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DESIGN DIFFUSION

NEWS

**EUROPE DESIGN
AMERICAN ARCHITECTS**

REALLY ITALIAN.IT



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**CARLO COLOMBO
LUXURY HOME DESIGN
FOR BENTLEY BUGATTI TRUSSARDI**

“On one side, there are architects and designers coming from every part of the world, on the other, Italian enterprises which personally show them their manufacturing sites, showrooms, offices, work environments, human capital, and everything contributing to quality and success of company’s end products. The core is anyway DDN magazine, whose sole objective is supporting furnishing and architecture firms, promoting these B2B meetings – told us Paolo Russo from DDW, organizer of the initiative. At the end of the last year, we successfully ended the second stage of these meetings, which are going to be repeated many times during the year. Following to Indians, it was North-American architects’ turn, who came to visit and see with their own eyes what characterizes an authentic Italian product. The area was chosen basing on the reference market. At the moment, North-American and Canadian building industry is increasingly growing. Another reason for choice is the trend of the contract industry. The selected architects must represent excellent international firms, must work also outside their national boundaries, and have different expertise – from residential to contract one – and, mostly, have a strategic role inside their company.

Companies are also by us selected basing on precise criteria: organization, innovation, in and off-company statements, and also have an interesting story to be told concerning high-quality Italian products, as well as to be interested in the market we are proposing. Up to this day, we have always received positive returns both from companies and from architects. One of the most appreciated fact is the casual yet dynamic atmosphere of the activities by us organized.

Great relationships created between entrepreneurs and designers, which often turned into a real business. The final goal of these meetings is actually to create a framework to make this business arise. We sincerely hope that many partnerships between them will be soon launched”.

Dall'estrazione nelle cave del distretto apuano, alla lavorazione in sede, fino alla fornitura del materiale lapideo nei mercati internazionali: questi i punti di forza di Franchi Umberto Marmi (Gruppo Franchi), che da oltre quarant'anni si impegna a diffondere la cultura del marmo di Carrara in tutto il mondo.

From the quarry extracting from the Apuani complex, to the manufacturing, to the supplying of stone materials on international markets: these are the strong points of Franchi Umberto Marmi (Gruppo Franchi) that, for over forty years, has devoted to the promotion of Carrara's marble culture worldwide.

FRANCHI UMBERTO MARMI



“Gli Stati Uniti rappresentano, per noi, il primo Paese di esportazione di lastre (in realtà, in questo momento, il primo Paese di esportazione in generale) – ci racconta **Carlo Varni, sales manager di Franchi Umberto Marmi** –. Anzi, dalla grande crisi americana del 2008, quest'ultimo si è rivelato l'anno con la maggior ripresa economica da parte degli USA, complice la moda dei ‘bianchi’ e dei ‘grigi’, colori che caratterizzano i nostri materiali. Per la prima volta, a livello di programmazione, abbiamo iniziato ad avere ordini mensili. Le aree più ricettive sono la East Coast (New York, Boston e la Florida), il Texas e la California (da San Francisco a Los Angeles), dove operiamo solo ed esclusivamente attraverso i distributori, che mostrano il materiale direttamente al cliente. L'obiettivo principale degli incontri promossi da DDN con gli architetti americani, che per

noi rappresentano l'anello finale della catena, è quello di far conoscere tutto il materiale di nostra produzione attraverso la visita alla cava. Oltre alla prima o extra scelta, ci sono infatti lastre di qualità, seppur di seconda scelta, che provengono dalla stessa cava e che vengono lavorate allo stesso modo”.

www.franchigroup.it



*“United States represent the first exporting market for slab materials (actually, it is the first market in general) – told us Carlo Varni, Sales Representative at Franchi Umberto Marmi. Or, rather, following the great American crisis occurred in 2008, last year turned out to be the booming one for the US, and this is due to the ‘white’ and ‘grey’ trend, both colors characterizing our materials. Concerning the programming activities, we have started to receive monthly orders. Most involved areas are the East Coast (New York, Boston and Florida), Texas and California (from Saint Francisco to Los Angeles), where we exclusively work through our suppliers showing the products directly to customers. The main goal of the meetings organized by DDN with the American architects, who actually represent the last link of our chain, is showing our products during a visit at our quarries. Alongside first or top choice products, there are also quality – although second-choice – marble sheets, coming from the same quarry, and manufactured in the same manner”.
www.franchigroup.it*



