of the Year Awards, a Leica Medal of Excellence, a Olivier Rebbot Award, the Hansel-Mieth Preis, and the Robert Capa Gold Medal Award. In 2006, he was the recipient of the W. Eugene Smith Grant in Humanistic Photography. Pellegrin has participated in many group exhibitions and has also held many solo shows organized in some of the most famous museums in the world, including the Corcoran in Washington, D.C., the Photographers' Gallery in London, and Forma Foundation in Milan. He has published Paolo Pellegrin (Kunstfoyer der Versicherungskammer Bayern, 2012), Dies Irae (Contrasto, Italy, 2011), Paolo Pellegrin (Photo Poche collection, Actes Sud, France, 2010), As I Was Dying (Actes Sud, France, 2007), Double Blind (Trolley, 2007), Kosovo 1999–2000: The Flight of Reason (Trolley, USA, 2002), L'au delà est là (Le Point du Jour, France, 2001), Cambogia (Federico Motta Editore, Italia, 1998), and Bambini (Sinno, Italia, 1997). He lives and works in Rome and New York.

### **Lorenzo Pesce**

Lorenzo Pesce 1973 年在罗马出生。在洛杉矶、伦敦和纽约之间穿梭往来十年后，他于 2003 年加入 Contrasto，参与由 14 名摄影师指导的 Eurogeneration 项目，记录欧盟 25 个国家的年轻一代的生活方式。同年，美国业内杂志 PDN (《图片新闻》) 将他列为全球最具潜力的三十位新晋摄影师之一。2006 年参与了关于中国的《Beijing. In and Out》项目，并在 2007 年的米兰三年展中展出。2007 年与 Action Aid 合作，为一个关于柬埔寨儿童状况的项目联手工作，并随后出版名为《La ruotache gira》(转动的车轮) 的书。2008 年，他与同事 Alex Majoli 共同开展了《I volti di una nuova Milano》的项目，并成为由米兰公交系统 ATM 赞助的展览。2010 年，他创办了供视频和摄影制作的创意空间 Magliana Art Project。他长期与创意机构合作拍摄广告，客户从 Boscolo 到 Conad，从 Enel 到 Mulino Bianco。Pesce 曾在罗马的美国大学任教，并与妻子 Giulia，女儿 Arianna 和 Carlotta 一起在罗马生活。

Lorenzo Pesce was born in Rome in 1973. After living for ten years in Los Angeles, New York, and London, in 2003 he joined Contrasto to take part in Eurogeneration, a project conducted by fourteen photographers documenting the lifestyles of youths in the twenty-five countries of the European Union. That same year, the prestigious American trade magazine PDN (Photo District News) listed him among the world's thirty emerging photographers to watch. In 2006 Pesce participated in the group project

Beijing In and Out, which was later presented at the Milan Triennial. In 2007, in collaboration with Action Aid, he worked on a project on childhood in Cambodia which was then published in the book *La ruota che gira*. In 2008, together with his colleague Alex Majoli, he realized the project *I volti di una nuova Milano*, which became an exhibition sponsored by the ATM, Milan's public transport system. In 2010, he founded the Magliana Art Project, a creative space for video and photographic production. He contributes his work to creative agencies that carry out advertising campaigns for clients ranging from Boscolo to Conad, from Enel to Mulino Bianco. Pesce has taught at the American University in Rome, where he lives with his wife Giulia and their daughters Arianna and Carlotta.

### **Marta Sarlo**

1983 年出生于特拉尼。2006 和 2007 年间在安特卫普的司法精神病院内开展了《OPG Aversa: Prigioned' identità》(阿维尔萨司法精神病院: 身份的监狱) 工作, 随后在罗马国际摄影节上展出, 并在 2007 年 *Attenzione Talento Fotografico FNAC* 比赛上获得特别关注。2007 年在罗马摄影学校完成三年学习, 取得硕士学位, 并加入 *Contrasto*。自 2008 年起, Sarlo 被国际论坛 *Reflexions-Masterclass* 选中, 参加由 Giorgia Fiorio 和 Gabriel Bauret 指导的当代摄影培训。2009 年, 她凭借肥胖症报道《Angela》荣获佳能最佳年轻摄影师奖。

Marta Sarlo was born in Trani in 1983. Her reportage *OPG Aversa: Prigione d' identità*, carried out at the psychiatric and penitentiary hospital in Antwerp between 2006 and 2007, was exhibited at the International Photography Festival in Rome, and it received a special mention at the *Attenzione Talento Fotografico FNAC* competition in 2007. That same year, she finished her threeyear master's degree at the *Scuola Romana di Fotografia* and joined *Contrasto*. Since 2008, Sarlo has been among the photographers chosen for *Reflexions-Masterclass*, the international seminar for training in contemporary photography taught by Giorgia Fiorio and Gabriel Bauret. In 2009 she won the Canon Young Photographers Award for *Angela*, a reportage focusing on obesity.

### **Massimo Siragusa**

1958 年出生于卡塔尼亚, 现居于罗马。他在欧洲设计学院教授摄影, 作品发表于部分最知名国际期刊上。他为意大利和海外大公司提供摄影服务, 如 ENI, Lavazza, IGP, Bosch, Autostrada Pedemontana, Unipol Banca, A2A, Auditorium di Roma, My Chef, 和 Boscolo Hotel。他曾多次获奖, 并在 1997、1999、2008 与 2009 年荣获四次世界新闻摄影奖。他的作品由米兰 *Forma* 基金会和巴黎 *Polka* 画廊代理。意大利及海外博物馆和艺术画廊纷纷收藏他的作品。他出版了若干著作, 包括《*Il Cerchio Magico*》(奇妙的圆环)(2001 年), 《*Credi*》(2003 年), 《*Solo in Italia*》(只在意大利, 2008 年)和《*Bologna*》(博洛尼亚)(2011 年)。

Massimo Siragusa was born in Catania in 1958 and currently lives in Rome. He teaches photography at the European Institute of Design. His work has been published in some of the most prestigious international periodicals. He has worked for major Italian and foreign companies such as ENI, Lavazza, IGP, Bosch, Autostrada Pedemontana, Unipol Banca, A2A, Auditorium di Roma, My Chef, and Boscolo Hotel. He has won several awards and is a four-time winner of the World Press Photo Award in 1997, 1999, 2008, and 2009. He is represented by *Forma Foundation* in Milan, as well as by the *Polka Galerie* in Paris. Museums and art galleries both in Italy and abroad have hosted his works. He has published several books, including *Il Cerchio Magico* (2001), *Credi* (2003), *Solo in Italia* (2008), and *Bologna* (2011).



**Cristina Morozzi, Curator Altagamma Italian Contemporary Excellence**

克莉丝提娜·莫瑞兹 (Cristina Morozzi)

ALTAGAMMA 意大利现代精品摄影展”策展人

**Cristina Morozzi:** two years of architecture in Florence; degree in philosophy in Florence. Research activity in the psycholinguistic field with CNR (National center of research) in Rome. Moved to Milano, casual beginning of journalism. Then full time journalist as freelance for interior, design, fashion, science and news magazine. Progressive specialization in design's field. Presence at lectures and seminars about design and member of design's juries in Italy and abroad. Author, among others, of Massimo Morozzi's biography (Archivoltò, Milano, 1993); Anna Castelli Ferrieri biography (Laterza, Bari, 1993); "Mobili italiani Contemporanei 1985-1995"(Archivoltò, Milano 1996) ; Andrea Branzi' biography (Dis Voir, Paris, 1997); "Oggetti Risorti", a book on trash design (Costa&Nolan, Milano 1998); "Marco Rivetti and Sportswear Company" Interiors with Edra (The Plan edizioni, 2006), Tech inside (Electa, 2006) Carlo Rivetti, C.P. Company- Stone Island (Stardust, Milano, 2001) and Antonio Marras (Stardust, Milano, 2001) two books on fashion. Charged by Editions du Regard (Paris, 1996) to write Italy for the "Dictionnaire international du design et des arts appliques". Chief editor of Modo magazine (of which was contributor since the first issue in 1977) from 1987 to 1996. Contributor for Italian newspaper La Voce (now closed) in 1995, for several magazine as Casaviva (Mondadori), monthly design magazine for large public, Amica weekly magazine (Rizzoli), Experimenta (quarterly on industrial design, Spain). Regular contributor of **Interni** (Mondadori), **MF Living**, (Class edizioni) **Experimenta** (quarterly on industrial design, Spain).

克莉丝提娜·莫瑞兹 (Cristina Morozzi) : 在意大利佛罗伦萨学习建筑学两年，获哲学学位。在罗马与意大利国家研究中心 (CNR- National center of research) 开展心理语言学领域的研究工作。移居米兰后机缘巧合地进入新闻业。随后全职从事新闻工作，成为多家室内装饰、设计、时尚、科学和新闻杂志的自由撰稿人。她逐渐专注于设计领域，不断出席各种设计领域的讲座和研讨会，进而**跻身**意大利和国外多个设计评审委员会。其著作包括：《马西莫·摩罗兹自传 (Massimo Morozzi's biography)》(Archivoltò, 米兰, 1993 年)；《安娜·卡斯特丽·菲利尔丽自传 (Anna Castelli Ferrieri biography)》(Laterza, 巴里, 1993 年)；《意大利当代家具 1985-1995 (Mobili italiani Contemporanei 1985-1995)》(Archivoltò, 米兰, 1996 年)；《安德烈·布兰奇自传 (Andrea Branzi' biography)》



》（Dis Voir, 巴黎, 1997 年）；《“Oggetti Risorti”, 一本关于垃圾箱设计的书（“Oggetti Risorti”, a book on trash design）》（Costa&Nola, 米兰, 1998 年）；《“Marco Rivetti and Sportswear Company” Interiors with Edra》（The Plan edizioni, 2006 年）, Tech inside（Electa, 2006 年）；《Carlo Rivetti, C.P. Company- Stone Island》（Stardust, 米兰, 2001 年）；《Antonio Marras》（Stardust, 米兰, 2001 年）以及两本时尚著作。为 Editions du Regard 出版社（巴黎, 1996 年）主持编撰的《国际设计与装饰艺术辞典（Dictionnaire international du design et des arts appliques）》意大利部分撰稿。1987 年至 1996 年, 担任《Modo》杂志主编（自 1977 年创刊以来一直这本杂志的撰稿人）。1995 年起, 为意大利《La Voce》报（目前已停刊）、《Casaviva (Mondadori)》设计类月刊杂志、《Amica》周刊杂志 (Rizzoli) 以及（西班牙工业设计类季刊）《Experimenta》撰稿。同时还是《Interni (Mondadori)》, 《MF Living》(Class edizioni), （西班牙工业设计类季刊）《Experimenta》的定期撰稿人。

Visiting professor at **Domus Academy** in Milano; professor at **ECAL** (Ecole Cantonale d'art de Lausanne ) since June 2012. Consultant for **Pitti Immagine** in Florence, for which she organized several installations on the subject of crossing between fashion and design. Curator of the design section for the Biennale of Youngs (Torino 2000). Vice curator of the Biennale of applied arts (Matera, 2000). Curator of the exhibition of applied art “Torino 1902-2002 aristocratic manufactures” (Palazzo Cavour, Torino, December 2002/ February 2003). Curator of Pitti Living a new concept of fair/exhibition on living, (organized by Pitti Immagine), editions 2004, 05,06 Curator and editor (2005) for BTicino of the book Absolute styltech. Curator and editor of “Interiors with Edra” (The plan edizioni), True Sotires with Edra, 2007 and of “Tech inside” ( Electa) (2006). Member of the board of the exhibition produced by the Triennale di Milano “The new landscape of the Italian design” ( Triennale di Milano 19 gennaio-28 April 2007). From September 2006 to 2009 was art director for the design section of Coincasa. **In March 2008 curator together with Stefani Ricci, director of Ferragamo’s museum in Florence of the exhibition “Ferragamo Evolving legend, 1928-2008 at the Moca of Shanghai.** In April 2008 curator for Montegrappa with Roberto Marcatti of the exhibition “ Parola di designer” In June 2008 for Pitti bimbo in Florence curator of Minidesign, exhibition on kid’s design. Since may 2008 till December 2012 was art director of the brand Skitsch. Curator of the exhibition “L’anima sensibile delle cose” on Deep design at the Triennale di Milano in December 2009.

（意大利）米兰多莫斯设计学院（**Domus Academy**）客座教授；自 2012 年 6 月起担任（瑞士）洛桑艺术与设计大学（**ECAL-Ecole Cantonale d’art de Lausanne**）



教授。（意大利）佛罗伦萨时装展（**Pitti Immagine**）顾问，为其组织各种时尚与设计跨界主题的活动。年轻艺术家双年展（**Biennale of Youngs**）设计部分的策展人（都灵，2000年）。应用艺术双年展（**Biennale of applied arts**）助理策展人（马泰拉，2000年）《**Torino 1902-2002 aristocratic manufactures**（都灵 1902-2002 制造商世家）》实用艺术展策展人（**Palazzo Cavour**，都灵，2002年12月/2003年2月）。《**Pitti Living**》（关于生活的全新展会理念）策展人，（由 **Pittimmagine** 主办），2004、05、06年度展览；《**BTicino of the book Absolute styltech**》策展人及编辑（2005年）。《**Interiors with Edra**》策展人及编辑（**The plan edizioni**），《**True Sotires with Edra**（与 **Edra** 的真实故事）》，2007年；《**Tech inside**》（**Electa**）（2006年）。担任由（意大利）米兰三年中心（**Triennale di Milano**）推出的《**The new landscape of the Italian design**（意大利设计的全新前景）》（第19届米兰三年展-2007年4月28日）展览董事会成员。从2006年9月至2009年，担任 **Coincasa** 公司设计部总监。2008年3月，与佛罗伦萨菲拉格慕博物馆（**Ferragamo's museum**）馆长 **Stefani Ricci** 共同策划在上海当代艺术馆举行《**Ferragamo Evolving legend, 1928-2008**》展览。2008年4月，与 **Roberto Marcatti** 为 **Montegrappa** 共同策划《**Parola di designer**》展览；2008年6月为佛罗伦萨 **Pitti bimbo** 策划《**Minidesign, exhibition on kid's design**》展览。从2008年5月起至2012年12月，担任 **Skitsch** 品牌艺术总监。在2009年12月举行的米兰双年展上为关于深度设计的《**L'anima sensibile delle cose**》展览担任策展人。

Author for **Sole 24 ore cultura** of the monographies on **Konstantin Grcic** and **Philippe Strack**, 2011. Curator of the book edited by **Rizzoli International** and of the exhibition at the **Triennale of Milano** “**Altagamma Italian Contemporary excellence**” for the **Altagamma foundation** of whom is coordinator (December 2012)

《**Sole 24 ore cultura** of the monographies on **Konstantin Grcic** and **Philippe Strack**》一书作者，2011年。**Rizzoli International** 出版社图书策展人；米兰三年展上 **Altagamma** 基金会《**Altagamma 意大利现代精品摄影展**》策展人及联络人（2012年12月）。

Contributor of the exhibition “**La sindrome dell'influenza**” at the **Milano's Triennale**, (April 2013).

米兰三年展上《**La sindrome dell'influenza**》展览撰稿人（2013年4月）。



1992

Altagamma, the Association of Italian High-End Companies, was founded in 1992 and seeks to strengthen the international presence of its member companies and support them in their growth. The founding members are Michele Alessi (Alessi), Mario and Paolo Bandiera (Les Copains), Marina Deserti (Baratti&Milano), Ferruccio Ferragamo, Carlo Guglielmi (Fontana Arte), Maurizio Gucci, Gianfranco Ferrè and Franco Mattioli, Angelo Zegna and Santo Versace, with the support of Armando Branchini. The first Chairman was Santo Versace. In its early years, Altagamma concentrated on developing the commercial presence of its member companies in the key Chinese and US markets, and later Brazil, Argentina and Mexico.

Altagamm 基金会作为意大利高端企业协会创立于 1992 年，致力于扩展其会员公司的国际市场并推动其发展。创始会员包括：Michele Alessi (Alessi)、Mario 和 Paolo Bandiera (Les Copains)、Marina Deserti (Baratti&Milano)、Ferruccio Ferragamo、Carlo Guglielmi (Fontana Arte)、Maurizio Gucci、Gianfranco Ferrè和 Franco Mattioli、Angelo Zegna 和 Santo Versace，并得到 Armando Branchini 的大力支持。由 Santo Versace 担任首届主席。Altagamma 基金会早期致力于协助其会员公司进军中国和美国等重要市场，之后又支持其进军巴西、阿根廷和墨西哥等新兴市场。

1998

In 1998 work began on the agreements for the development of the Magia Shopping Mall pilot project in Dalian, China, which was subsequently opened in 2001.

1998 年，签署协议，开发中国大连 Magia 购物中心试点项目，购物中心于 2001 年开业。

1999

In 1999, the Altagamma Monitor was designed and implemented. This instrument is used to periodically analyse the consumption of high-end products on world markets, and has become a reference point for the companies in the high-end segment. The research is based on an analysis of the financial statements of international brands (currently 200) at the high-end of the market and the approximately 500 companies that manage them. This Observatory is managed thanks also to the support of Bain&Co.

1999 年，设计并实行 Altagamma Monitor。这一工具用于对世界市场中的高端产品消费进行周期性分析，并成为高端行业的风向标。研究以市场高端国际品牌（目前为 200 家）的财务报表分析为基础，约有 500 家公司对此进行管理。研讨活动还得到了贝恩（Bain&Co.）公司的大力支持。

2002

In 2002, Altagamma launched a Master's Degree in Fashion, Experience and Design Management (MAFED) in association with SDA Bocconi. The courses are held at SDA Bocconi and 40-50 students from all over the world take part every year.



2002 年，Altagamma 基金会与 SDA 博科尼商学院（SDA Bocconi）合作，推出时尚、经验与设计管理进修课程（MAFED）。这一课程在 SDA 博科尼商学院教授，每年有 40-50 名来自世界各地学生在此深造。

2008

On 26 and 27 March, Altagamma and the CII (Confederation of Indian Industry) held the Luxury Goods Forum in Delhi, which was attended by the Indian Minister of Trade and Industry Kamal Nath.

3 月 26 日和 27 日，Altagamma 基金会与印度工业联合会（CII- Confederation of Indian Industry）在德里举行了奢侈品论坛（Luxury Goods Forum），印度工商部长纳斯（Kamal Nath）也出席了会议。

The major issues relating to high-end goods in India were discussed and meetings were held between Italian business people and Indian operators in the distribution, communications and retail development sectors.

在印度针对与高端产品相关的主要议题上进行了讨论，并组织意大利企业人士与印度销售、宣传和零售发展领域业界人士会面。

Since then, Altagamma has been committed in an institutional activity aimed to create the right frame work condition in India for international high end companies.

自此，Altagamma 基金会致力于机构活动，旨在为国际高端企业在印度创造适宜的框架工作条件。

2009

Fondazione Altagamma publishes the book *Bella e Possibile - Memorandum sull'Italia da comunicare* (“Beautiful and Possible - A Memorandum on How to Communicate the Concept of Italy”), which seeks to identify areas of contemporary Italian excellence and propose the most effective ways for Italy to communicate them.

Altagamma 基金会出版《Bella e Possibile - Memorandum sull'Italia da comunicare ( “Beautiful and Possible - A Memorandum on How to Communicate the Concept of Italy” )》一书，力图明确意大利现代精品的深刻内涵，并通过最为行之有效的方式对其进行宣传。

2010

In 2010, Santo Versace was appointed Chairman of the Altagamma Foundation. September saw the fine tuning of the Memorandum on Italian Industrial Excellence, a document that summarises the industrial, economic and political issues of interest to Italian high-end companies.

2010 年，Santo Versace 被任命为 Altagamma 基金会主席。9 月，对《意大利行业精品备忘录（Memorandum on Italian Industrial Excellence）》进行了进一步修订，这份文件对意大利高端企业所涉及的行业、经济和政治事宜进行了全面概括。



19 October also saw the creation of the ECCIA, the European Cultural and Creative Industries Alliance, promoted by the Altagamma Foundation, Comité Colbert and Walpole, with the aim of promoting the requirements of the high-end industry to the European institutions with a single voice. Today ECCIA counts also the Spanish association Circulo Fortuny and the German association Meisterkreis.

10月19日，由 Altagamma 基金会、英国和法国同类机构 Walpole 和 Comité Colbert 倡议，ECCIA（European Cultural and Creative Industries Alliance 欧洲文化和创意工业联盟）成立，旨在以同一声音促进高端产品向欧洲高端工业向欧盟机构的呈请。如今，ECCIA（欧洲文化和创意工业联盟）成员还包括西班牙 Circulo Fortuny 协会以及德国 Meisterkreis 协会。

2011

Aimed at promoting manual labour, the driving force of the luxury manufacturing industry, the Foundation pledges to distribute the film “Success on your hands” which, produced in association with the Centro Sperimentale di Cinematografia di Milano, describes the success stories of four ‘Masters’ and four younger employees of the Altagamma businesses.

为了宣传手工艺——奢侈品制造业的推动力量，基金会促成了影片《点石成金之手》（Success on your hands）的发布，这部影片由 Centro Sperimentale di Cinematografia di Milano 协助拍摄，讲述了 Altagamma 基金会会员公司中四位手工艺大师以及四位年轻员工的成功故事。

2012

Between 2 and 9 October, with a special benefit sale in the Isetan Department Store in Tokyo and an auction at the Italian embassy, the Altagamma companies collected over 200,000 euro to help children orphaned as a result of the March 2011 tragedy.

10月2日至9日，Altagamma 基金会会员公司在东京伊势丹百货举行的公益特卖会（special benefit sale），以及在意大利大使馆举行的拍卖活动中共筹集到 20 万欧元善款，用于为 2011 年 3 月的地震孤儿提供帮助。

To celebrate the 20th anniversary, on December 12th opens at Triennale Milano the exhibition Altagamma - Italian Contemporary Excellence: ten Italian talents in photography takes up the narrative challenge of representing the creativity of the Altagamma companies through the artist’s own creativity. The result is a unique mosaic that exalts “the beautiful, the good, and the well-made” of the Italian companies of excellence.

为庆祝基金会成立 20 周年，12月12日在米兰三年展上举行了 Altagamma 意大利现代精品摄影展（Altagamma - Italian Contemporary Excellence）：十位意大利新闻摄影师展开奇思妙想，从艺术家的角度诠释 Altagamma 基金会会员企业的无限创意。图片形成了一个独特的马赛克拼图，展示意大利顶级公司出品的“优美、高品质、制作精良”的产品。



Fondazione  
Altagamma

---

2013

On April 19th, Andrea Illy, Chairman of illycaffè (leading company in the high end coffee market) and former Deputy Chairman of Fondazione Altagamma, is appointed Chairman of Fondazione Altagamma.

4月19日，illycaffè集团（高端咖啡市场的领军企业）主席，暨 Altagamma 基金会前副主席 Andrea Illy 先生被任命为 Altagamma 基金会主席。