

HOME PHILOSOPHY
visionnaire

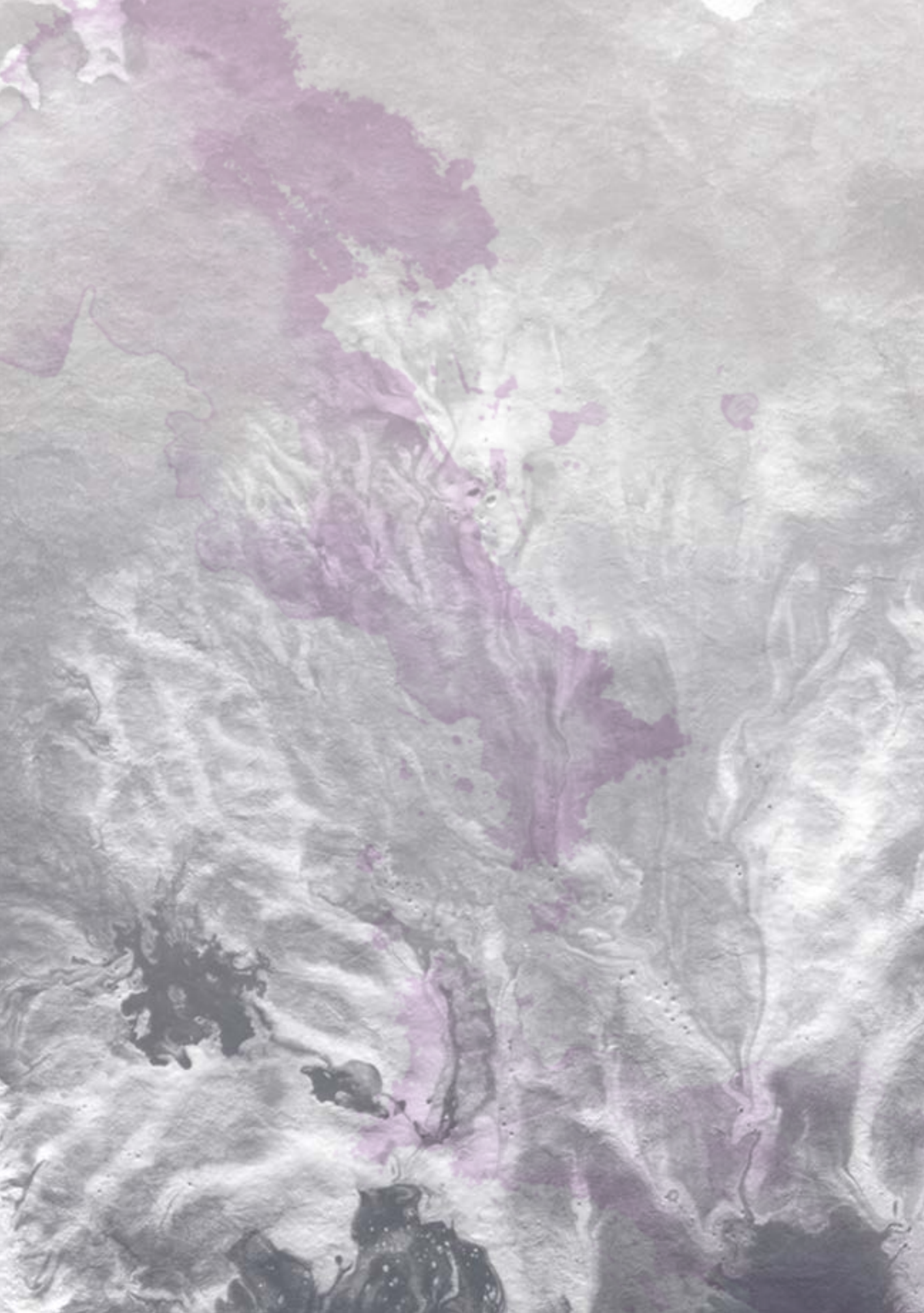
DR
EA
MS













DR
EA
MS

13
Miami
Arte Surfside

29
Malibù

47
Los Angeles
Sierra Mar

63
Miami
Turnberry Ocean Club

81
Beverly Hills

103
Los Angeles

115
Miami

125
Beverly Hills
Hanover Drive

143
Bologna

159
Milan

177
Beirut

187
Surrey

195
Como lake

203
Hangzhou

211
Hangzhou
Ginko Club Building

223
Warsaw

237
Florence

249
Monte Carlo

261
Darsena del Sale
Cervia

281
Stoneroom
Milan

“Couturier of one thousand and one nights’ 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.

The brand takes an alternative approach to the idea of interior design, offering a “total concept” solution, creating customized interior spaces to fit a customer's personal needs, style and taste.

Visionnaire develops its contribution to the *one-of-a-kind* approach by starting with a specifically Italian sensibility: our country's territory is full of exceptional environmental situations, because the landscapes and locations of Italy are often recognized as fertile vectors of a “culture of habitation” and – more in general – a “culture of living.” Based on this premise, we like to think that our design knows how to create an optimal blend between our culture of origin and that of the many extraordinary countries in which we have the opportunity to work, which gives our action the breadth and depth of a meaningful hand-crafted art for all contemporary communities.

Visionnaire is synonymous with manufacturing and high Italian tailoring, the mark of the best “Made in Italy”. Products are hand - made and / or hand-sewn, according to a long engineering process that takes place inside the Maison's style and design department.

Visionnaire's customers belong to a jet set that touches all latitudes, a demanding international “community” looking for an exclusive, unique style and product and for whom total looks customized down to the smallest detail are designed and created.

A sensational view of the ocean

USA

Arte Surfside
MIAMI















Walking along the Pacific Ocean

USA

MALIBÙ

















Sunset on the hills

USA

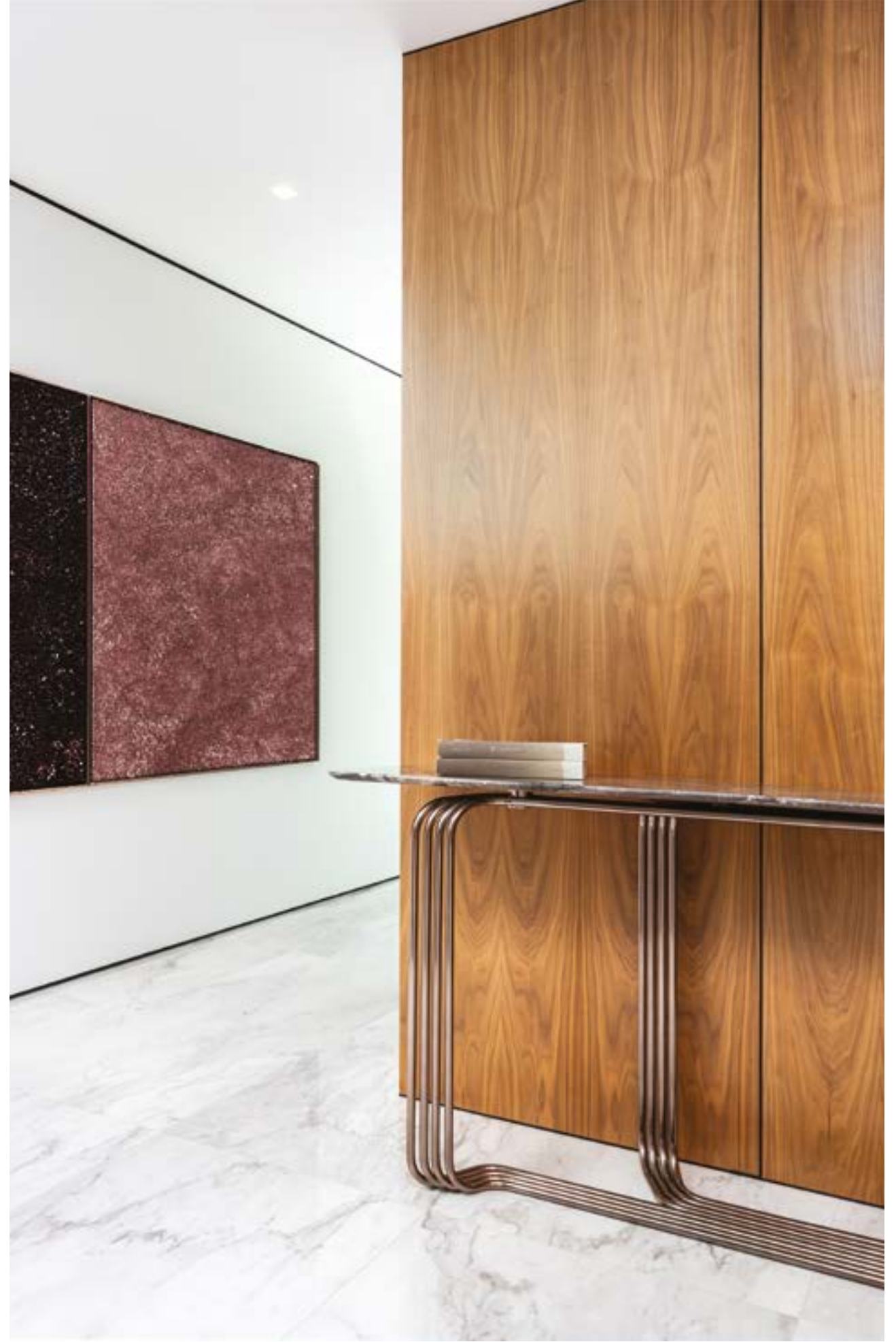
Sierra Mar
LOS
ANGELES















Light and airy apartment with
panoramic windows

USA

Turnberry
Ocean Club
MIAMI

















A pleasantly hilly landscape

USA

BEVERLY
HILLS





















The patio,
the glowing center of the house

USA

LOS
ANGELES



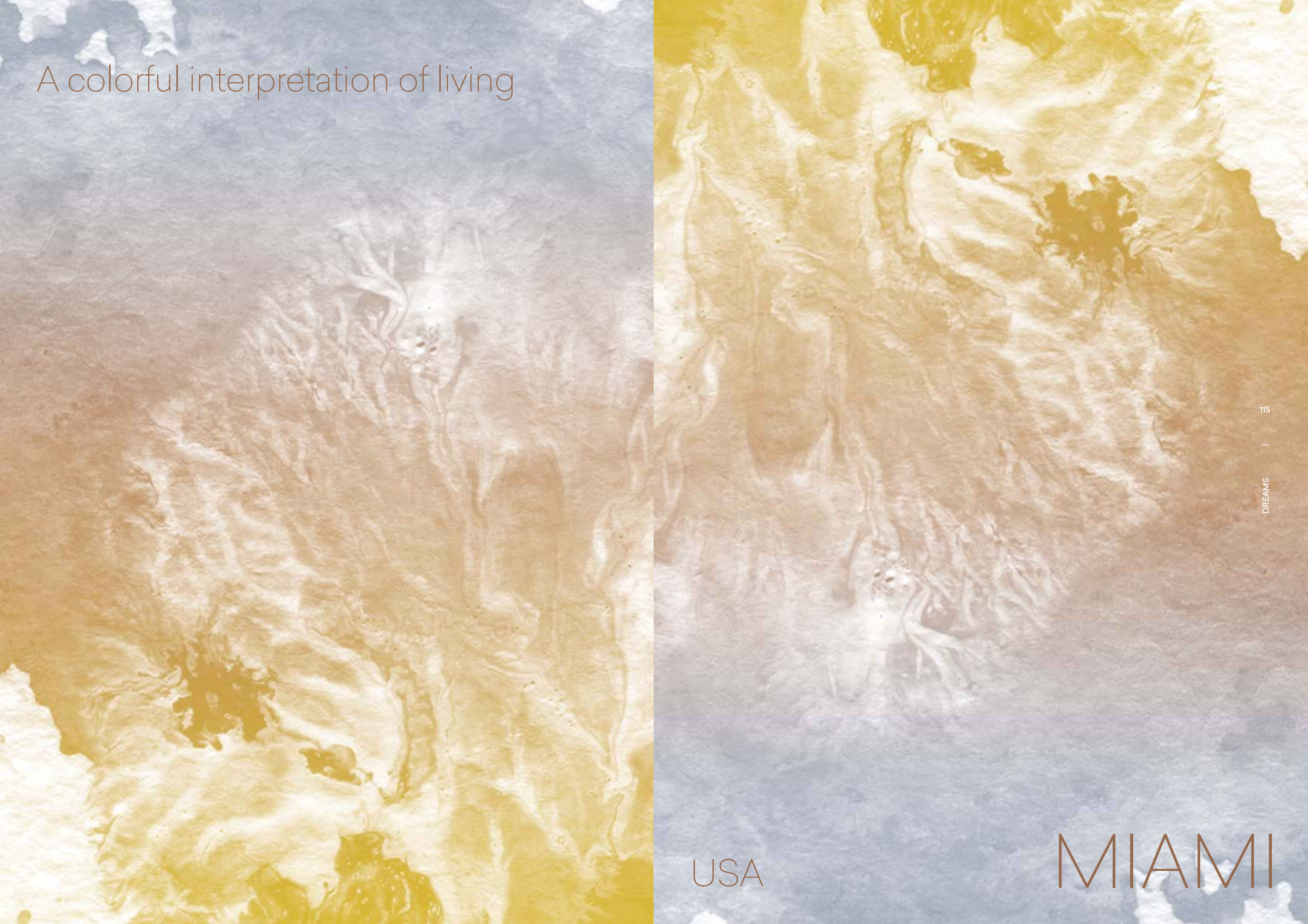








A colorful interpretation of living



USA

MIAMI









Once upon a time in Hollywood
with Bette Davis

USA

Hanover Drive
BEVERLY
HILLS









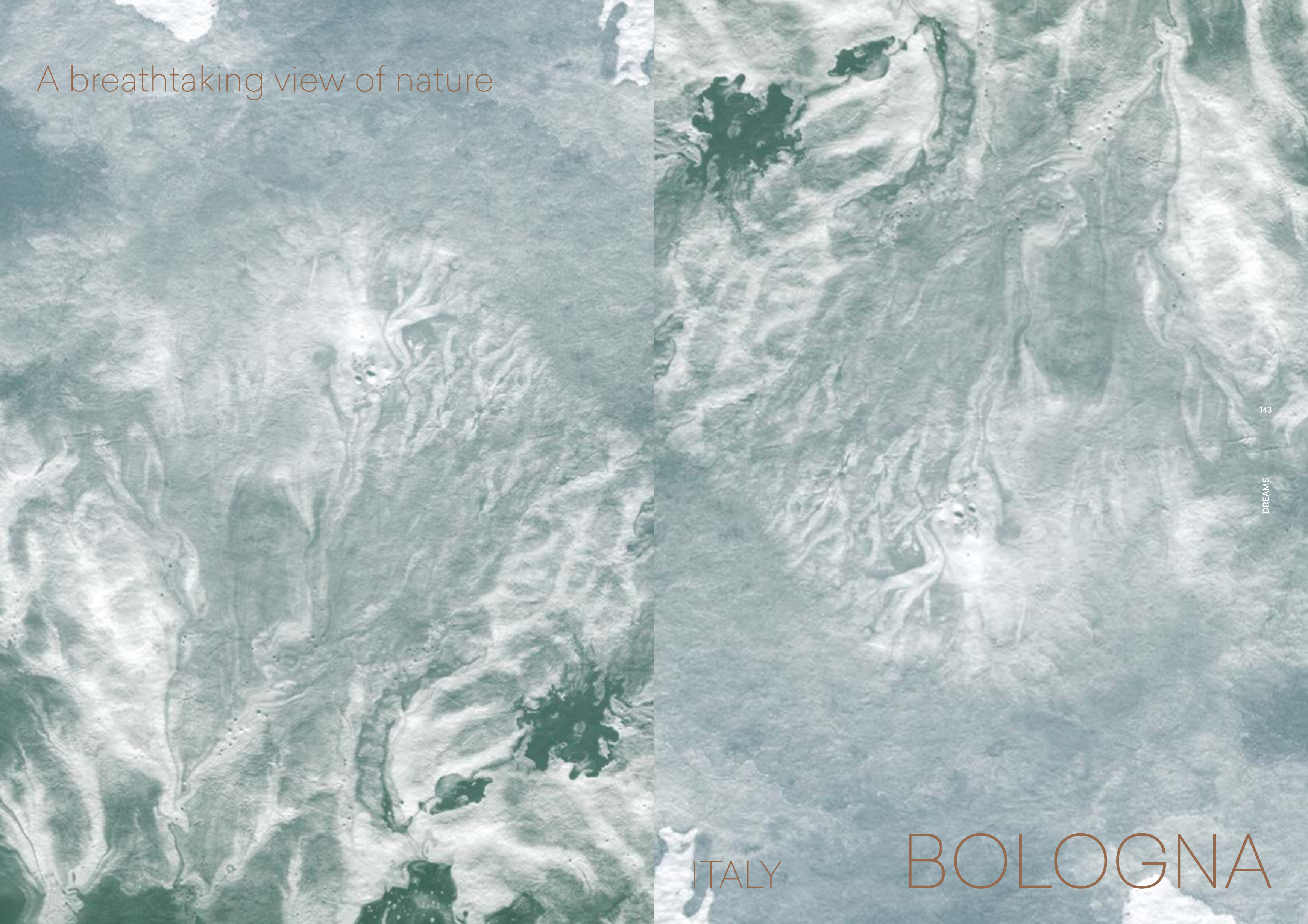








A breathtaking view of nature



ITALY

BOLOGNA















Discovering a Milanese penthouse



ITALY

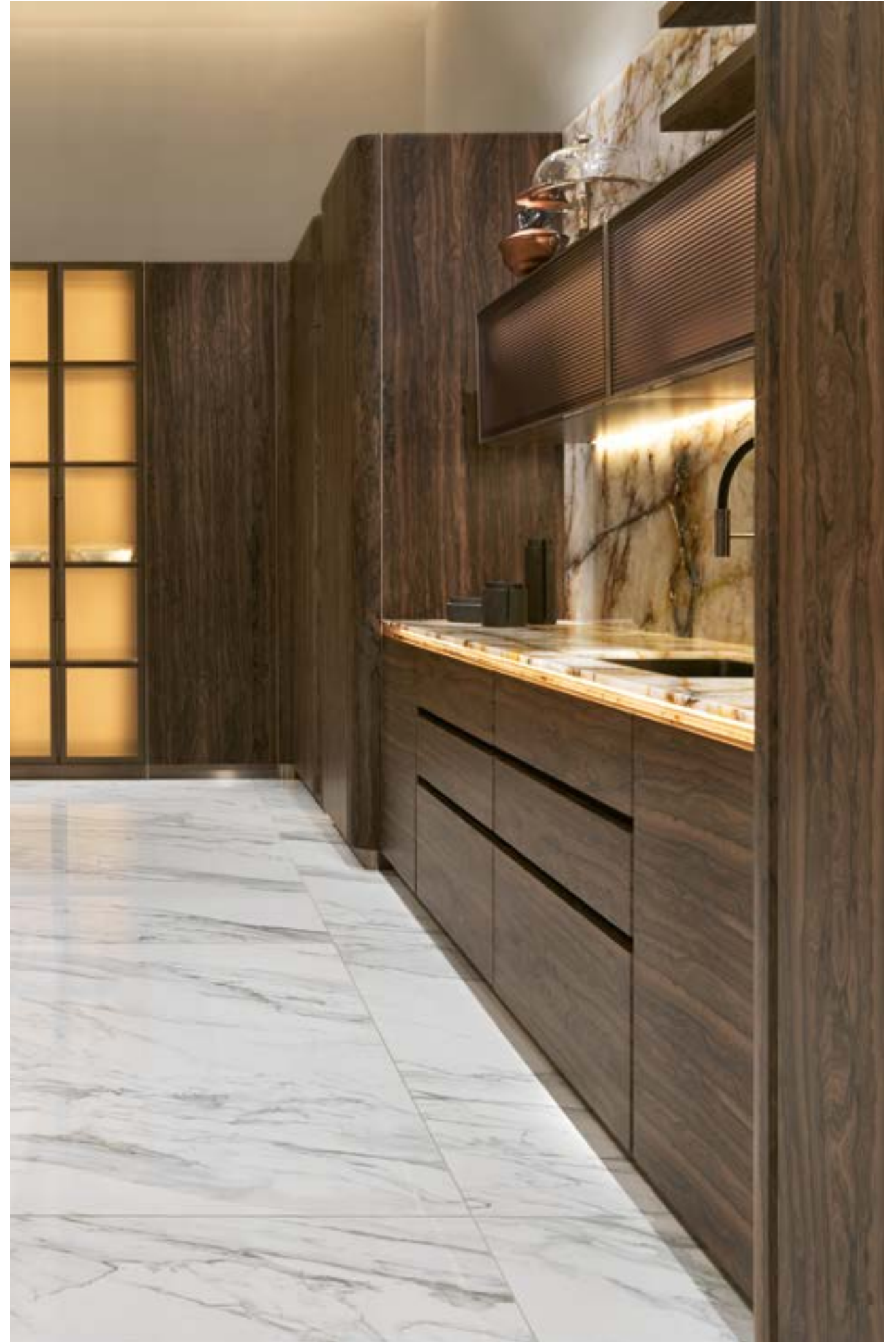
MILAN

















The cedar house

LEBANON

BEIRUT









Gathering by the fireplace

UK

SURREY







The magical atmosphere of the lake

ITALY COMO LAKE







Timeless elegance

CHINA HANGZHOU







The Ginkgo flower is a beautiful symbol,
single and double at the same time

Ginko Club Building
CHINA HANGZHOU











Industrial style is the new beauty

POLAND

WARSAW





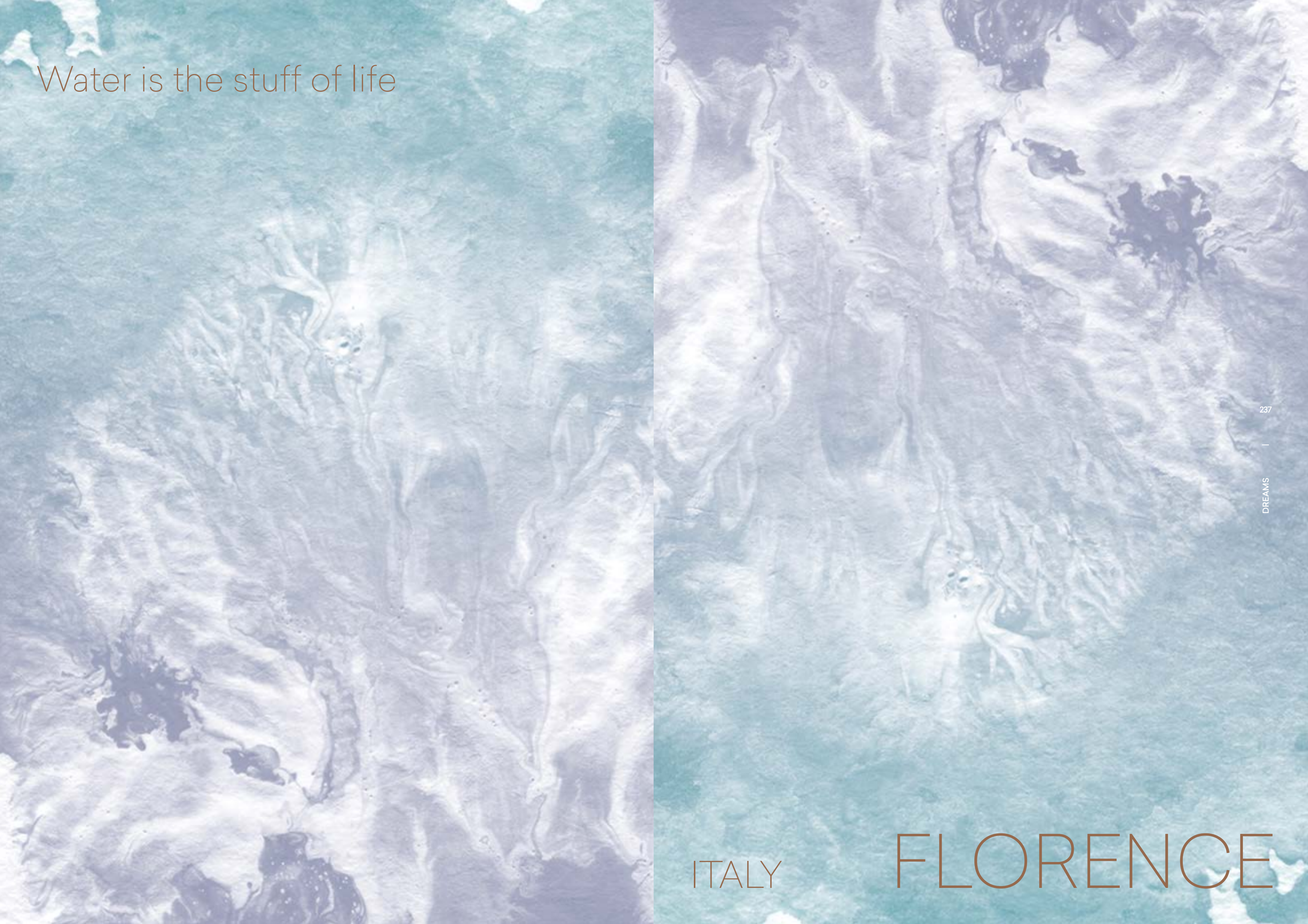








Water is the stuff of life



ITALY

FLORENCE











Living a dream in the Tour Odéon

249

DREAMS

MONACO

MONTE
CARLO











The temple of well-being

261

DREAMS

ITALY

Cervia
DARSENA
DEL SALE



















A jewel box

ITALY

Milan
STONE
ROOM









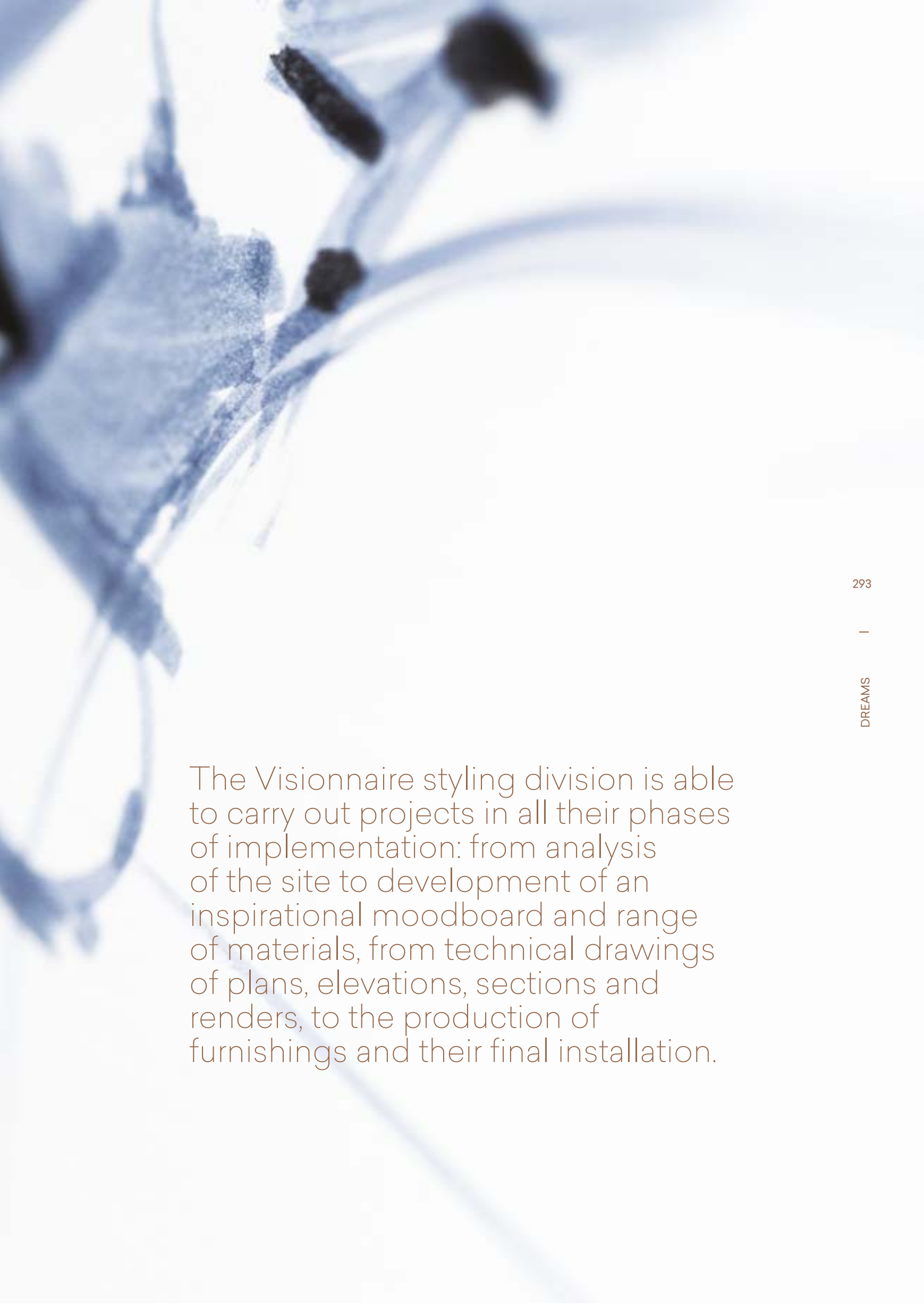




THE GENESIS OF A PROJECT

Design Experience

Visionnaire is an ideal partner for bespoke proposals in residential and contract applications, luxury hotellerie, as well as the yachting and aviation sectors.

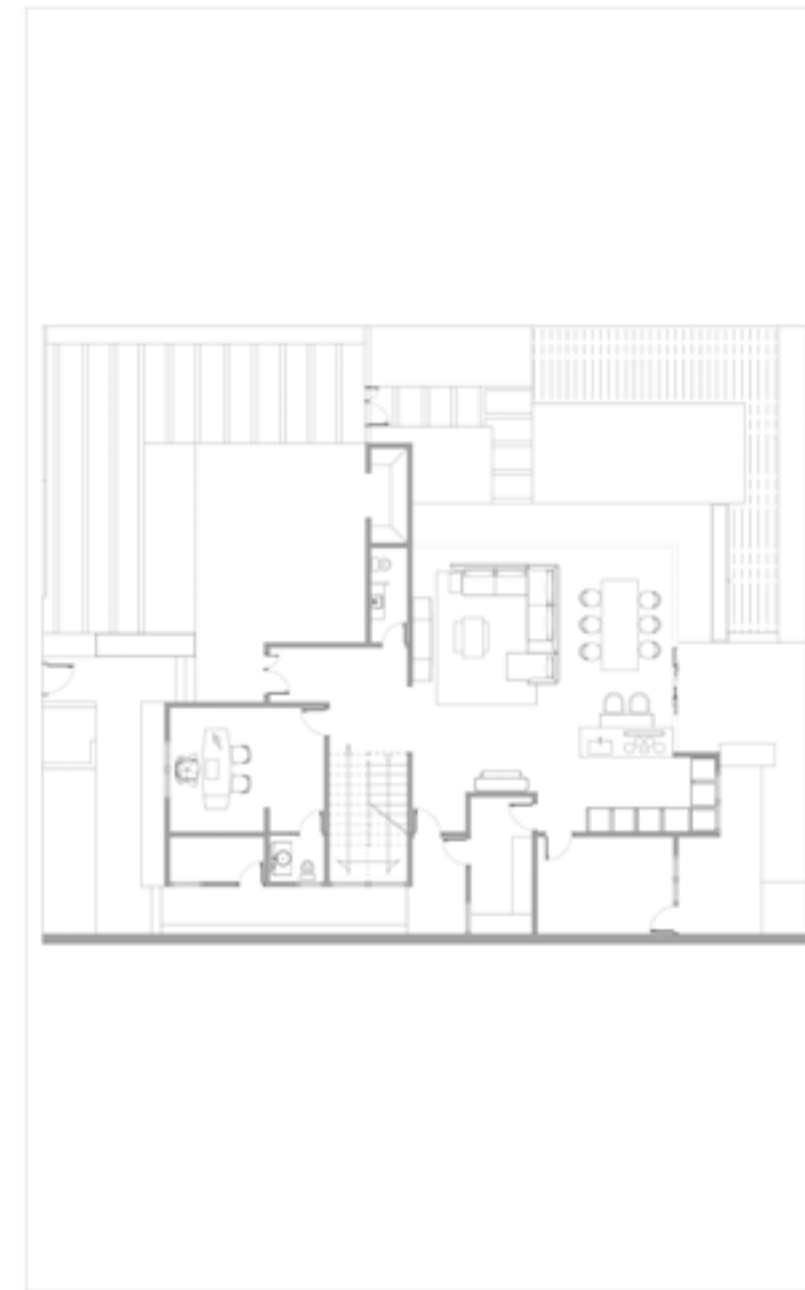


The Visionnaire styling division is able to carry out projects in all their phases of implementation: from analysis of the site to development of an inspirational moodboard and range of materials, from technical drawings of plans, elevations, sections and renders, to the production of furnishings and their final installation.



Experimentation with materials.
Juxtaposition and mixing of colors and elements.





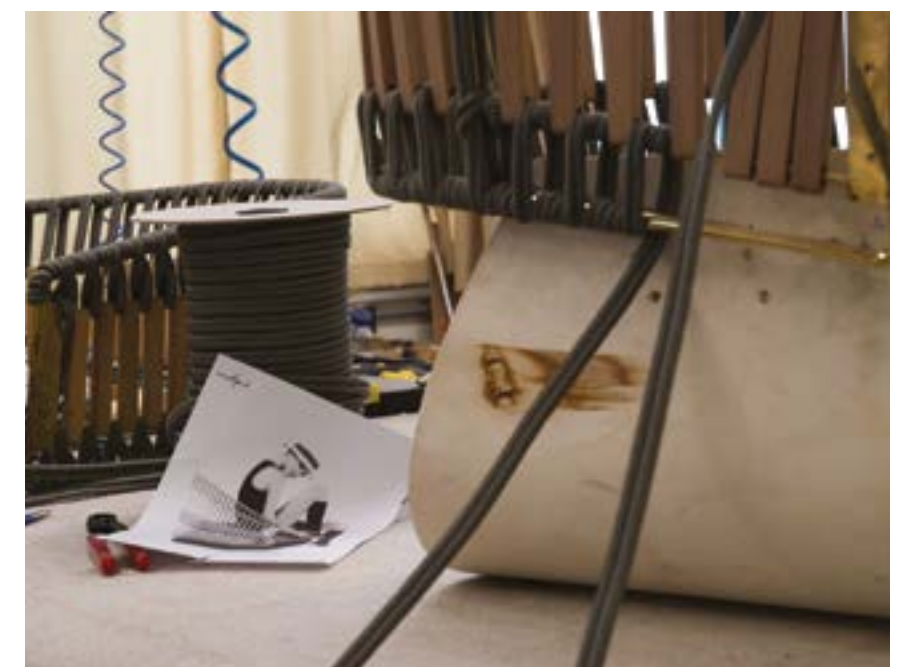
“Every home project is different from the others, because every person, our client, is an individual. The formulation of a project involves uniqueness, exclusivity and customization, based on identity and dreams. To make an abode for dreams means having in-depth knowledge of the people who will live there”

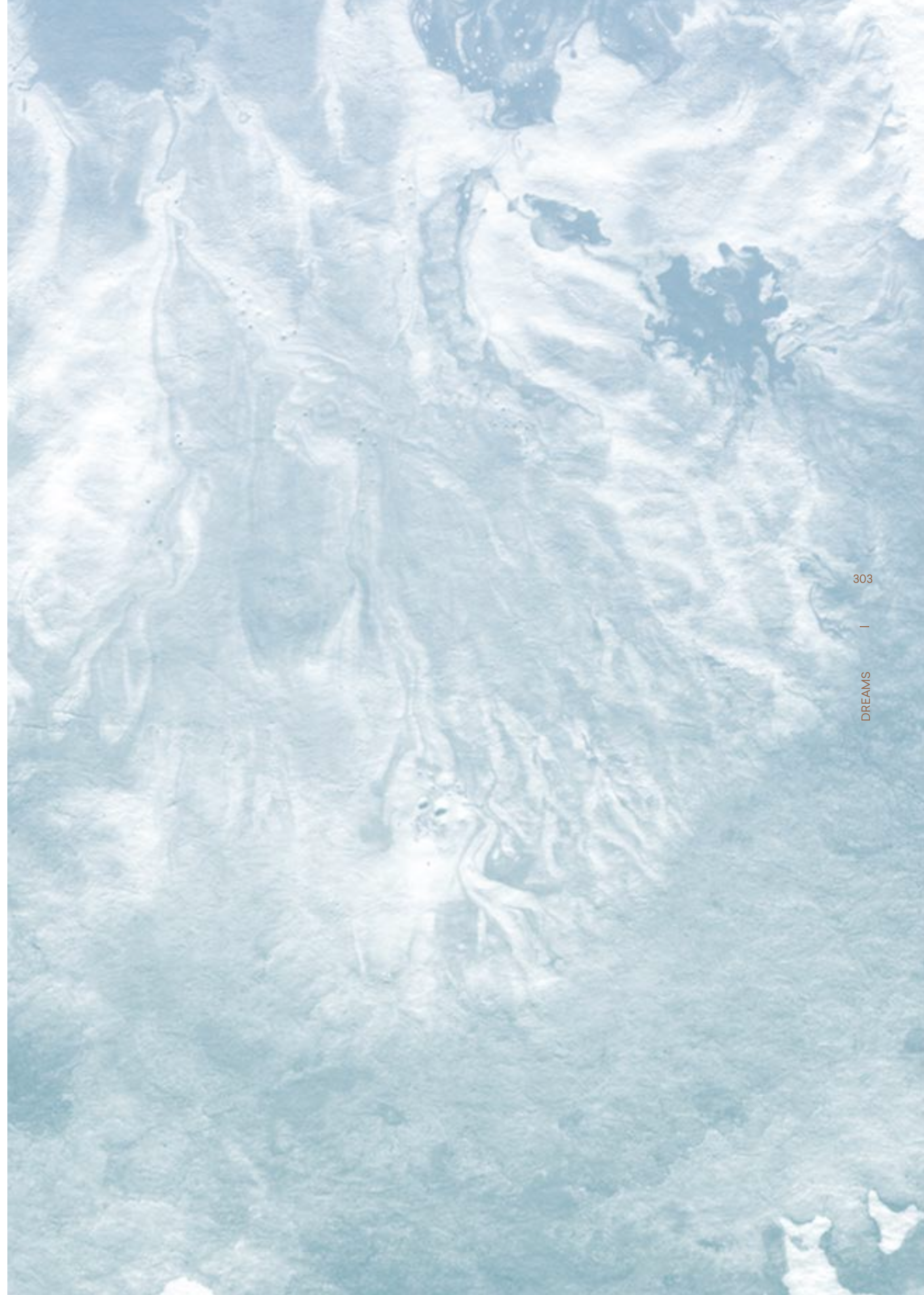
ELEONORE CAVALLI, VISIONNAIRE CO-FOUNDER AND ART DIRECTOR





Mixing and matching materials, applying the skills of artisans to test, perfect and define new compositional and material solutions, defining the identity of every single product by making it unique and inimitable, though also ready for reproduction.





CREDITS

Miami Arte Surfside

Architectural firm Antonio Citterio and Patricia Viel
with Kobi Karp Architecture
Photo by Craig Denis
Courtesy of Arte Surfside
Developer Sapir Corp Ltd

Miami

Turnberry Ocean Club
Photo by Andres Manner

Beverly Hills

1300 Beverly Estate Drive
Architectural firm Ameen Ayoub

Bologna

Villa in the Ghigi park
Architectural firm Enzo Zacchiroli
Photo by Max Zambelli

Milan

Il Chiostro Residences
Architectural firm Massimiliano Camoletto Architects
Photo by Max Zambelli

Beirut

Architectural firm Charif Badih
Photo by James McDonald

Surrey

Designers Tamara and Evgeny Vasilenko
Courtesy of Edelweiss London (edelweisslondon.com)

Como lake

Designers Tamara and Evgeny Vasilenko
Courtesy of Edelweiss London (edelweisslondon.com)

Hangzhou

Interior design project and photography by Yue and
Deco House Design Agency
Courtesy of Shanghai Domus Aurea Collection Limited

Hangzhou

Ginko Club Building
Architectural firm Giampaolo Imbrighi
Courtesy of Shanghai Domus Aurea Collection Limited

Warsaw

Architectural firm Małgorzata Muc & Joanna Scott
from design studio Muc & Scott Interiors

Florence

Photo by Max Zambelli

Monte Carlo

Tour Odeon

Darsena Del Sale

Cervia
Photo by Lorenzo Pennati

Stoneroom

Antolini stoneroom in Milan
Designer Alessandro La Spada
Photo by Lorenzo Pennati

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Art Director Eleonore Cavalli

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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