

IT'S ABOUT LIVING LIFE TO THE FULLEST

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INDIA EDITION

CELEBRATING  
THE GOOD LIFE

**11** YEARS OF  
PURE LUXURY

## California Dreaming

A WALK THROUGH PICTURE  
PERFECT PARADISE

## Legacy of Elegance

INDIA'S ICONIC SPORTY  
HERITAGE MAKES IT  
TO THE WORLD STAGE

FOSTERING GOODWILL

# Ashish Puravankara

ON CREATING VALUE AND STEERING HIS  
BUSINESS INTO A NEW CORPORATE ERA

**INSIDE**  
ROLLS-ROYCE CULLINAN  
HARLEY DAVIDSON BLUE EDITION  
BENETTI CLASSIC SUPREME 132

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HOME FURNISHINGS

## CURATING HOME TREASURES

**Eleonore Cavalli, Art Director, Visionnaire** says luxury goes beyond the aesthetic and lies in the holistic value of the products

Talking about the concept of luxury furnishings, at Visionnaire, we go beyond the material value of things, with a focus instead on other values such as attention to detail, expertise and unique products. For me luxury means going beyond the aesthetic beauty and looking holistically at the products. Our new collection 'Respiro' or 'Breath' is the real development of a process started with our collection last year, titled 'Greenery'. A reflection into the world of contemporary luxury.

The luxury value goes beyond the simple cost of a product and its beauty. Instead, it comes with a desire to transmit intangible and deep values. Visionnaire takes an alternative approach to the idea of interior design, offering "total concept" solutions for residential and business contracts alike. Luxury, style and quality are the core values within the Visionnaire brand philosophy.

Visionnaire has just launched Kerwan Dining Room Collection designed by Alessandro La Spada as part of Visionnaire's new 2018 Collection, 'Breath', which is synonymous with renewal and transformation. The brand has managed to create a new segment in the luxury sector, not a style as such, but rather a lifestyle, which is why it manages to excite and amaze. Our work is to create visions and dreams out of detail. "Couturier of one thousand and one night's dreams", Visionnaire is today one of the world's undisputed leaders in luxury design as a result of its new way of conceiving interior decoration, not as strictly tied to a product, but representing an actual life philosophy, in a word, a lifestyle.

There are thousands of beautiful products, but the challenge is to create a coherent world around them. It's about creating poetry. That's what we do with our designs – we work on a more intimate,



FAST FACTS

Home decoration began when cave dwellers painted pictures on walls but it only really came into its own in the 18th century, when luxury items started to become affordable for ordinary people

The Romans enjoyed displaying their wealth through their homes and lifestyles. Houses and places inhabited by the well-to-do, such as banqueting halls, were decorated lavishly with wall murals and mosaic designs on the floor



private level. We aim for absolute well-being. The need for personalisation from today's contemporary customer is where Visionnaire excels. Flexibility, professionalism, Italian craftsmanship and the design and creation of bespoke luxury to satisfy the demands of the most exacting customers is our hallmark. Visionnaire is capable of fulfilling the most demanding requests from its customers, and after satisfying the customer's wishes often takes the opportunity to make it the basis of a new collection.

Craftsmanship and innovation run together as you can see in many different pieces of furniture in our new collection. The innovative sign of Kerwan, the dining table by Alessandro La Spada, lies in the curvature of the marble used for the base on three sides. Also Jason, the dining table by Roberto Lazzeroni, shows a curved base and a top realized with three different kinds of marble, invisible grey, coppery-green and levanto red with different consistencies, connected by a steel inlay. The Parker low cabinet, by Fabio Bonfà, shows a special wooden finish with ashlar, obtained by the use of a five axis machine from the automotive world and then handcrafted by our artisans. Visionnaire is synonymous with manufacturing and high Italian tailoring, which is the mark of the best "Made in Italy" design.

