

GIORGETTI'S 2025 COLLECTION IS ON DISPLAY DURING THE LONDON DESIGN FESTIVAL IN SEPTEMBER

The London Store at 54-58 Fulham Road transforms into an exceptional showcase for the latest offerings, reinforcing the brand's ever-strengthening connection with the British capital.

Giorgetti presents its collaboration with **Maserati**, an icon of prestige and performance. From the union of two symbols of Made in Italy emerges an interior collection and a one-off automobile—a perfect marriage of timeless elegance and technological innovation. This entirely Italian partnership is founded on shared values: meticulous attention to detail, the pursuit of perfection, and the desire to offer unique experiences. Both brands embody the Italian concept of *bello e ben fatto*—beautiful and well-made—addressing a refined and sophisticated clientele that demands uncompromising quality. It represents a genuine creative dialogue where each inspires the other, opening new perspectives and giving shape to unprecedented challenges.

The fruits of this collaboration—the first stage of a journey that will continue over time with other living areas and products—now arrive in the British capital.

Designed jointly by the Giorgetti and Maserati teams under the guidance of Giorgetti Creative Director **Giancarlo Bosio** and Maserati Head of Design **Klaus Busse**, the Giorgetti Maserati Edition interior design collection and the Maserati Grecale Giorgetti Edition are distinguished by unique design that draws inspiration from dynamism and movement.

"The Giorgetti Maserati Edition collection doesn't exist as a standalone project—it's not simply a co-branding exercise, nor the classic licensing arrangement to create a new branded collection. Instead, it weaves naturally into Giorgetti's collections. It's the meeting of two identities founded on profound, shared values that merge to create something that speaks to both worlds without belonging exclusively to either," explains **Giovanni del Vecchio**, CEO of Giorgetti.

Alongside this collaboration, another has emerged, driven by the desire to create timeless objects where design and craftsmanship blend in perfect harmony. The meeting between Giorgetti and **Pierre-Yves Rochon** originated with the creation of bespoke furniture for a prestigious hospitality project in Paris, giving birth to a dialogue that has led to the **Floria** collection, destined to become a new classic of contemporary design. Inspired by the lightness and strength of flower petals, Floria is distinguished by its sculptural volumes and refined details, combining precious materials such as marble and leather in perfect balance between aesthetics and functionality. Conceived for prestigious residential environments, the table integrates naturally into contract and hospitality settings as well. More than simple furniture, it's an

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aesthetic and sensory experience—a tribute to the excellence of Italian savoir-faire and the timeless vision of great design.

Simultaneously, the **Atmosphere** collection expands with a selection of original objects and accessories, designed to complete the Giorgetti living experience. Every element, from decoration to functionality, is studied to create an immersive lifestyle where design excellence is expressed in every detail.

London thus becomes a new stage in a journey marked by Italian design excellence, where innovation, style, and artisanal quality merge to create a unique experience bearing the Giorgetti signature.

The collaboration with **PONTONE art gallery** continues, contributing to enrich the exhibition space. Joining the works already on display by contemporary artists **Reef Hsu, Lee Jungwoon, Raffaele Rossi, Choi Soowhan**, and **Tim Wright** are now drawings by **Nathan Walsh**, renowned for his ability to reinterpret urban landscapes through a hyperrealistic and architectural vision. A refined dialogue between art and design that further enhances the store's atmosphere, offering visitors a complete and multidimensional cultural experience.

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THE INSTALLATION

Giorgetti Store London

The London Giorgetti Store at 54-58 Fulham Road showcases the 2025 collection across two floors **spanning 400 square metres**. The renewed installation has been curated by Giancarlo Bosio, the brand's Creative Director, working alongside the internal architectural team.

From the street, the two large windows on Fulham Road offer a preview of pieces from the **Giorgetti Maserati Edition** collection. On the left, a refined living room dominated by a material palette ranging between wood, blue, grey and white. The star is the striking modular **Nereide** sofa, accompanied by the set of three **Ligea** coffee tables—each with different tops in leather, wood, and marble—the **Panopea** rug, the **Teti** pouf, and the **Sibilia** side table, which thanks to its structure becomes a natural resonance chamber. Framing the set are the Scirocco sideboard and the Clori armchair.

The right window presents a warmer, more enveloping atmosphere, where the **Lorelei** sofa and armchairs dialogue harmoniously with the **Teti** pouf, the Spark side table, and the Light rug, all declined in earth-inspired tones.

Crossing the threshold, the installation opens with a dining area dominated by the imposing **Floria** table in Calacatta marble, fruit of the new collaboration with Pierre-Yves Rochon. The Elisa chairs surround it with welcoming forms and contemporary lines, on the Sataria rug, creating an environment with notes of understated refinement.

Completing the floor is an important kitchen area with the GK.03 project and Skirt stools, and the office area with the Mogul desk and Calathea chair. Iconic notes feature the Move and Hug armchairs and the Liz valet stand.

The store's *basement* has also undergone an important refresh. Here, the space flows seamlessly through the various areas of the home: a second elegant and functional study with Alma and Norah, an area dedicated to leisure with the 90° Minuto football table, two different living rooms—one conceived for conviviality with Karphi, and the other for relaxation with Vesper—a bedroom with Vibe and walk-in wardrobe with Reiwa, and finally, a selection from the *Open Air* collection dedicated to outdoor living, to experience external spaces with the same refinement as interiors.

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Every environment is curated in the finest detail, in perfect balance between aesthetics and function. An invitation to immerse oneself in the Giorgetti universe, where every piece of furniture tells a story made of passion, research, and Italian savoir-faire.

The store's courtyard completes the experience, where for the London launch day of 5th June, the **Grecale Folgore Giorgetti Edition** is displayed—a unique, 100% electric example by **Maserati**. This one-off vehicle represents the most advanced expression of the Modena-based brand's sustainable mobility and is born within the Maserati Fuoriserie personalisation programme. The SUV's exterior is distinguished by personalised bodywork colouring, while the exclusive interiors have been designed to evoke the enveloping comfort sensation typical of Giorgetti environments. A true homage to the concept of interior home feeling, where technology meets the elegance of Italian design.

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