

#HOME PHILOSOPHY  
visionnaire

BABYLON  
RACK



# BEAUTY

biennial collection

*Concepita come una collezione biennale 2020/2021, Beauty si rivela un progetto in continua evoluzione: oltre alle famiglie di prodotti con una dichiarata vocazione artistica e alle capsule collection di Art Design, sono due le nuove capsule che si fondono armoniosamente ad essa. Numerosi designer coinvolti e un nome che chiama in causa un tema ambizioso, quello della bellezza, da una parte intesa come sinonimo di positività e aspirazione, espressione di valori profondi, di contenuti significativi, di un sentire sensibile come la capacità di generare benessere nella persona, dall'altra un attributo più intrinseco, connesso alla singolarità e all'eccellenza dell'oggetto di design; una bellezza che nasce dalla sperimentazione sui materiali, dall'accostamento degli elementi, dalla sapienza degli artigiani capaci di testare e perfezionare nuove soluzioni materiche che rendono ogni singolo prodotto unico e non replicabile, seppur riproducibile.*

Conceived as a two-year collection for 2020/2021, Beauty turns out to be a constantly evolving project: in addition to product families with a declared artistic vocation and to the capsule collections of Art Design, there are two new capsules that blend harmoniously with it. Numerous involved designers and a name that calls into question an ambitious theme – that of beauty – taken as a synonym of positivity and hope, an expression of deeply rooted values and meaningful contents, a sensibility capable of generating personal wellbeing, but also as a more intrinsic attribute, connected with the uniqueness and excellence of the design object. A beauty that springs from experimentation with materials, the juxtaposition of elements, the skill of master artisans capable of developing and perfecting new material solutions that make every single product unique and irreplicable, although reproducible.

# CARBON NEUTRALITY

*Visionnaire prosegue il suo percorso di sviluppo sostenibile, concependo i progetti installativi della Milano Design Week 2021 in un'ottica carbon neutral e plastic free, tutelando l'ambiente e andando a compensare le emissioni di CO2 prodotte durante gli eventi di settembre. Le emissioni dirette ed indirette sono state compensate tramite carbon credits (certificati VCS) generati da un progetto di riforestazione realizzato in Brasile, a Mato Grosso del Sud, e riconosciuti dalle Nazioni Unite.*

*Questo progetto è stato scelto perché racchiude i tre co-benefits più significativi: ambientale, sociale e di biodiversità.*

*Ambientale, perché la specie arborea piantata ha una straordinaria efficienza nell'assorbimento di CO2 e nella produzione di ossigeno e che permette quindi un uso efficiente del terreno inteso come risorsa scarsa.*

*Sociale, perché il progetto ha creato molteplici nuovi posti di lavoro per le comunità locali, offrendo ai lavoratori salari maggiori rispetto alla media, formazione e nuovi servizi di healthcare e wellbeing.*

*Biodiversità, perché prima di questo progetto, l'area era totalmente degradata a causa del pascolo intensivo e la riforestazione ha permesso di creare un nuovo ecosistema favorevole alla fauna, che ha trovato rifugio e cibo al suo interno (sono oltretutto presenti diverse specie animali considerati a rischio dalla Red List dello IUCN come l'ara giacinto, il crisocione, il formichiere gigante, l'armadillo gigante, il tapiro, il gattopardo, il puma ed il giaguaro).*

*Visionnaire è seguita in questo percorso da Carbon Credits Consulting, startup bolognese specializzata in progetti di carbon offsetting che offre consulenza alle organizzazioni sensibili alle problematiche ambientali.*



Visionnaire continues along its path of sustainable growth, conceiving the installation projects of Milan Design Week 2021 from a carbon neutral and plastic free perspective, protecting the environment and compensating for CO2 emissions during the September events. Direct and indirect emissions were offset by carbon credits (VCS certificates) generated by a reforestation project carried out in Brazil, in Mato Grosso del Sud, and recognized by the United Nations.

This project was chosen because it contains the three most significant co-benefits: environmental, social and biodiversity.

Environmental, because the planted tree species has an extraordinary efficiency in the absorption of CO2 and in the production of oxygen and which therefore allows an efficient use of the land intended as a scarce resource.

Social, because the project has created multiple new jobs for local communities, offering workers higher than average wages, training and new healthcare and wellbeing services.

Biodiversity, because before this project, the area was totally degraded due to intensive grazing and reforestation has made it possible to create a new ecosystem conducive to wildlife, who found shelter and food in it (*there are also several animal species considered at risk from the IUCN Red List such as the hyacinth macaw, the maned wolf, the giant anteater, the giant armadillo, the tapir, the leopard, the puma and the jaguar*).

Visionnaire is followed in this path by Carbon Credits Consulting, a start up from Bologna specialized in carbon offsetting projects that offers advice to organizations sensitive to environmental issues.

## BABYLON RACK

*La dimora è il luogo in cui abitano innanzitutto la nostra anima e i nostri sogni; rappresenta un luogo positivo in cui non solo sentirsi "al sicuro", ma in cui riconoscere e ritrovare se stessi. In tal senso la casa si evolve insieme alle nostre vite, gli spazi e le funzioni diventano mutevoli come le nostre emozioni e le nostre esigenze. La flessibilità per il cambiamento sarà un paradigma essenziale nel progetto architettonico e gli oggetti di design che sceglieremo, per le emozioni che saranno in grado di suscitarsi, diventeranno parte insostituibile delle nostre vite.*

Home is above all the abode of our spirit and our dreams; a positive place in which to feel "safe," but also a haven in which we recognize and rediscover ourselves. In this sense, the home evolves together with our lives, spaces and functions become as mutable as our emotions and our needs. Flexibility to adapt to change is a fundamental paradigm of its architecture, and of the design objects we choose, due to the emotions they stimulate as they become irreplaceable presences in our world.



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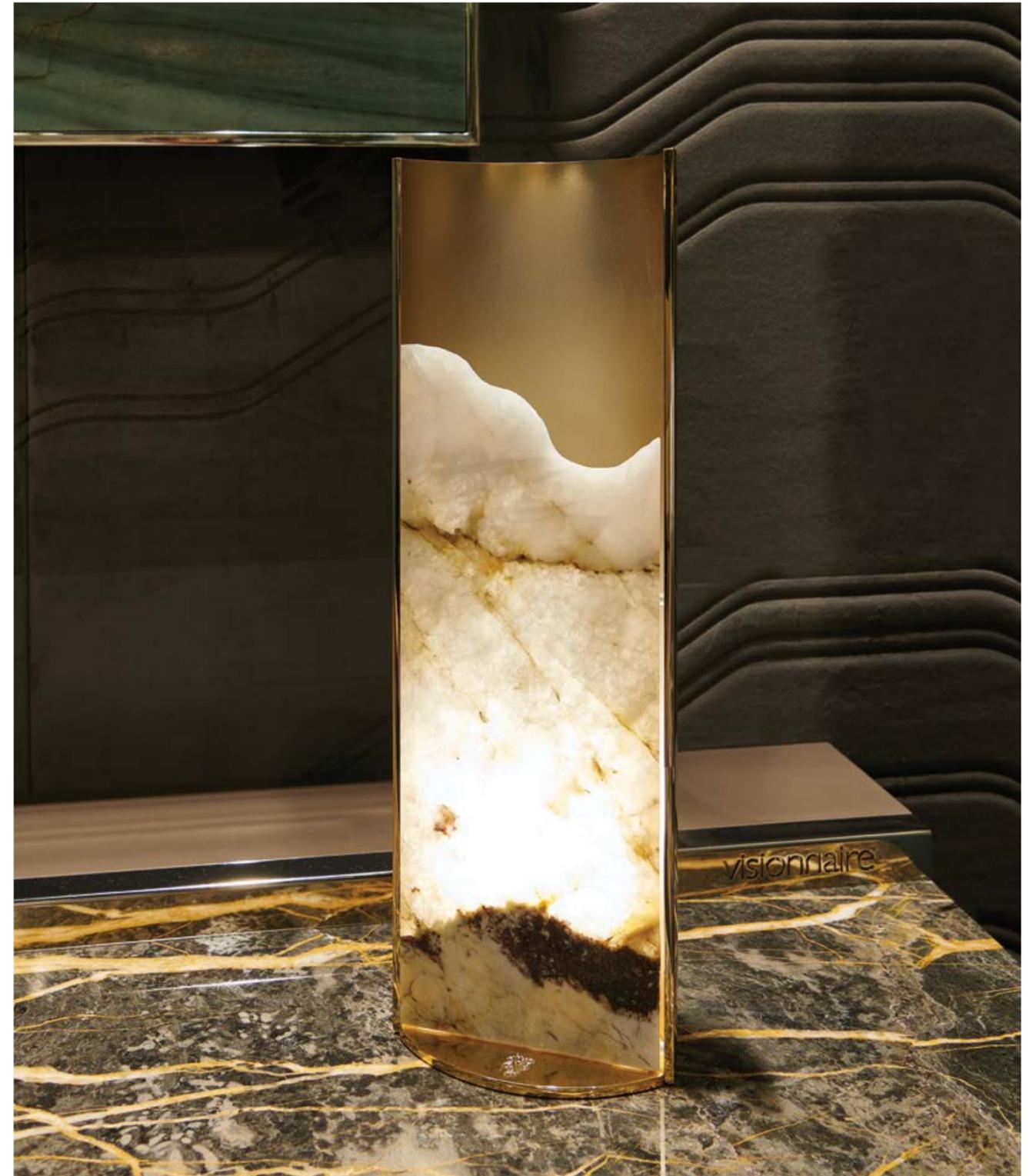














## BABYLON RACK

The Babylon Rack project has been conceived as a work of modular mini-architecture, with many functional features for studying, working and relaxing. Associated with different uses across the span of the day, the modular sofa is also perfect as a work zone, thanks to the accessorized compartments obtained by recessing the padded back to create shelves and object caddies, with built-in LED lighting. Babylon Rack is covered in Pray, a special new leather with antibacterial properties, effective up to 99%. The sofa also comes with an innovative touch system – inserted in the armrests – that permits recharging of lamps and smartphones without the need for sockets, utilizing wireless sensors.

# BABYLON RACK

modular sofa



## BABYLON RACK

design Alessandro La Spada

Modular sofa 353x406 H.64 cm

Lateral element BREL84 with concave side 242x110 H.64 cm, 3 loose cushions 60x60 cm with band, 2 loose cushions 40x40 cm with band. Corner element BRK140 111x111 H.64 cm, 2 loose cushions 60x60 with band, 1 loose cushion 40x40 cm with band. Central element BRCL115 with part of rear-back concave in shape 184x111 H.64 cm, 3 loose cushions 60x60 cm with band, 2 loose cushions 40x40 cm with band. Lateral element BRESBR127 with concave rear-back and side 111x111 h.64 cm, 1 loose cushion 60x60 cm with band, 1 loose cushion 40x40 cm with band. Upholstery in Pray Leather 5002/23 Chalky. Plates, profiles and vertical netting elements in metal with satin gold finish. Library/Shelf element for open compartment 60x17 h.29 cm. Open compartments equipped with LED lights controlled remotely via a touch sensor integrated in the armrest. Equipped with wireless charging technology integrated in the back profile, matching Barnaby reading lamp. Headrest upholstered in Pray Leather 5002/23 Chalky. Plate with Visionnaire logo with polish gold finish.

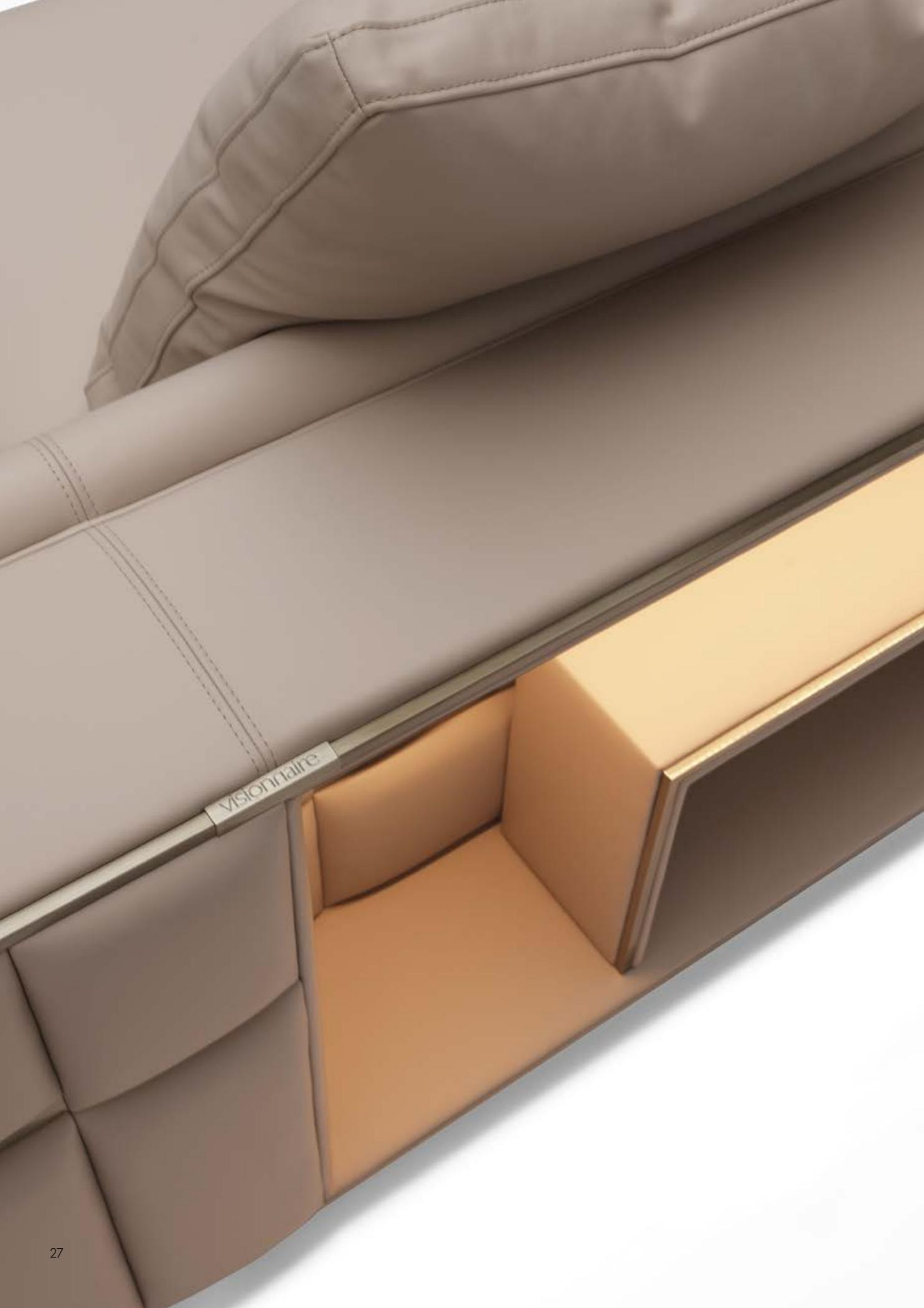
Pray leather 5002/23 Chalky



Satinized gold







*The embroidered "V" logo is the on/off switch button of the LED light system, integrated in the back of the sofa.*



visionnaire



BUTTON

# BUTTON

low table



**BUTTON**  
design Alessandro La Spada

64x31 H.35 cm  
Ø 40 H.51 cm

Main structure in metal with polish gold finish. Dual top, upper and lower, in Patagonia quartz.

Patagonia quartz



Lacquered gold







## EGOISTE

A chair of one's own, for reading or work, is the inspiration behind the design of the Egoiste chaise longue: the rigid chassis suggests the form of a seashell, with enveloping, organic and extremely ergonomic lines. Egoiste has been envisioned as a seat that welcomes and supports the forms of the human body, an invitation to enjoy moments of personal wellbeing. The light steel structure of the legs, with a "rounded X" form, seems to make the seat float.

# EGOISTE

chaise longue



EGOISTE  
design Alessandro La Spada

165x90 H.105 cm

Upholstery in Nabuk Libeccio Leather 24330/3459 Petrolio.  
Decorative cushion 30x30 cm in Nabuk Libeccio Leather  
24330/3459 Petrolio. Main structure with arc-shaped base  
in metal with satinized chrome finish.

Nabuk Libeccio 24330/3459  
Petrolio



Satinized chrome







## EGOISTE

The project of the chaise-longue is completed by the duo of Egoiste low tables. The light steel structure of the legs, in the shape of a "rounded X", seems to make the top made of Patagonia marble float.

# EGOISTE

low table



Emerald quartzite



Satinized chrome



EGOISTE  
design Alessandro La Spada

Ø45 H.52 cm

Main structure with arc shape in metal with satinized chrome finish. Round top in Emerald quartzite.

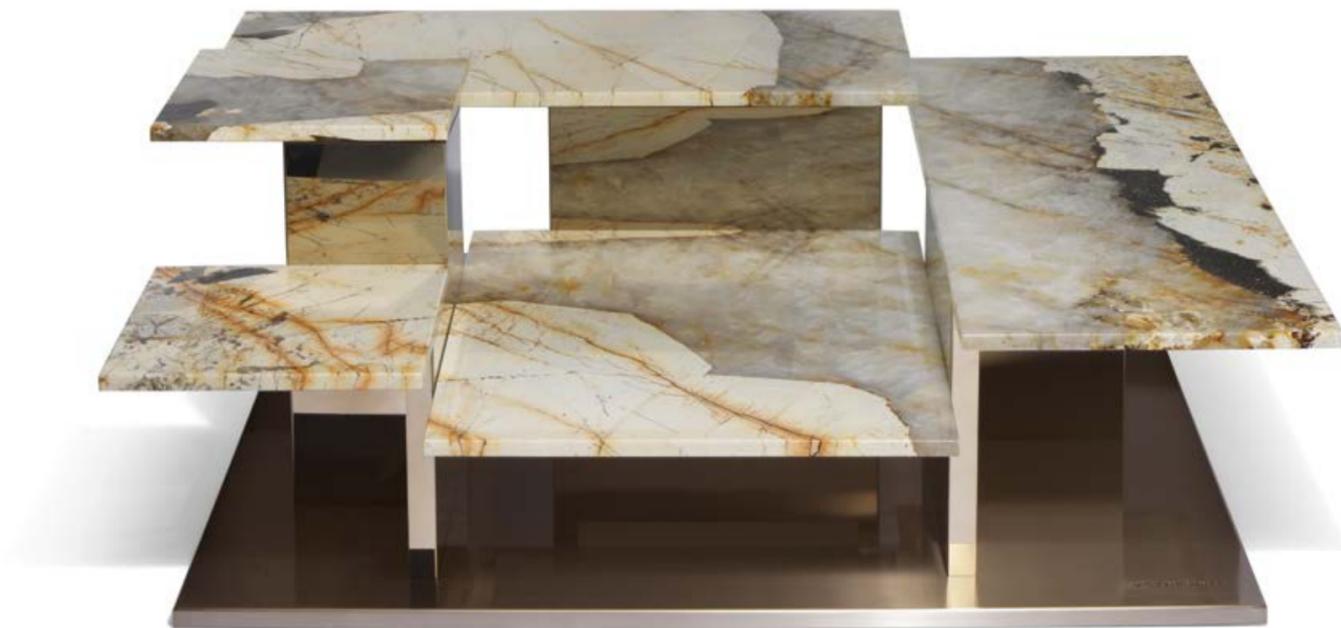


## BUILDING

The low Building table reveals a perspective game of full and empty portions. While on one side the perspective displays five tops at different heights, from above the top seems like a single linear piece, in which the natural image of the Patagonia marble is continuous and clearly legible.

# BUILDING

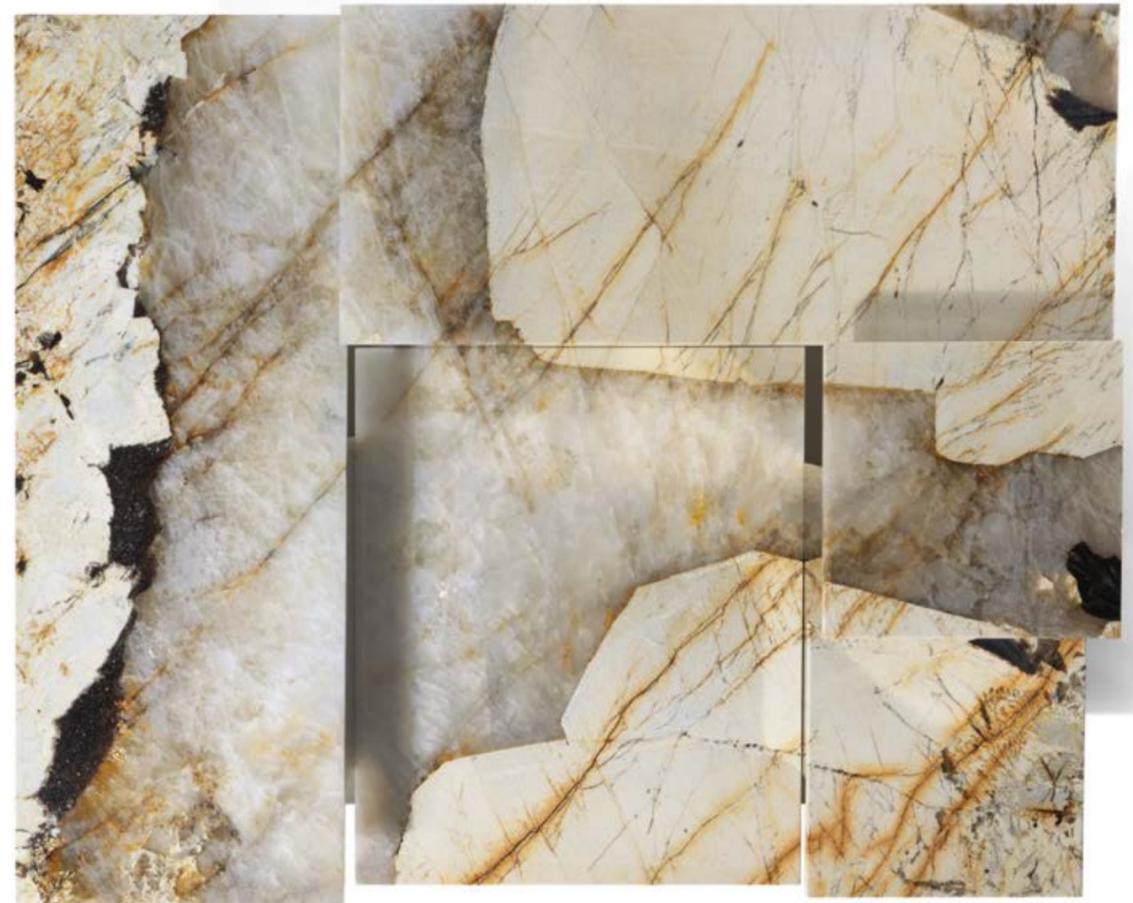
low table



Patagonia quartz



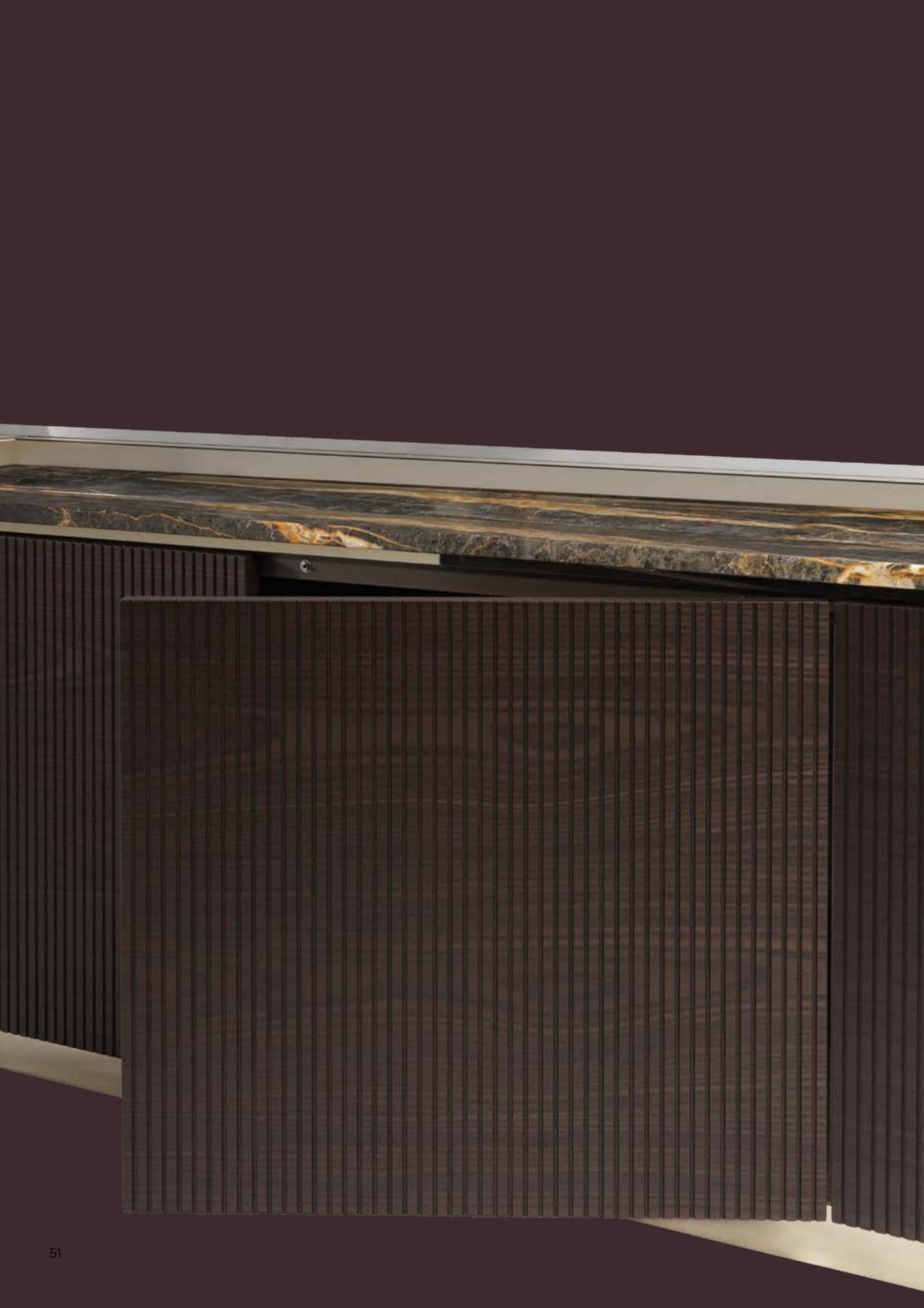
Lacquered gold



**BUILDING**  
design Alessandro La Spada

135x110 H.48 cm

Main structure in stainless steel with polish gold finish and satin base. Composé top in Patagonia quartz.

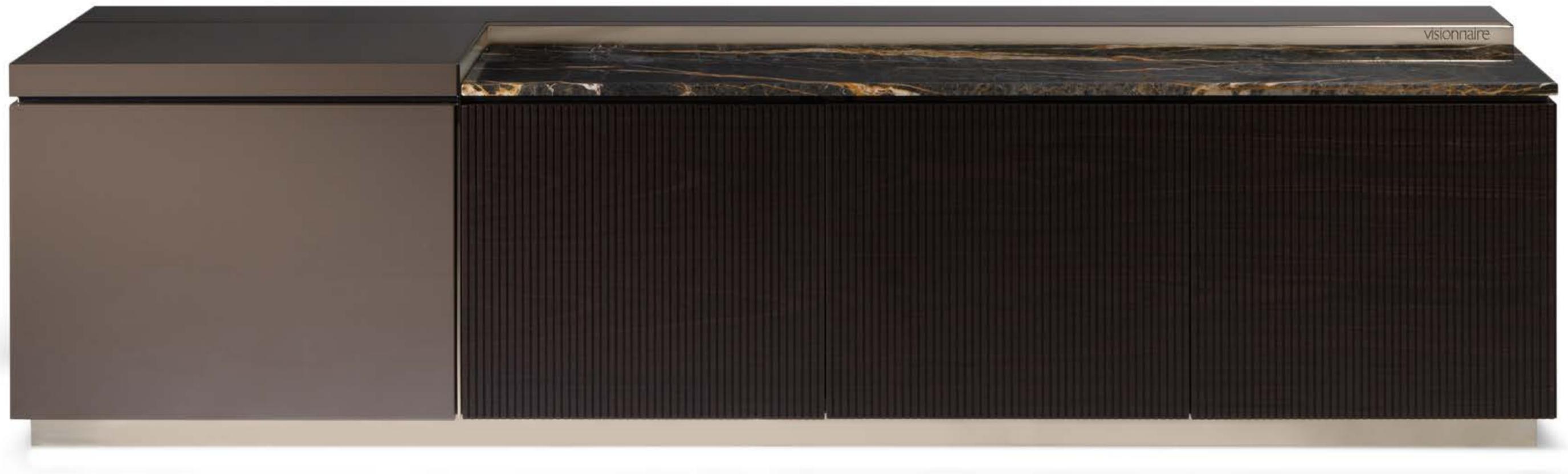


## BARBICAN

The new Barbican family, composed of a low cabinet and a console, stands out for a top on two levels, made with different materials: the upper level in wood is separated from the lower level in Port Laurent marble by means of a metal profile. The doors of the low cabinet also have a double finish: one is in matte wood, while the other has three-dimensional canneté workmanship. The base, set back from the body of the cabinet, is in satin-finish steel.

# BARBICAN

low unit



## BARBICAN

design Alessandro La Spada

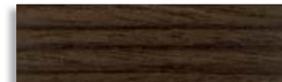
240x50 H.60 cm

Top, front drawer and smooth parts in wood lacquered in Exx Marron Glacé with 100 gloss finish. Part of top in marble Port Laurent. Doors with canneté decorative motif covered in wood veneer B.181 Flamed Grey with 5 gloss mat finish. Plinth and decorations in metal with polish gold finish. Internal shelf for double compartment made in glass.

Top Port Laurent marble



Doors in veneer wood B.181  
Flamed grey



Top, drawer front and smooth  
parts in Exx Marron Glacé  
with 100 gloss finish



Lacquered gold





# BARBICAN

console



## BARBICAN

design Alessandro La Spada

170x40 H.90 cm

Main structure in wood veneer B.181 Flamed Gray with 100 gloss polish finish. Part of top in marble Port Laurent. Plinth and decorations in metal with polish gold finish.

Top Port Laurent marble

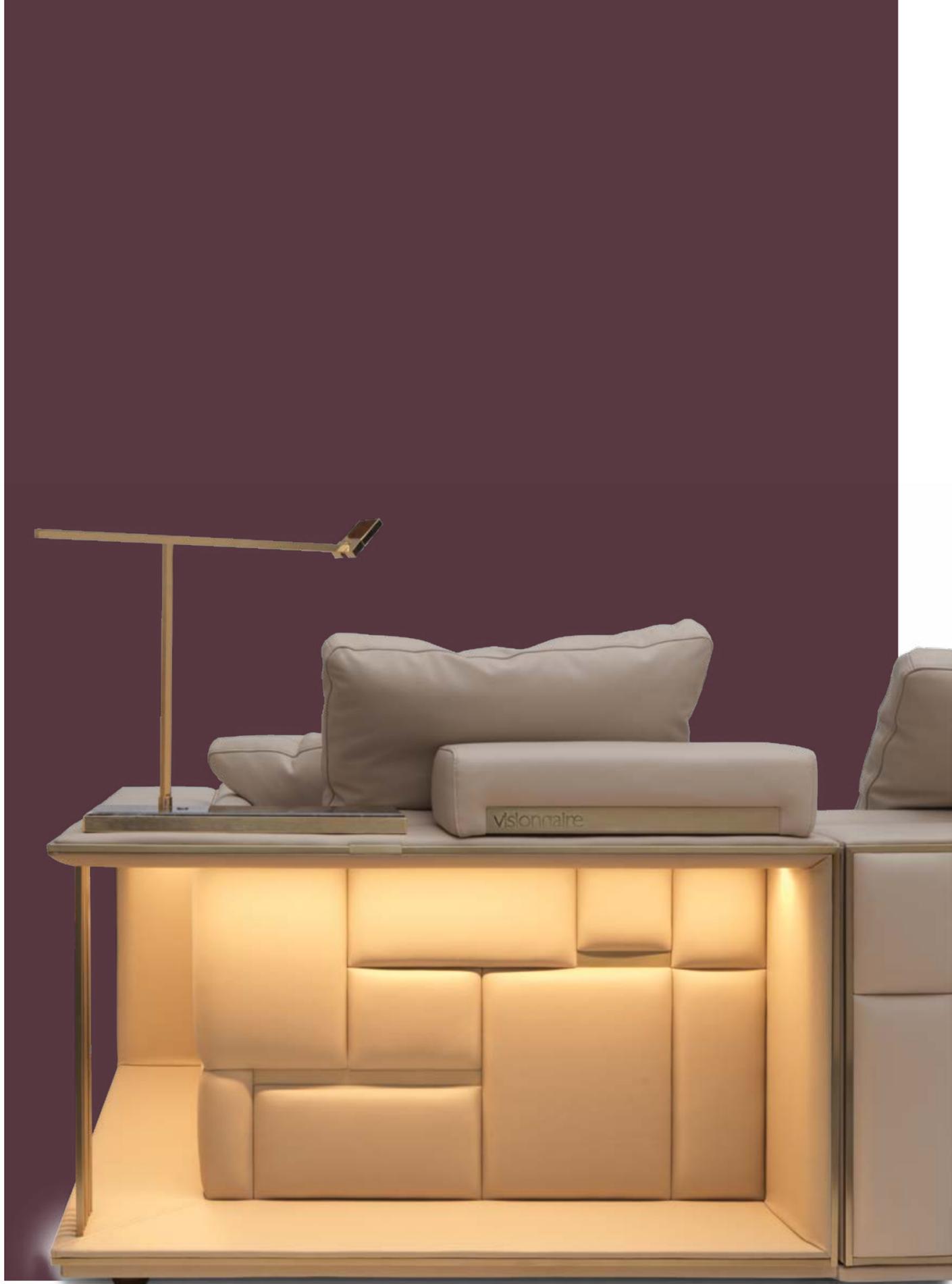


Doors veneer wood B.181 Flamed grey



Lacquered gold





## BARNABY

The Barnaby reading lamp has been designed as an extension of the upholstery, without wires: the rectangular base can be lodged along the linear top of the armrests of the sofa for wireless recharging. The lamp features a diffuser with a circular or linear form.

# BARNABY

table lamp



Port Laurent marble



Satinized gold



**BARNABY**  
design Alessandro La Spada

45x26 H.42 cm - 65x15 H.42 cm

Base, tige and details in metal with satin gold finish. Base decorated with marble insert in Port Laurent.







## POLARIS

The new Polaris suspension lamp is an example of craftsmanship and modular design that give rise to a unique yet reproducible product. The lamp with a circular form is made through the combination of concave parts in steel, completed by a diffuser in onyx with an organic form. This sophisticated chandelier unites the worlds of technology and nature.

# POLARIS

chandelier



## POLARIS

design Alessandro La Spada

Chandelier with 14 lights Ø96 H.55 cm (max. 195 cm)  
Chandelier with 22 lights Ø96 H.55 cm (max. 195 cm)

Arc-shaped elements in curved aluminium with polish gold finish, diffusers in backlit Patagonia quartz, raw cut edge.

# POLARIS

table lamp



Patagonia quartz



Internal satinized gold



External lacquered gold



**POLARIS**  
design Alessandro La Spada

15x10 H.45 cm

Arc-shaped element in curved aluminium with polish gold finish, diffusers in backlit Patagonia quartz, raw cut edge.

# POLARIS

wall lamp



**POLARIS**  
design Alessandro La Spada

small wall lamp 15x10 H.40 cm

Arc-shaped element in curved aluminium with polish gold finish, diffusers in backlit Patagonia quartz, raw cut edge.





**POLARIS**  
design Alessandro La Spada

big wall lamp 15x10 H.90 cm

Arc-shaped element in curved aluminium with polish gold finish, diffusers in backlit Patagonia quartz, raw cut edge.

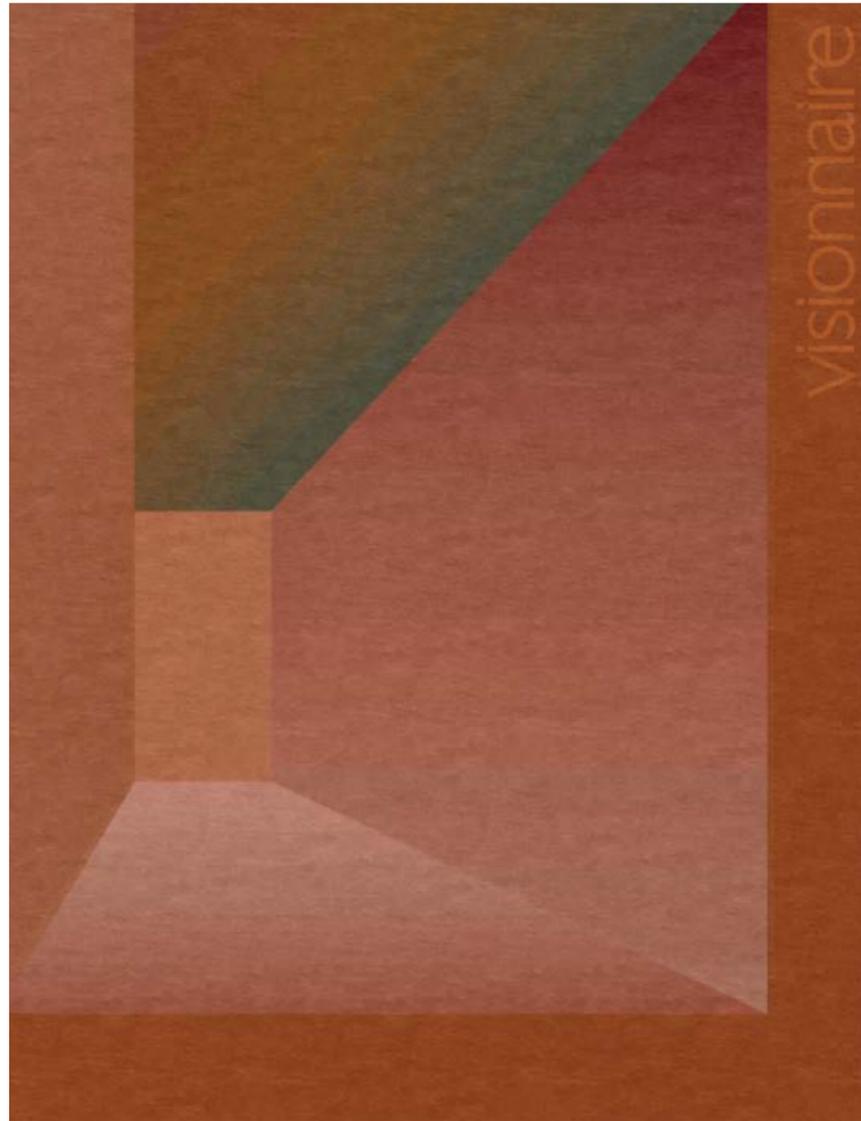


## PERSPECTIVE

Perspective is a carpet characterized by geometries and perspectives with an optical effect. It is entirely hand tufted in bamboo silk and New Zealand wool with manual carving processing. Brass plate with Visionnaire logo engraving.  
Backing in cotton.

# PERSPECTIVE

carpet



**PERSPECTIVE DARK**  
design Alessandro La Spada

300x400 cm



**PERSPECTIVE LIGHT**  
design Alessandro La Spada

300x400 cm



1959-2019

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Art Director Eleonore Cavalli

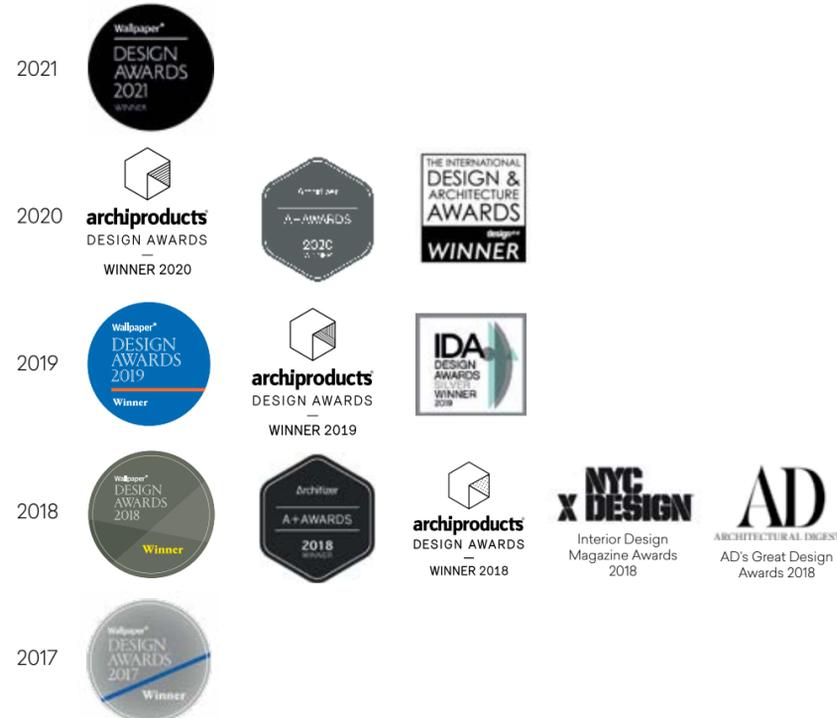
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La Re-Evolution dal cuore verde di Visionnaire passa anche dalla realizzazione di questo catalogo che unisce il valore storico dell'italianità del brand alla green consciousness. L'intero catalogo è stampato su carte ricavate da fonti gestite in maniera responsabile.

*Creativity, sustainability and meta-luxury.  
Visionnaire green-hearted re-evolution hits also the production of this catalogue, in which the long standing value of the company for made-in-Italy melts with the concept of green consciousness. The catalogue is printed on paper obtained from responsibly managed sources.*



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