



Fondazione
Altagamma

ALTAGAMMA - ITALIAN CONTEMPORARY EXCELLENCE

Italian companies of excellence and ten famous photographers, a book and an exhibition at the Triennale, Milan. *Fondazione Altagamma* presents a mosaic of pictures to exalt the beautiful, the good and the well-made of Italy.

On its 20th anniversary, *Fondazione Altagamma* presents ALTAGAMMA – ITALIAN CONTEMPORARY EXCELLENCE, a photographic project to recount the values that have enabled the assertion of Italian top of the range in the world, and the relevant companies, through the language of images. The art of knowing how to do and to think, sense of beauty, connection with the territory, culture, ability to excel in the world, talents, craftsmanship and technology, innovation and creativity, style and the art of living - Altagamma's challenge is to represent the values of Italian quality products which have ordained their success.

ALTAGAMMA - ITALIAN CONTEMPORARY EXCELLENCE is a collection of snapshots by a new generation of reporters whose unconditioned, and not didactic, gaze was given the task of giving a new point of view on the excellence of the companies which are part of it. Ten Italian photographers created a mosaic that exalts 'the beautiful, the good and the well-made' of companies through eyes untamed by habit and still able to astonish.

The project, arranged by Cristina Morozzi, has two parallel developments. One is the publication of a book of photographs, edited by Rizzoli, in bookshops from the end of October, created with the Contrasto reporters Lorenzo Cicconi Massi, Daniele Dainelli, Nicolò Degiorgis, Simona Ghizzoni, Martino Lombezzi, Alex Majoli, Paolo Pellegrin, Lorenzo Pesce, Marta Sarlo and Massimo Siragusa while the other is an itinerant exhibition with a selection of 65 photos, at the Triennale, Milan, from 13 December 2012. Migliore+Servetto have designed the staging.

Claudio Luti, Chairman of *Fondazione Altagamma* and *Kartell*, commented, "We had wanted to start a project which could represent the universe of values and aesthetics and the best Italian companies for some time. This volume is the result."

Fondazione Altagamma draws together more than 70 brands working in the top end of the Italian and international markets in the fashion, design, speed, hospitality, perfumery, jewellery, food and well-being sectors. The companies stand out for innovation, quality, service and prestige and express Italian culture and style in company management and the product. Fondazione Altagamma promotes Italian industry of excellence and the culture supporting it, operating in the areas of knowledge, institutional relations, business culture, training and international development. www.altagamma.it

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ALTAGAMMA - ITALIAN CONTEMPORARY EXCELLENCE

"I wore the white dress and the anklets, leaving the bundle open on the floor. I had these things in mind - revelations, communications, angels... Robert (Mapplethorpe) took photos" from Just Kids Patti Smith, Ecco, 2010)

Recounting the excellence of the work of Altagamma companies, based on an alchemical mixture of local tradition, invention and innovation, advanced technologies and safeguard of ancient knowledge means representing/evoking with images, language beyond words and atmospheres/allusions/suggestions, representative of each associate. It means symbolically recounting each brand, laying it out in a text that can be used by an extended public.

"Atmospheres," as Tonino Griffero writes in *'Atmosferologia'* (Laterza, 2010), "are external feelings, poured into a spatial dimension and restricted to situations. They are spatialised feelings... They are suggestions just as immediately and frankly perceptible as sound or smells are. They are ritual *mise en scène*. To summarise, it's a question of depicting an aura, what Walter Benjamin defines as "the appearance of something unexpected, distant and inaccessible that, in a certain way, looks back at us. The project 'Italian Contemporary Excellence' started from this assumption, i.e. from the story of the excellence of quality Italian products of 'Altagamma' through iconic images ("revelations, communications, angels"...) taken by a selected group of new generation Italian photographers, created to recount the business identity as seen by other eyes, not saturated by standard business portraiture and not spoilt by trends in styling. The photographers, selected by Denis Curti, well-known photography critic and director of *Contrasto*, and Cristina Morozzi, creator of the project, in the sphere of *Contrasto's* vast, all from the new generation of Italian reporters, try to summarise the identity of the companies in just a few snaps, caught in their daily life by eyes dulled by habit but still able to be surprised. The aim of the project is to restore the story of the excellence of Italian quality products in an iconic, concise way, with new pictures, able to emotionally narrate the true *ego* of each company. The photographers work to discover it through the production, visiting the places and using their personal ability to see beyond commonplaces and appearances. They try to discover the people and feelings that guide 'doing' behind the things, entrusting their eyes not spoilt by fashion, therefore able to be surprised and enchanted. The photos should be portraits in which the soul can be perceived. Therefore the companies should be confident in entrusting, putting themselves in the best light, revealing their secrets and ambitions. They should talk without reticence so that the image can be the sweet essence of their being.

Cristina Morozzi

Project Curator



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Images for an Italian kaleidoscope

This photographic trip through a country able to express beauty and quality has the flavour of a narrative challenge - the ambitious project of asking 10 Italian reporters to give a new view of almost 70 companies in the Fondazione Altagamma. The more than 300 pictures selected have taken the ways and times of the Grand Tour. They show passion and creative feeling, the connection with the area and the sense of belonging to a place, the pleasure in making something and the great attention to detail, independently of whether there are articles of design, clothes, technologies, hospitality services, food or noble wines in front of the camera.

The photographic project is based on the desire to show the quality and the sense of beauty in a different way from the manner of the picture story. Photography is assigned the fundamental role of translating what can be defined a feeling into pictures. The choice of working with 10 authors, different in style and sensitivity, adds freshness to a look that has renounced the traditionally 'corporate' dimension to favour images which give form and colour to workshops and offices, and factories and production lines grasping the passion and commitment of those working in them, interpreting the particular aspects of a rarely visible behind the scenes.

The photographic study, carried out by several people and masterfully co-ordinated by Cristina Morozzi, didn't even consider a didactic approach, leaving room for feelings, aesthetics but also severity, with a point of view which is new and different each time. The connecting thread of the tale is a certain, entirely, qualitative idea, whose numbers reveal one of the most envied lifestyles in the world. It was complex work, over a long period, which enabled each photographer progressive immersion in and greater and greater understanding of each company. The result is a rare comparison - photographers and companies spoke together, fielded the ability to listen, reflect and co-operate, with the aim of identifying the liaison between different worlds united by creative ability.

The distinctive signs found leafing through the pages of this book are the character and suggestions that the images evoke - a mosaic of passions, quality and research, where the creative sense reigns supreme.

Denis Curti, critic and curator of photography

Director of the Contrasto office, Milan



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Migliore + Servetto have created a landscape of pictures marked by an evocative path for the 'Altagamma Italian Contemporary Excellence' exhibition at the Triennale, Milan. The journey of knowledge through the excellence of Italian companies starts with a passage of graphics and citations before opening up to a completely white space. Here, the showcases of light, which host the photographs, have been created as a sort of three-dimensional lay-out on a large white page in terms of the design and spacial arrangement to bring out the different interpretations offered by the shots. Like the story, the light is generated by the showcases, which define the landscape of Italian manufacturing and industrial excellence in their rhythmic sequence.

Ico Migliore, Studio Migliore + Servetto Architetti Associati

Studio Migliore + Servetto Architetti Associati

Ico Migliore and Mara Servetto, Migliore +Servetto Architetti Associati, create projects on various scales from architecture to urban design, from exhibition to communication, where places are interpreted as active interfaces, tools of elective communication between companies / institutions and the public.

They were awarded with different prizes, as the prestigious XXI ADI Compasso D'Oro, two ADI Honorable Mentions, they won the German Design Award, the FX Interior Design Award (UK), five Red Dot Award (Ger) and the Annual Exhibit Design Awards (Usa).

They designed the permanent exhibition of the new Chopin Muzeum in Warsaw, the Savings Museum for Intesa Sanpaolo Bank, the concept store "Experience Space" for Bticino in Milan, the travelling project "Coats! 60 Years of Italian Fashion" for Max Mara (Berlin, Tokyo, Beijing, Moscow), the total project "Beijing Design Fair" and design and curation of the "Design time" exhibition in Beijing.



ALTAGAMMA ITALIAN CONTEMPORARY EXCELLENCE – PHOTOGRAPHERS

Massimo Siragusa

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).

Lorenzo Cicconi Massi

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.

Lorenzo Pesce

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.

Martino Lombezzi

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.

Simona Ghizzoni

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 Photoespaña 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.

Paolo Pellegrin

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* (Sinnos, Italia, 1997).

He lives and works in Rome and New York.

Alex Majoli

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.

Nicolò Degiorgis

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 Fabrica, 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.

Marta Sarlo

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 three-year 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.

Daniele Dainelli

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.



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COMPANIES

Acqua di Parma

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.

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.

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.

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.

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."

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.

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.

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.

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.

B&B Italia

B&B Italia was the first company to pave the way for the industrialization of processes. Founded in 1966 by Piero 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.

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.

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.

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.

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 Vettii in Pompeii. In 1995 it was purchased by a well-known family of Alberghatori 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.

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.

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.

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.

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.

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).

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.

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, places 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.

Ca' del Bosco

The company gets its name from the small house on the hill called "ca' del bos" 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.

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 Gianduia, 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.

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.

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."

Ducati

The biography of Ducati, "La Rossa di Borgopanigale" 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.

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.

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.

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.

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.

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.

Gruppo Ermengildo Zegna

A world leader in luxury menswear, the Ermengildo 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.

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.

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 Bahrein, 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.

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."

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.

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.

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.

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.

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.

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 Bezzeca 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."

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.

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'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.

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.

Lungarno Collection

Founded in 1995, Lungarno Collection is the hotel management company owned by the Ferragamo family, whose chairman is Leonardo Ferragamo. It consists of luxury & design hotels, retreats, villas, restaurants and retail stores. Different realities joined by a single style of hospitality, a profoundly Florentine one.

Four of its properties are situated right in Florence, unique sites in privileged locations. Hotel Lungarno, overlooking Ponte Vecchio, boasts a collection of more than 400 original artworks including a Picasso and four Cocteau. 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 that stretches from the Ponte Vecchio to the green hills all around Florence. 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.

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 Masiatico.

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.

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.

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.

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.

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.

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.

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 the 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.

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.

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.

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.

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.

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.

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.

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.

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.

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).

Vhenier

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. "Vhenier 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 Vhenier 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.

Villa d'Este S.p.A

Villa d'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."

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.