

FORNASETTI PROFUMI

FORNASETTI PROFUMI PER LA CASA



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La Storia di Fornasetti



Piero Fornasetti was a Milanese painter, sculptor, interior decorator, engraver of books and a creator of more than 11,000 products. In terms of decorative output, Fornasetti's production of objects and furniture is one of the most prolific of the 20th century.

Fornasetti is celebrated as being one of the most original creative talents of the last century. During his long career he perfected his art and made use of a rich visual vocabulary that is instantly recognisable and constantly engages. Fornasetti designed a magical dream world, saturated in richness of imagery and filled with whimsical humour.

Fornasetti's son, Barnaba, has continued the family tradition for the past twenty years by maintaining in-house production, reviving as well as reinterpreting his father's designs and paying meticulous attention to detail. At the helm of the company and its creative heart, Barnaba is the custodian of a rich inheritance.

The Fornasetti Atelier in Milan is an outpost of careful and accomplished craft production. Here skilled craftsmen and women use the same rigorous hand crafted techniques that were deployed in the very first Fornasetti designs. Colour is applied by hand and the original paper patterns are still meticulously followed. Maintaining the quality of this craftsmanship is an important aspect of the Fornasetti legacy.

The overall majority of the furniture and objects produced within the Atelier are true re-editions of the original designs created by Piero Fornasetti. Objects referred to as 'Re-inventions', are designs created by Barnaba Fornasetti using the decorative elements and imagery found in the immense Fornasetti archive.

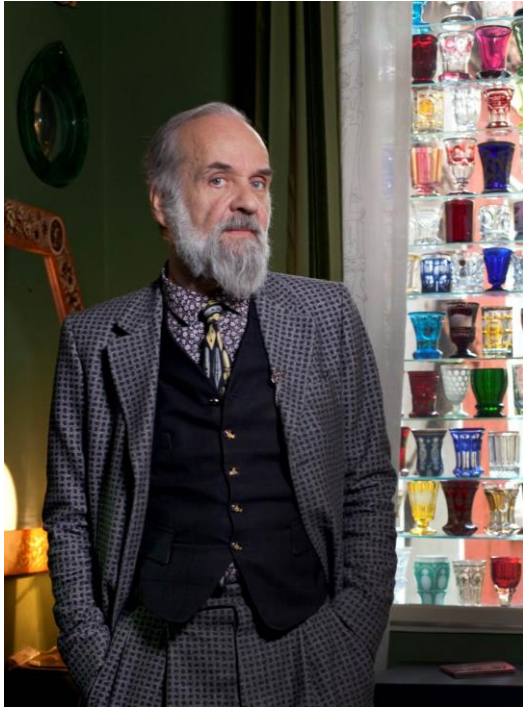
Fornasetti Collaborazioni

The language of Fornasetti, established by Piero and perpetuated by his son Barnaba, includes many types of products and applications.

The variety of specific skills and particular production techniques required to realise these many designs has led to the licensing of some Fornasetti products. Companies who specialise in particular mediums are entrusted to produce under the Fornasetti mark.

Among these are rugs and wallpapers, fabrics, ceramic tiles, jewellery and now home fragrance. The result is a network of sympathetic craft and industrial applications, undertaken by respected specialists.

Fornasetti Profumi per la Casa



With the latest of these 'Collaborazioni' Barnaba Fornasetti has turned his attention towards the notion of home fragrance in combination with decorative objects.

Fornasetti Profumi per La Casa celebrates the Fornasetti ceramic heritage in combination with both well-known and less familiar decorative images. Together they make up a desirable group of iconic objects and decorative pieces that are at once collectable and covetous.

Fornasetti has taken a new step in home fragrance, one that transcends the obvious and transforms it into the truly magical. Architectural details, whimsical facial expressions, hands, guns, owls, key holes and monkeys all vie with one another to capture the imagination and open the realm of dreams.

The collection encompasses various home scenting devices from the ubiquitous scented candle through to boxed incense sticks and ceramic globe diffusers for incense, perfumed oil or scented crystals. Each object has a clearly defined purpose and can be re-used, given an alternative use, or added to a Fornasetti collection.

Il Profumo

The first Fornasetti fragrance was perhaps the biggest challenge to face the creative team, steeped as it is in the visual world but with a lesser notion of the language of scent. Part of the mastery of Fornasetti is to side-step problems like this by engaging the expertise it lacks to capture its dreams.

What, if anything, could embody the essence of Fornasetti? To help realise this dream, whilst extending the Fornasetti legacy into the new arena Barnaba called upon the artistry of world-renowned master-perfumer Olivier Polge. Olivier is one of the leading stars of International Flavours and Fragrances (IFF) and creator of classic new fragrances such as Flower Bomb by Victor & Rolf, Dior Homme, Balenciaga Paris and many others.

In a sense Barnaba and Olivier are both carrying on artistic traditions and legacies inherited from their fathers. Oliver, son of legendary perfumer Jacques Polge, was born

into a family that was in its everyday activity surrounded by the artistic, musical as well as the olfactory. Olivier is a long-time collector and admirer of Fornasetti and was thrilled to undertake the creation of the Fornasetti scent.

Olivier and Barnaba travelled on a journey together in close collaboration, to discover the essence of Fornasetti. Numerous meetings were conducted, visits paid, archives consulted to determine what individual scents should come together.

The resulting signature scent 'Otto' is a sophisticated and unique scent that transcends time, season, gender and borders. Olivier made use of ingredients that are of personal significance to Barnaba - Mediterranean herbs that were found in and around the family home, woods often utilised in interiors designs or pieces of furniture created by Fornasetti. Other more ethereal ingredients - such as incense - conjure a latent spirituality or sense of dreamscape that is often present in Fornasetti graphic poetry.

Building on the success of the original 'Otto' scent Fornasetti Profumi embodies five scents. In addition to the original there is 'Flora di Fornasetti', 'Giardino Segreto', Sole di Capri, 'Malachite', and the most recent addition 'Mistero'.

UK Stockists

Selfridges (London) - 0800 123 400 /
www.selfridges.com

Harrods - 020 7730 1234 / www.harrods.com

Net-a-Porter – www.net-a-porter.com

Amara – www.amara.com

Milk Concept Boutique - 020 7729 9880 /
www.milkconceptboutique.co.uk

And:

Fornasetti (Milan) - www.fornasetti.com

Barneys (Beverly Hills / Chicago / Dallas /
New York) - www.barneys.com

Bergdorf Goodman (New York) –
www.bergdorfgoodman.com

L'Eclaireur (Paris) - www.leclaireur.com

10 Corso Como (Seoul / Shanghai) –
www.10corsocomo.com

Editor Notes

Atelier Fornasetti

The designs and decors of the Fornasetti Profumi per la Casa vessels were selected and re-worked by Barnaba Fornasetti together with his creative team in the Milanese graphic research studio. They used elements from the Fornasetti graphic archive and re-interpreted them on new shapes and objects.

International Flavours and Fragrances (IFF)

The first Fornasetti fragrance 'Otto' has been created by world-renowned perfumer Olivier Polge formerly of International Flavours and Fragrance (IFF).

IFF is a leading creator and manufacturer of flavours and fragrances. IFF is dedicated to excellence in every area of its business—imparting knowledge, creativity, innovation, and technology to provide its customers with superior consumer understanding and the highest quality products and service.

Olivier Polge is now working with Chanel.

Nippon Kodo

All incense products have been created by renowned Japanese manufacturer Nippon Kodo. Nippon Kodo's devotion to making fine incense follows a long and honoured tradition that started more than 430 years ago. This know-how can be traced back to highly skilled artisans in the art that were the principal providers of precious rare and exquisite aromas to the Japanese Court.

United Perfumes Ltd

Fornasetti Profumi per la Casa collection is created under licence from Fornasetti by United Perfumes Ltd, an international fragrance distribution and creation company.

United Perfumes Ltd was created in 2007 as a dedicated distributor and agent of exclusive lifestyle brands. United Perfumes provide selective distribution and marketing for brands aimed at the high level consumer market throughout Europe and beyond.

United Perfumes undertakes private commission projects in which it creates fragrance and fragrance products for well-known international brands.