

VISMARA DESIGN HISTORY

Luxury furniture since 1950
www.vismara.it



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THE BIRTH OF A CLASSIC ATELIER

By the union of Vismara's brothers skills and passions, born the very first classic carpentry atelier.

THE AVANT-GARDE AND THE ICON PIECES

These are the days of Pino Vismara intuitions, who creates a brand-new trend: **the CD rack.**

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THE CONQUEST OF NEW MARKETS

The new **tv unit products** start to attract international markets, thanks to a winning combination between exclusive design and hi-tech elements.

THE CHALLENGE OF LUXURY ENTERTAINMENT

In these years, a new visionary idea take shape, an unexplored concept: luxury furniture for **private entertainment**, with **home theater rooms** and **game tables.**

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The rooted Vismara expertise permits to taste new lands, achieving the creation of specialized furniture dedicated to the entertainment, as the already famous **tv wall units**. The years **2000** represent the big impetus towards the living area furniture, with classic and baroque design products, getting eventually to fresh and contemporary style. But for Vismara is not sufficient and it focuses on the pure home entertainment with **ad hoc turnkey projects** for **cinema room** and **luxury game rooms**.

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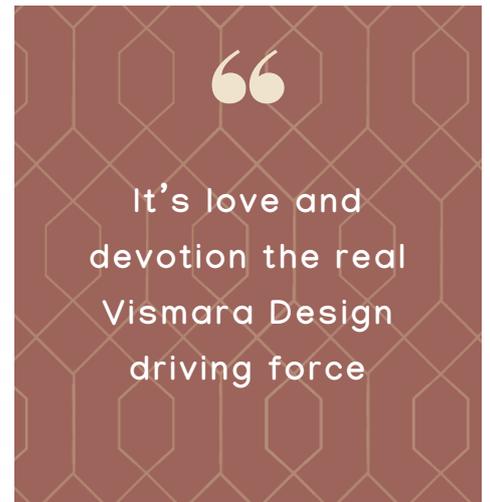
Three brothers, three noble jobs but a unique passion: **the wood**.

It's **1950**, Aldo, Enrico and Luigi work in small workshops in Brianza area. An inlayer, a cabinetmaker and a wood carver decide to join forces to realize a common dream: **open their own carpentry**.

This is where Vismara history starts, that from 50s moves the first steps, from little manufacturer firm of classic furniture to international brand.

The big breakthrough takes place in **90s**, thanks to the visionary designer **Pino Vismara**, who creates a new product concept, innovative and cutting-edge: the cd and dvd rack.

By this moment, the brand gains notoriety worldwide, thanks to real pieces of contemporary design. Under the management of Pino the factory lives big moments of trials, using innovative materials and ancient hand working techniques.



It's a long story full of **passion**, **fatigue** and **big satisfactions**. But what more characterizes Vismara, are at first people, hands and eyes, always vigilant on the present, on the past and first of all on future. It's **love and devotion** the real Vismara Design driving force, who does not create simply furniture but big perspectives.

THE BRAND PHILOSOPHY



Technology is one of Vismara products' strengths: latest generation mechanisms and design items perfectly complement each other, so begetting innovative, original and lasting solutions.



The **quality** of materials, carefully chosen after a thorough search, represents another fundamental element of Vismara's philosophy. Inlaid wood, European leathers and precious marbles fit in perfectly with furniture-makers' deep knowledge, which is firmly rooted in this brand tradition.



Vismara's **attention to details** is an essential part of the company genetic code and it is what leads to the creation of the most sophisticated items. Vismara has made details its creations' main characteristic: thanks to them, the quality of each piece of furniture can be enhanced and made flawless, hence creating extremely luxurious items.



The versatility of Vismara's products always results in a great variety of projects **customisation** and the customers' satisfaction. Thanks to it, the brand is able to grant all types of requests, even the hardest to please. Measures, colours, finishes and decorations are all elements that can be customised to your liking, so as to design your dream space.

FOCUS ON

COLLECTION

LUXURY ENTERTAINMENT

Since a few years, in the luxury field, the idea of spaces conceived for **private entertainment** has been getting through, as the possibility to enjoy leisure time in the complete privacy of the house. An exclusive **cinema room** is, nowadays, an undoubtedly essential setting in villas and high level apartments projects. Vismara, have been specializing in the conception and realization of **luxury home theaters** by proposing a high customizable product, perfect for leisure-time lovers.

With the **private game room** Vismara do not want to offer a mere product, but, above all, a one-of-a-kind **exclusive service**.

These luxury spaces can be composed of a great variety of **game tables**, all designed and produced in Italy, in order to satisfy any kind of desire..

"The idea underlying the Luxury Entertainment collection stems from a simple question: what really makes a house well-furnished and fully liveable? The entertainment area, where to spend one's own free time with friends in the privacy of the house, brings the advantage to be entirely customisable according to the customers' needs and tastes"

Pino Vismara







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