

visionnaire





The Art of Belonging

Visionnaire unveils *The Art of Belonging*, a new campaign shot by Robert Rieger on the island of Ibiza, marking the beginning of a fresh creative direction that will guide the brand’s storytelling in the coming months.

Known for its holistic approach to home design and roots in fine Italian craftsmanship, Visionnaire is now embracing its evolution into a contemporary lifestyle brand. With one of the most complete collections in the design world, a unique positioning and global recognition, Visionnaire is turning a new page in its journey, under the ongoing creative direction of Eleonore Cavalli.

The campaign is brought to life through the lens of Berlin-based photographer Robert Rieger, an artist who uses photography to tell honest, soulful stories. His work stands out for its classical composition – think Vermeer meets Kubrick – with natural light and warm tones that evoke a timeless feel.

At its heart, *The Art of Belonging* explores our eternal quest to find our place in the world – the human longing for connection and home. But what does “home” really mean? Is it one place, or could it be many? Perhaps it’s any space that makes us feel safe, calm, and truly ourselves – a sanctuary within the whirlwind of modern life. And in the end, perhaps the only place we truly

belong is within ourselves. This campaign is a gentle reminder to rediscover that place – where the self and universe meet.

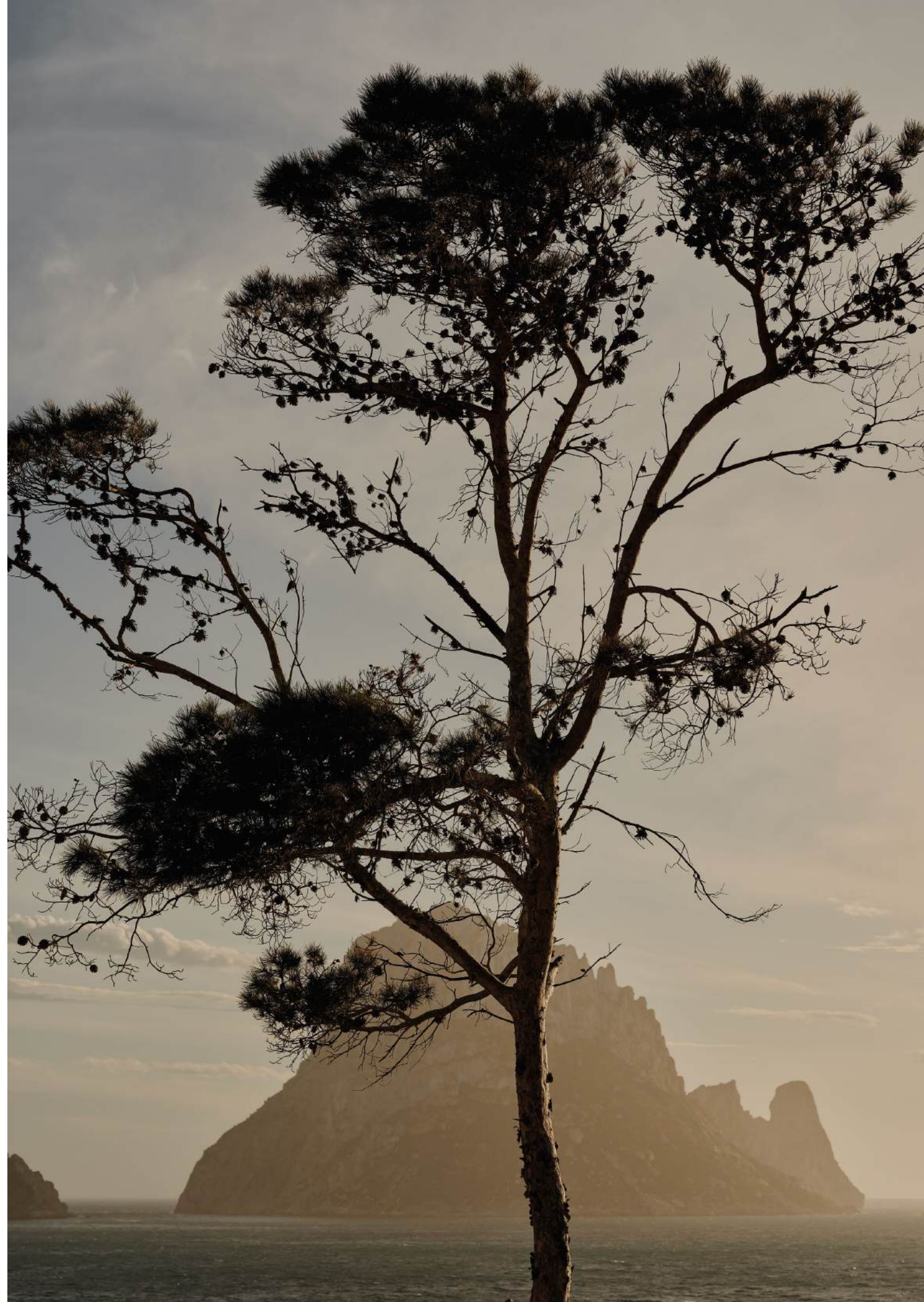
Set in a brutalist villa designed by Antonio Baroncelli on the hills of Ibiza, the setting itself tells a story. Perched above the sea, the architecture blends indoor and outdoor spaces with ease, balancing soft-toned stonework with the lush greenery of the Mediterranean landscape. A woman explores the villa with quiet confidence and intention, room by room, connecting with the space through movement and touch – turning the experience of design into something intimate and real. Her movement tells a deeper story: more than a mere tour, it’s a journey of transformation. Each object becomes a chapter in a personal story, reflecting identity and embracing individuality.

The campaign captures a series of unspoken dialogues – between people and places, people and objects, and between architecture and design. It kicks off with Marc Ange’s Peacock Throne, a sculptural centerpiece that celebrates beauty as a universal truth. The journey continues with pieces like the Babylon Rack Circle sofa, the Kerwan table, and the Aubade bed by Alessandro La Spada; the Shibari armchairs by Studioepe and Aries by Draga&Aurel – hero pieces that stand out with their bold, unmistakable character.

The Art of Belonging unfolds as a six-part story: *Arrive, Explore, Nourish, Touch, Create, and Rest*. It begins with the warmth of a sunlit arrival, filled with promise, and moves into the creation of new wellness rituals. It flows through nourishment – both physical and spiritual – and the search for fresh connections with the world and the people around us. The journey culminates with acts of creativity and moments of rest, painting a picture of modern living where the home isn't just a space, but a nurturing ecosystem for growth, renewal, and connection.

Visionnaire's visual language is also evolving in line with its ethos. While timeless charm and masterful craftsmanship remain at the heart of the brand, the new aesthetic is warmer, more balanced, and unmistakably modern. Think soft finishes, sun-washed tones, and a refined palette of sustainable fabrics and leathers – all contributing to a fresh vision of luxury: one expressed through a modern, universal visual language, making it resonate with a wider audience.

The Art of Belonging is more than a campaign – it's a manifesto. It marks the transformation of an iconic Italian company into a lifestyle brand designed to inspire, connect, and elevate the human experience.







Pavone armchair is a gesture of presence—an emblem of beauty. A sculptural seat that becomes a space of self-expression, echoing the peacock's splendor, a vision of beauty that dares without apology. Inspired by nature's paradox, where the most dazzling displays come at the greatest cost. Like the peacock, it chooses allure over armor and grace over refuge. Designer: Marc Ange







Redding sunbed offers a moment of pause in motion. With a sleek mahogany frame and adjustable seat, it balances function and ease—crafted for open-air rituals where light, body and time move together. Designer: Alessandro La Spada



What is your key to Belonging?

A JOURNEY THROUGH DESIGN, IDENTITY AND CONNECTION







Boyd is a modular sofa designed for freedom and connection. With generous, low seating and a sculptural wooden frame, it invites informal rituals—an open space where comfort becomes a shared language. Designer: Fabio Bonfà



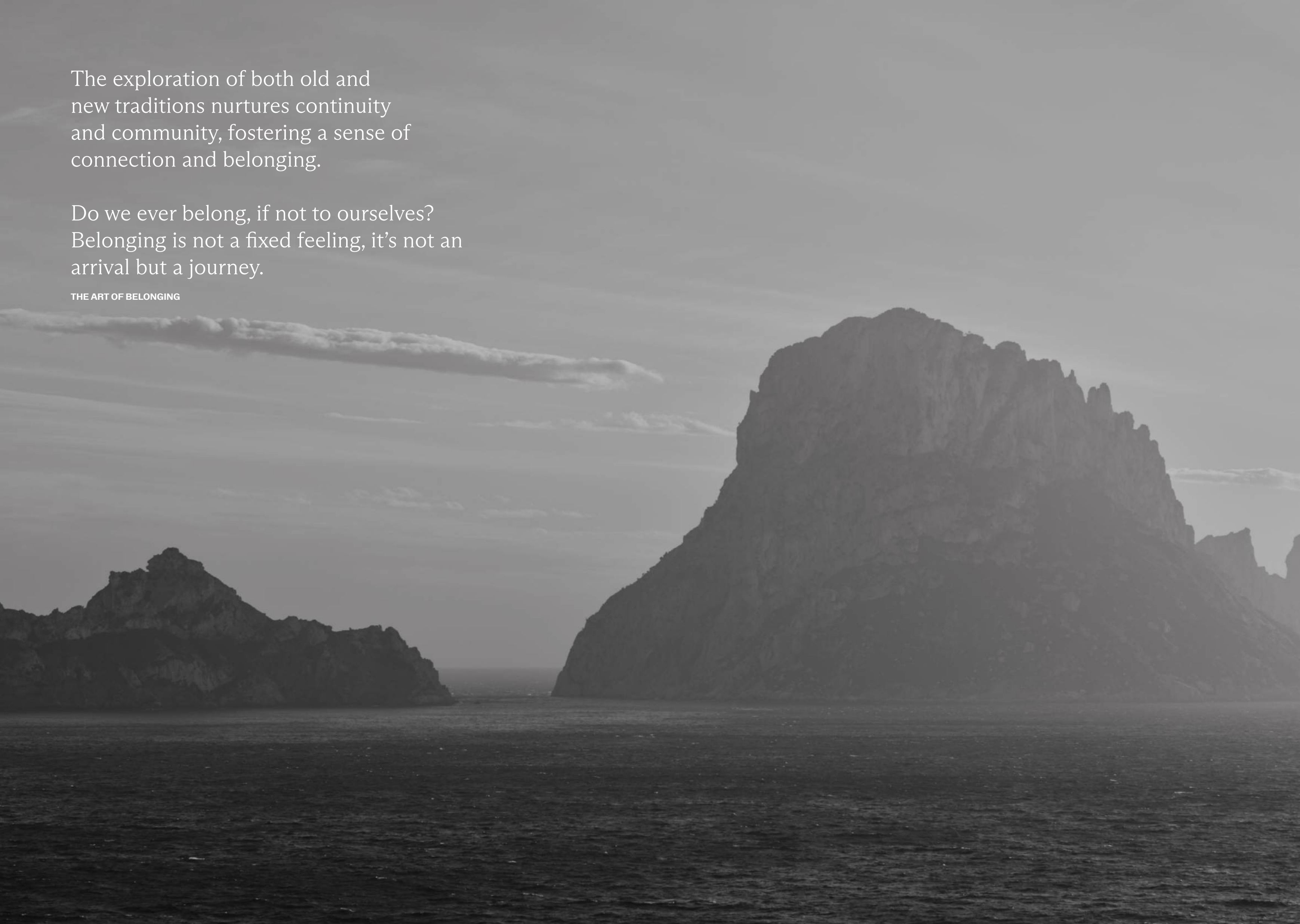


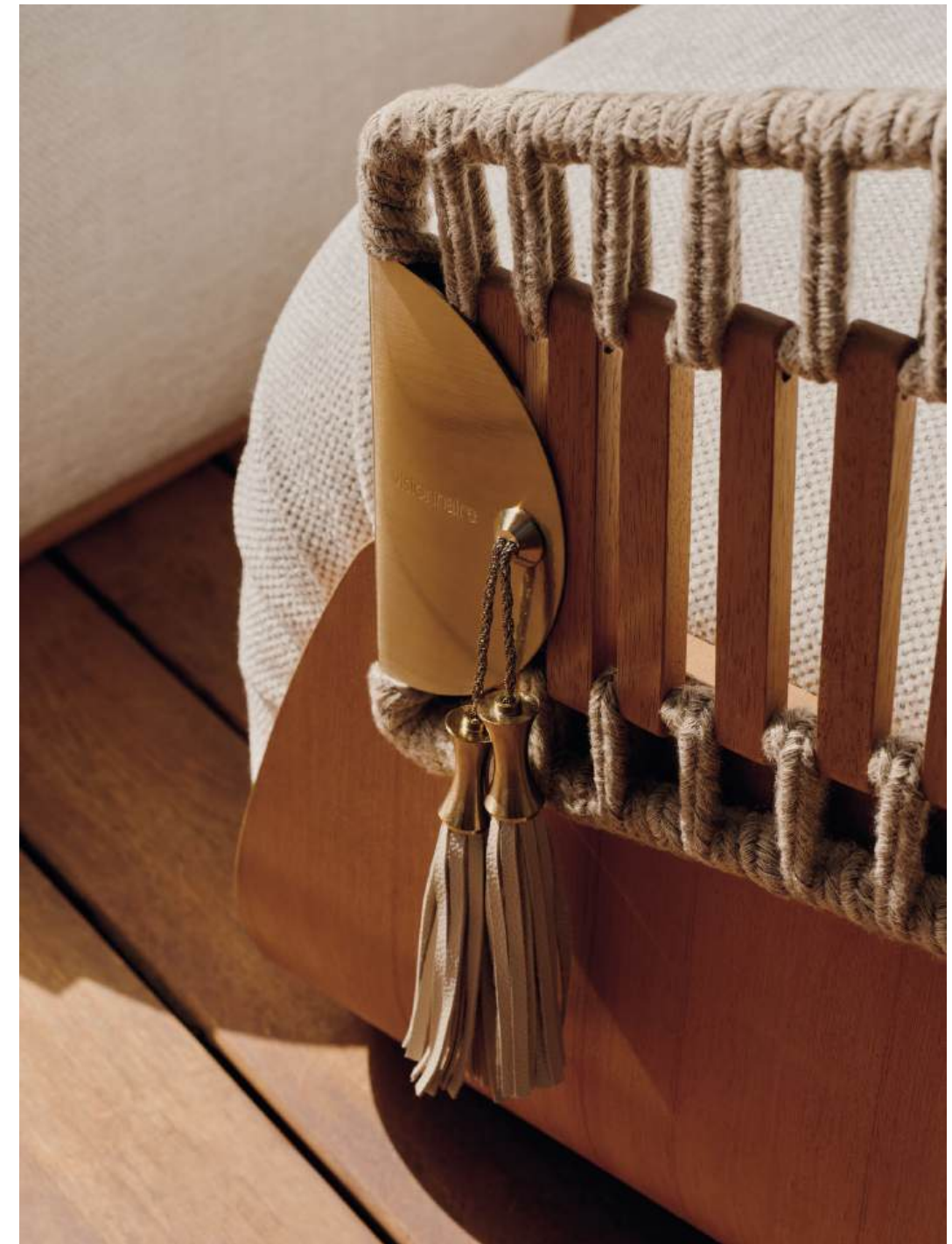


The exploration of both old and new traditions nurtures continuity and community, fostering a sense of connection and belonging.

Do we ever belong, if not to ourselves?
Belonging is not a fixed feeling, it's not an arrival but a journey.

THE ART OF BELONGING

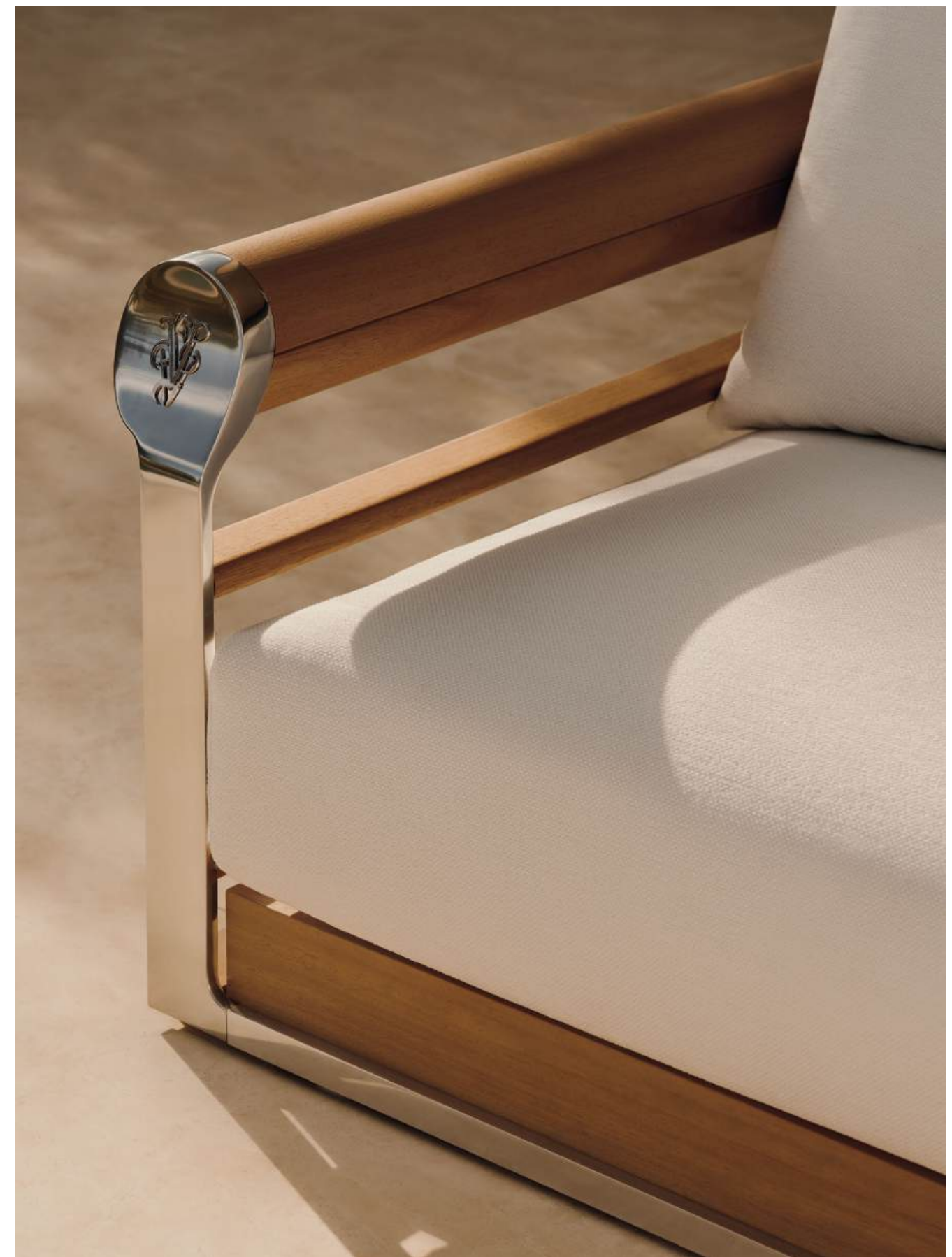




Kathryn armchair draws its strength from nature. With a solid wood shell and knotted linen rope — a reflection of exquisite artisanal craftsmanship — it blends raw texture with softness. Iroko wood and brass come together in a union of elegance and solidity, shaping a seat that conveys stability, openness, and quiet resilience. Designer: Giuseppe Viganò







Galloway sofa invites you to immerse yourself in comfort. Featuring sculpted wood, curved metal details, and generous cushions, it's designed for outdoor living—where every element supports the simple act of feeling at home. Designers: Maurizio Manzoni, Roberto Tapinassi





Ilario is a modular sofa that embodies freedom and movement, designed as a personal refuge where you can truly feel at home. With rounded shapes and flexible configurations, it adapts to the rhythms of modern life, offering a welcoming space. Crafted from materials like iroko wood, brushed steel and leather, Ilario celebrates the union of functional design and elegance. Part of a broader story about the search for belonging, it invites you to experience the home as an ecosystem of well-being. Designer: m2atelier



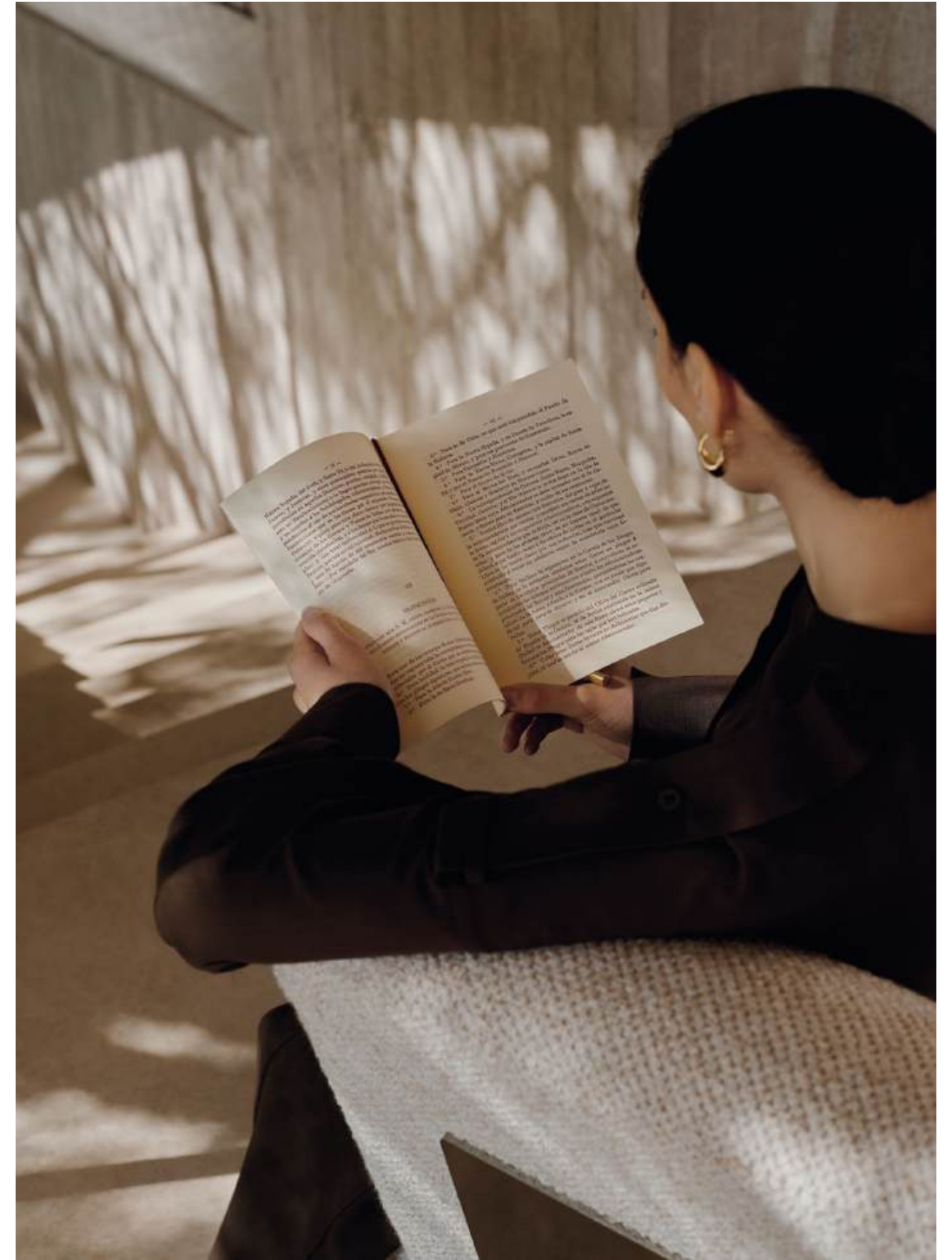




Babylon Rack Circle goes beyond the traditional concept of a sofa, becoming a living island. With sculpted volumes and soft curves that harmonize with the surrounding architecture, it invites rest and renewal. Its versatile design offers multiple functions and configurations, creating a space to pause, reflect and recharge. Designer: Alessandro La Spada









Aries armchair blends geometric clarity with a sense of lightness, echoing a space-age spirit. Its sculptural metal frame supports soft volumes, creating a seat that becomes both a visual statement and a personal retreat. Designer: Draga & Aurel






Loving F. sofa reimagines the living area as a landscape of form and rhythm. A modular composition of volumes and voids, it invites personal expression through tactile contrasts, becoming a quiet architecture for everyday rituals. Designer: Mauro Lipparini

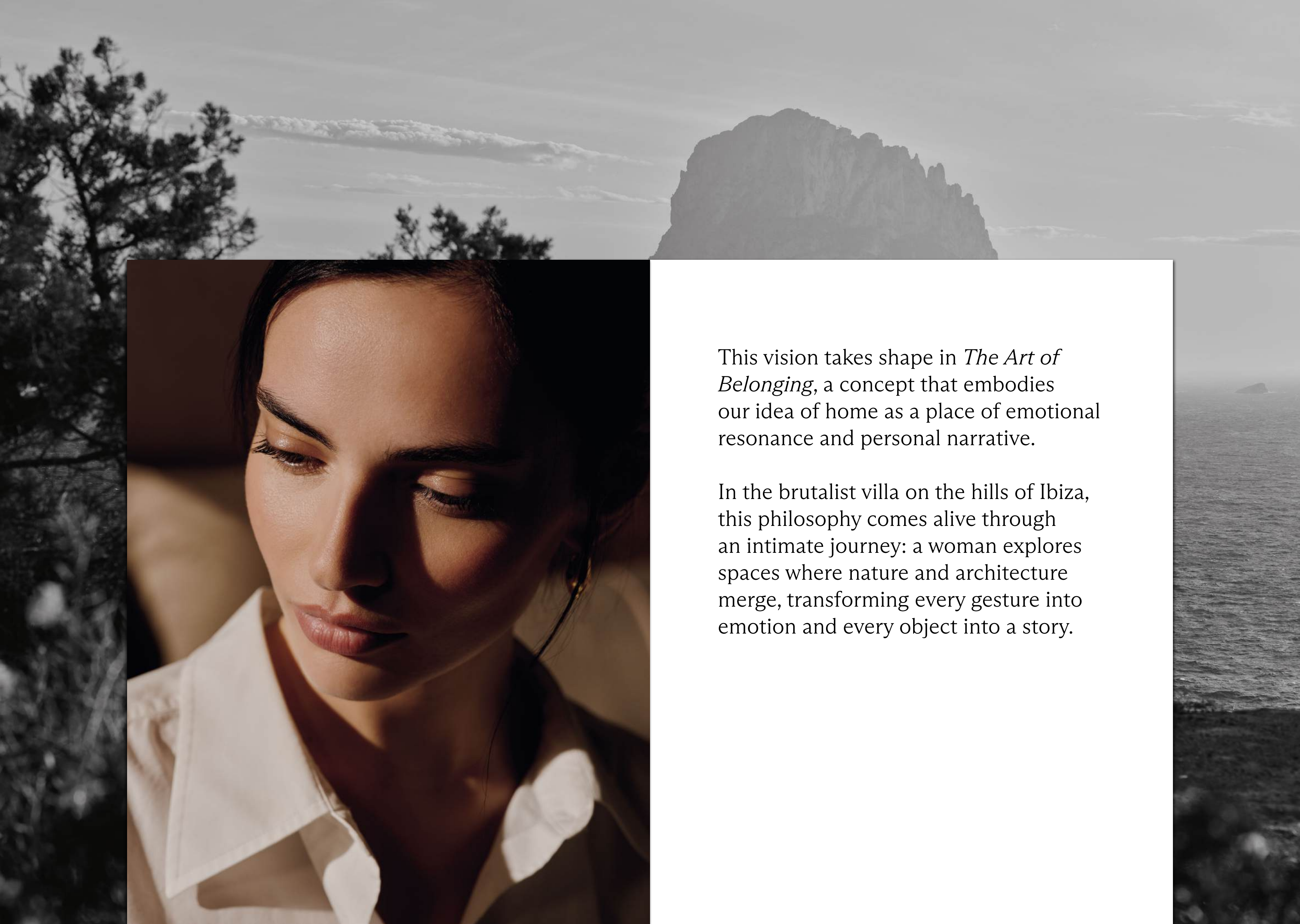


Solis is a coffee table inspired by the phenomenon of a solar eclipse, where light and shadow merge in harmonious interplay. Like an eclipse that both reveals and conceals, Solis explores the contrast between presence and absence, the solidity of stone and wood, and the softness of fabric. Designer: Marco Piva



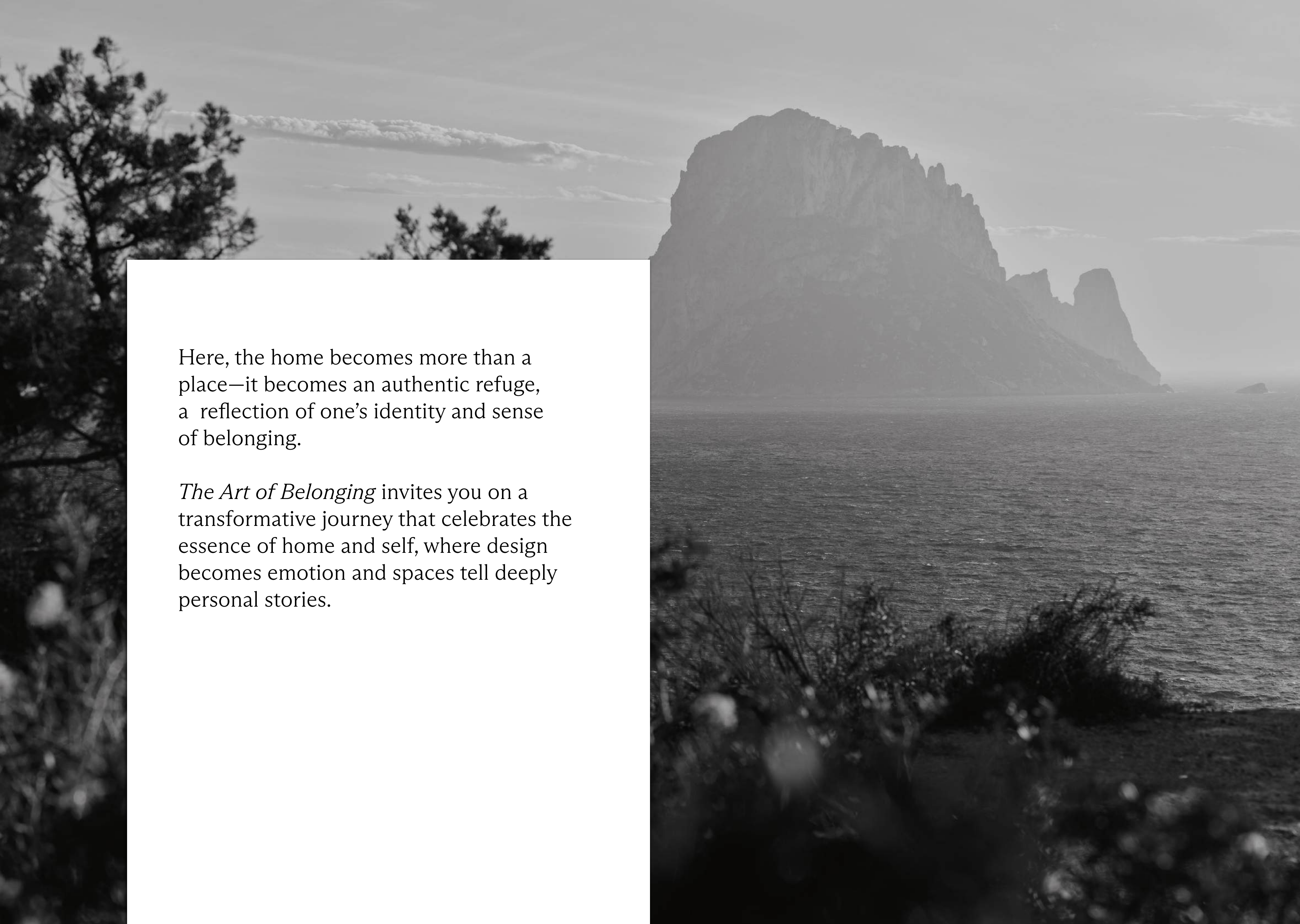


At the heart of Visionnaire lies an integrated design philosophy, historically driven by a lifestyle approach to living spaces. We interpret Italian artisanal heritage through a collection of objects with a distinctive style, the result of ongoing experimentation with materials, unexpected yet harmonious shapes and iconic motifs that echo the brand's legacy. In every piece, craftsmanship is celebrated as one of the highest expressions of human creativity, bridging memory and innovation.



This vision takes shape in *The Art of Belonging*, a concept that embodies our idea of home as a place of emotional resonance and personal narrative.

In the brutalist villa on the hills of Ibiza, this philosophy comes alive through an intimate journey: a woman explores spaces where nature and architecture merge, transforming every gesture into emotion and every object into a story.



Here, the home becomes more than a place—it becomes an authentic refuge, a reflection of one's identity and sense of belonging.

The Art of Belonging invites you on a transformative journey that celebrates the essence of home and self, where design becomes emotion and spaces tell deeply personal stories.



Mystic is a dining table that reflects nature's quiet strength. The thick Travertine top features soft lines and is finished with a "bullnose" edge. The legs, created using a die-casting mold, play with the contrast between solid and void. Designer: Alessandro La Spada - The **Elixir** chair embodies the harmony between design and comfort. Its metal frame, defined by fluid, enveloping lines, features a subtle twist at the back that gently embraces the padding, creating a sensory contrast between different materials. Designer: Alessandro La Spada

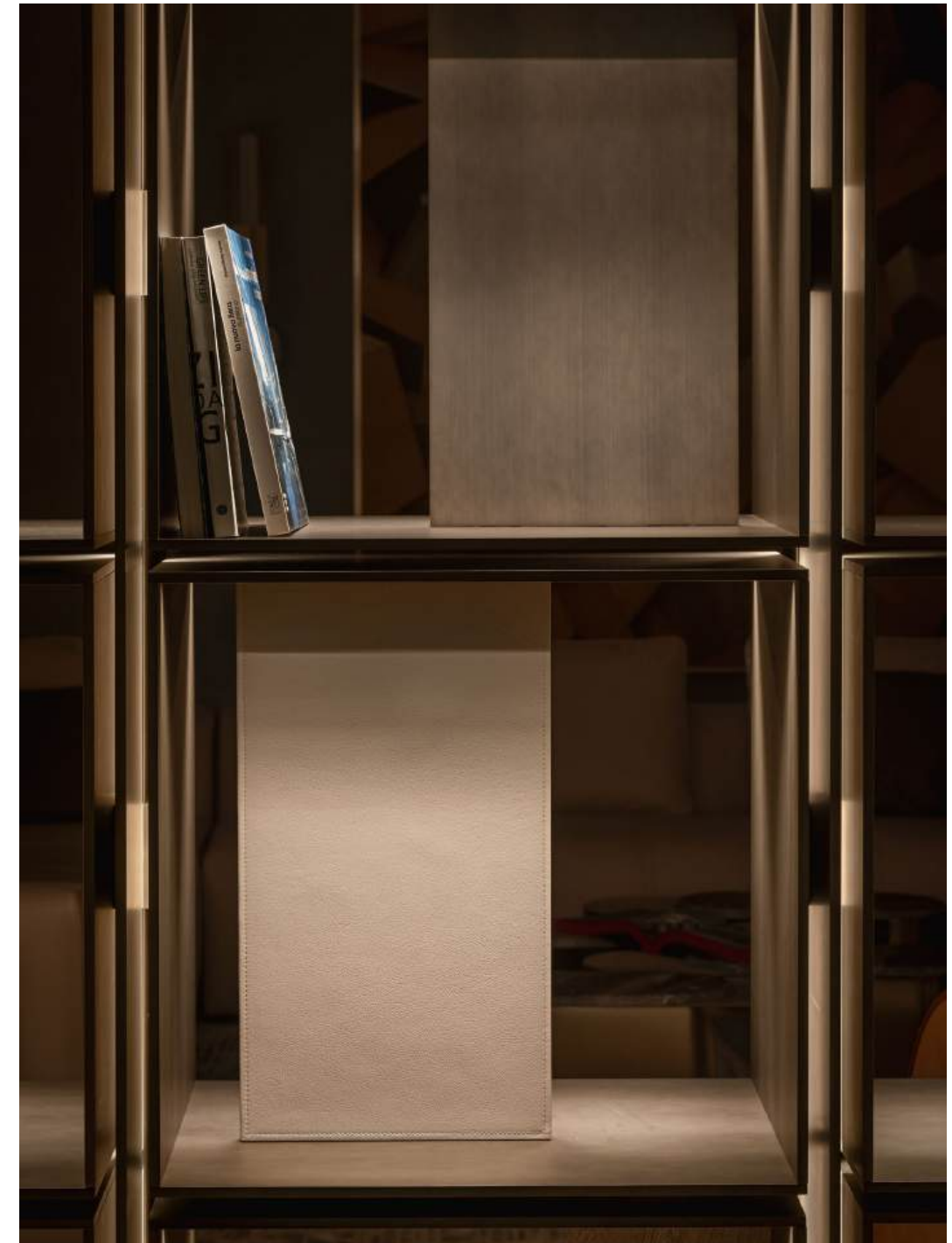




The design of the **Vortex** dining table is born from the idea of giving shape to a dynamic concept, one of explosion and implosion, of uniting what is separate, and, like in Kintsugi philosophy, of precious reconstruction. Stone and leather divide the space of the top as placeholder elements, enhanced by the refined workmanship of reinforced stitching. The base supports both form and substance of this material synthesis, transforming rigid satin-finished stainless steel into a fluid monolith—strong yet light at the same time. Designer: La Conca







C-Square day system is a luminous aluminum partition system that spreads light and whispers transformation. It does not separate but unites. A vision of space in motion, designed to evolve with the life around it. Designer: Stefano Pozzi







Kerwan is a dining table that plays with contrast and connection. Curved marble and steel merge into a fluid structure, reflecting the world around it. A sculptural presence that shapes space with intention and quiet strength. Designer: Alessandro La Spada - **Siona** blurs the lines between art and design, embodying a unique hybrid style. Whether conceived as a bar cabinet or a sculptural piece with joyful forms, it evokes a sense of whimsy. Designer: Matteo Cibic



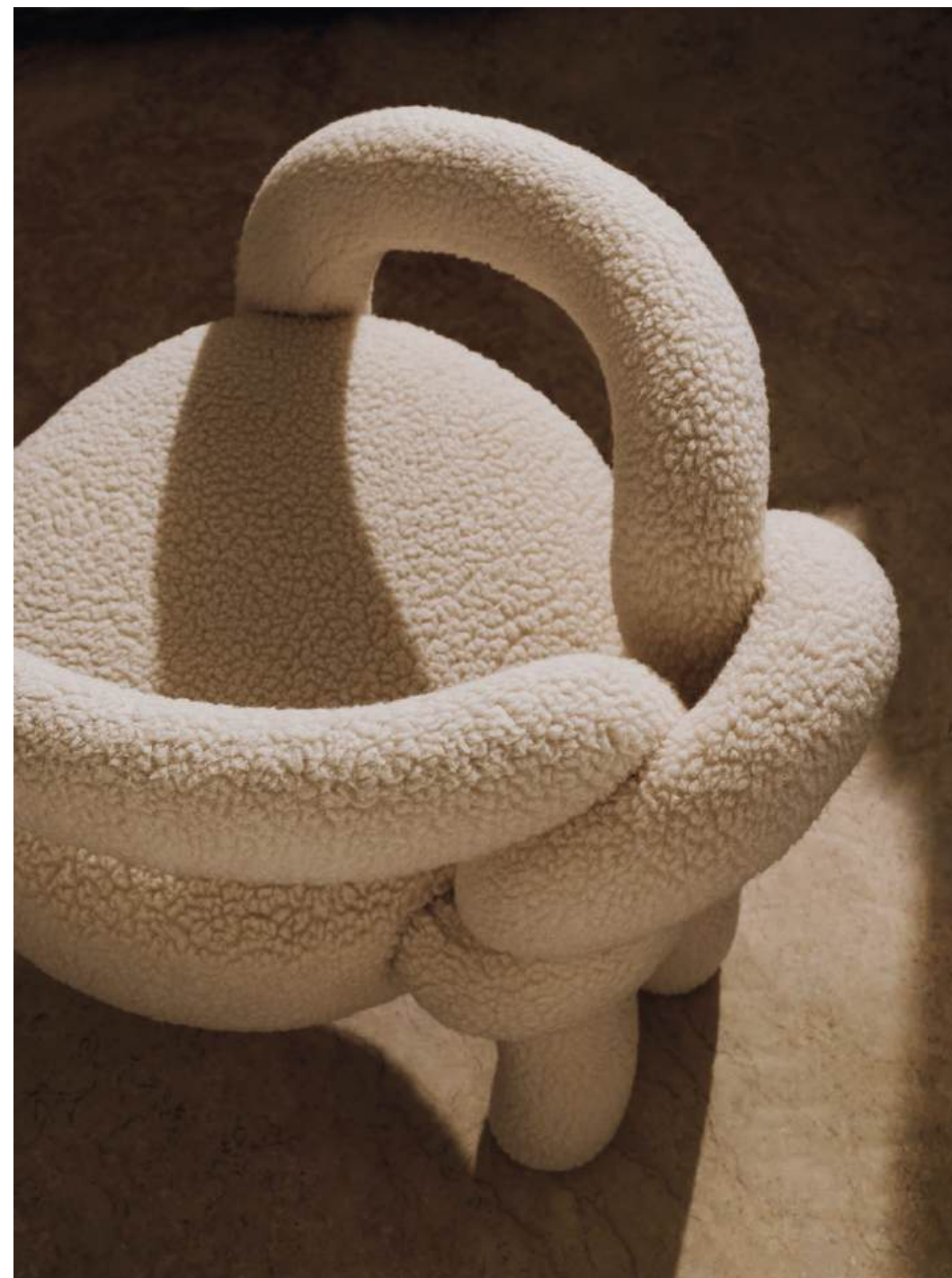




Arrakis writing desk blends sculptural form with refined function. Its curved, glossy briar root top, soft upholstered drawers, and polished steel accents create a refined and contemporary look. With built-in cable management and smart storage, it brings style and practicality together in one beautifully crafted piece. Designer: La Conca







Shibari armchair reinterprets ancient symbology through contemporary craft. Inspired by the love knot, it's a tribute to eternal bonds—an embrace without force, where design meets ritual and connection becomes form. Designer: Studiopepe

A deep longing for belonging accompanies every journey: the search for a place, meaning, and connection in a constantly moving world. Identity unfolds along the way, and home becomes a feeling rather than a fixed point.







Aubade bed is a quiet stage for the daily ritual of rest. A composition of soft forms framed by Cameo Crystal with hard rock finishing, it is a true refuge for body and mind, a place to rest and retreat into a dream dimension. Designer: Alessandro La Spada





Eidos wardrobe turns everyday rituals into moments of quiet beauty. With glass surfaces and tactile details in leather and marble, it brings clarity and balance to the act of getting dressed—a space that feels truly your own. Designer: Fabio Bonfà

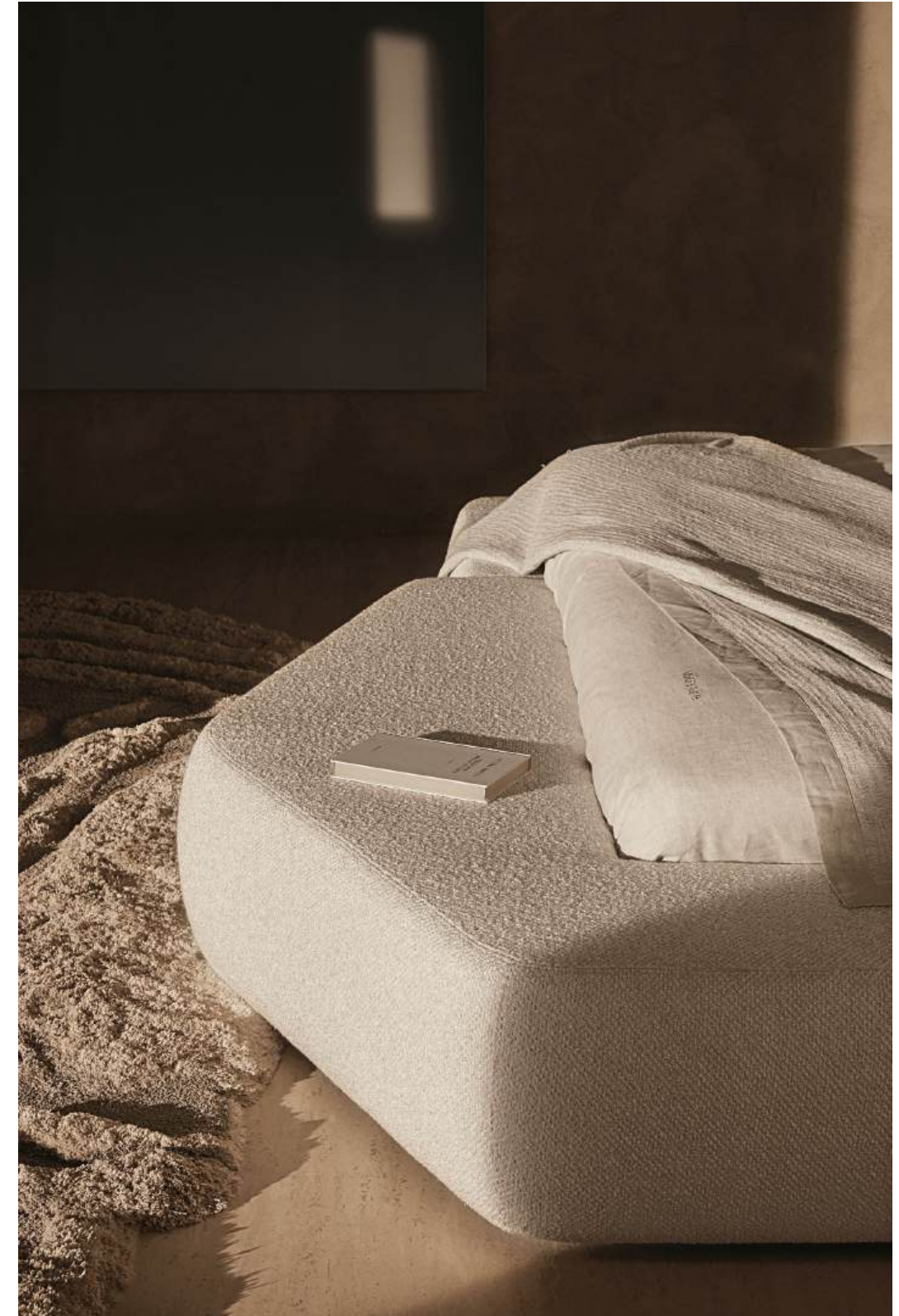




Nubia console combines elegant, sinuous lines with a refined material palette - marble, brass, and cast aluminum. Its design balances softness and precision, blending experimental forms with functional clarity. Designer: Hagit Pincovici



Neolito bed blends nature's raw beauty with refined craftsmanship, reinterpreting archetypal forms into a welcoming retreat. Sculpted padding and precise quilting create a bed that unites comfort, elegance, and timeless appeal. Designer: Alessandro La Spada





Bastian bed merges sophisticated design with contemporary elegance. Its floating headboard, gently illuminated by integrated LED lighting, adds a sense of weightlessness. The signature envelope-style pattern, enhanced by contrast leather piping, and refined metal details create a piece that blends comfort and sophistication. Designer: Mauro Lipparini



The Ca' Foscari armchair is an elegant synthesis of structure and softness. Defined by its rounded shapes, it balances refined detailing with a curved steel base, expressing a quiet dialogue between craftsmanship and design—adding depth, character and a poetic presence. Designer: Alessandro La Spada





Ephir writing desk is a harmonious fusion of nature and design. A polished Dover White marble top meets asymmetrical metal legs with a brushed finish, creating a striking balance of strength and lightness. Light and shadow enhance its geometry, transforming the office space into a refined and timeless environment. Designer: Alessandro La Spada - **Lucente** is a lighting collection inspired by the poetic dance of light as it breaks and reflects on faceted gems. Crafted from regenerated PMMA, its jewel-like forms radiate a soft, diffused glow, bringing color and transparency to life in delicate, luminous waves. Designer: Gupica



The **Aura** armchair stands out for its enveloping shapes and ample proportions, giving it a unique character. The soft leather upholstery enhances both its form and comfort, turning every moment of sitting into a sensory experience. Its low, deep seat invites relaxation, making it the ideal piece for those seeking a moment of indulgence. Designer: Fabio Bonfà



Like a flame dancing between strength and lightness, **Flame** merges material and dynamism. Its sculptural base and curved form create a visual suspension. The wide seat embraces the body with soft comfort. Designer: Marco Piva





Walker sofa invites you into a world of comfort with its soft, flowing curves. Designed for modern living, its compact size and ultra-soft form make it perfect for cozy, urban spaces, offering both style and relaxation for today's lifestyle. Designer: Fabio Bonfà

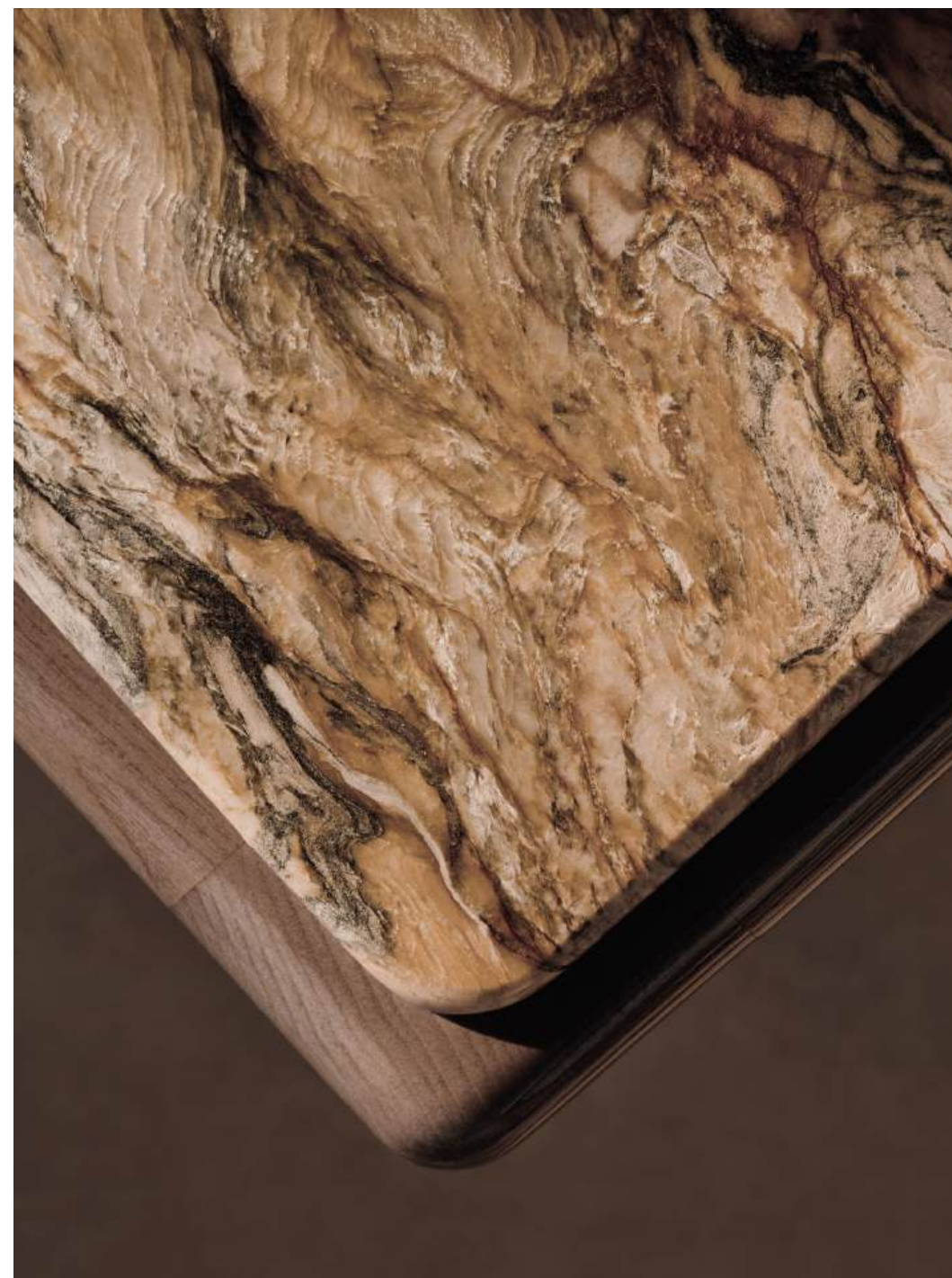


Spectre armchair merges organic and technical design, with sleek, aerodynamic curves that highlight its exclusivity. Wrapped in supple leather, its curved wooden frame and refined armrests embody a perfect balance of form and function. Designer: Fabio Bonfà









Amerigo armchair tells the story of contrast and harmony: solid wood meets metal accents and soft upholstery, while the wide, enveloping seat welcomes the body in a gesture of true comfort. Designer: Alessandro La Spada

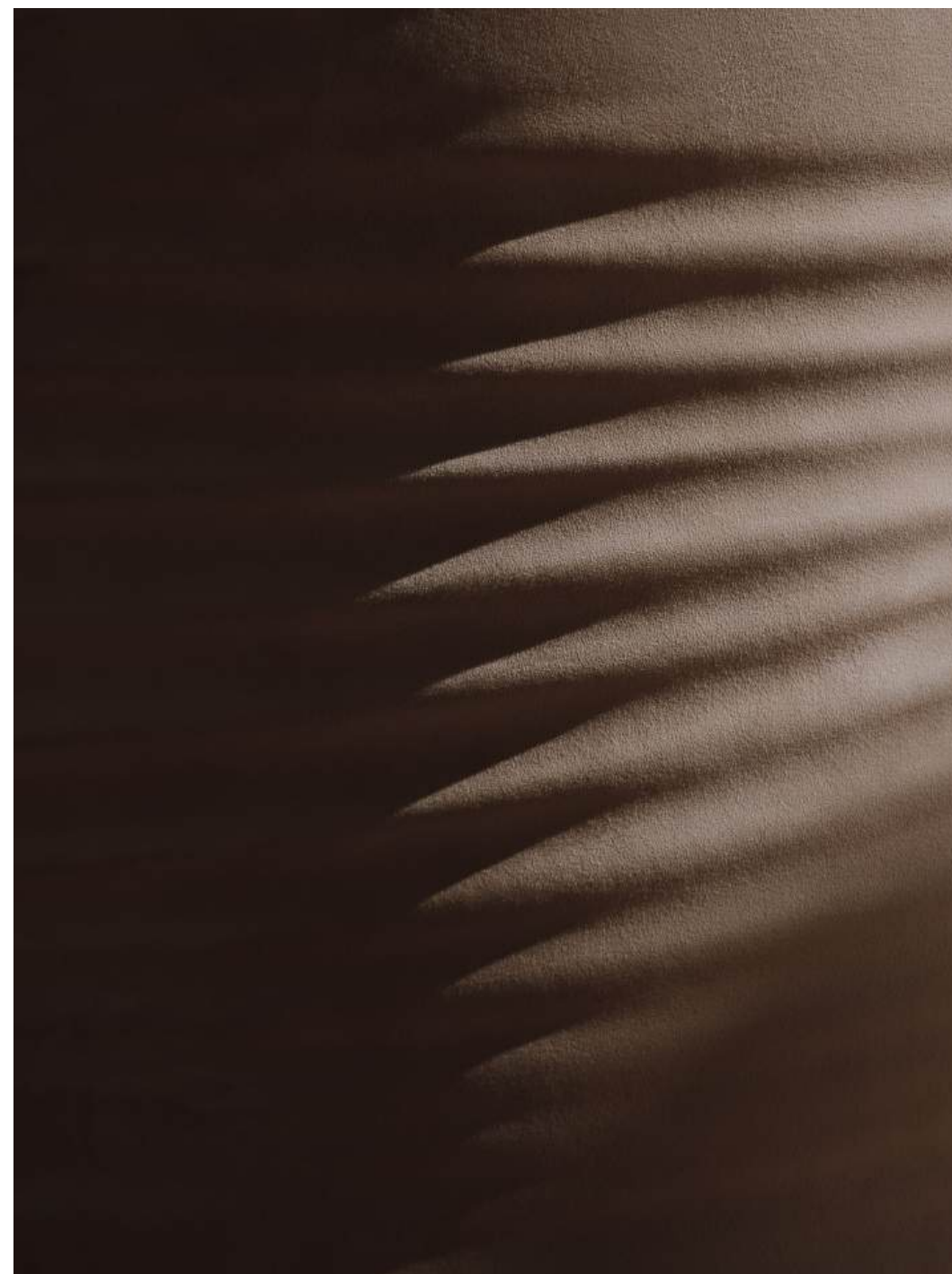






Cameron dining table is a masterpiece of contrast, where solid marble blocks meet delicate voids. The sculptural base combines strength with grace, as the carved curves and metal accents harmonize to create a unique piece that celebrates materiality and design.
Designer: Alessandro La Spada





Sybilla chair captures attention with its backrest, sculpted in soft curves and subtle rises. A seamless blend of fluid padding and sleek metal legs, it evokes modern elegance, inviting to experience both comfort and style in perfect harmony. Designer: Mauro Lipparini





Skipper is a sophisticated folding chair. Inspired by sailing, its sturdy Iroko wood frame ensures stability, while the suspended fabric seat offers comfort. Refined leather accents and a durable steel-aluminum frame make it perfect for both indoor and outdoor spaces. Designer: La Conca



Designed by
STUDIOBLANCO

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Eleonore Cavalli
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Robert Rieger - Mattia Aquila

I.P.E. s.r.l. Società Benefit
Via Mattei 1 - 40069
Zola Predosa (BO) Italy
tel. +39 051 6186311
fax +39 051 6186310
www.visionnaire-home.com
ipe@ipe.it









In a house suspended between land and sea, where silence speaks in light and shadows, you linger — reading, reflecting, becoming. The spaces do not ask for attention; they invite presence. Here, design is a language of intimacy — a way to feel held by the world. This is not just a home. This is where you belong.

Visionnaire
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