

FIAM

MoodBook21

Design Guidelines



MOODBOOK**21**
Design Guidelines



Incisive Pure

Puro Deciso

06

Dining Area08

Living Area14

Incisive Modern

Moderno Deciso

24

Dining Area26

Living Area34

Soft Modern

Moderno Morbido

38

Dining Area40

Living Area44

Soft Sophisticated

Sofisticato Morbido

52

Dining Area54

Living Area58



Incisive Pure
Puro Deciso

Incisive Pure

Dining Area

6.7





ragno

DESIGN VITTORIO LIVI

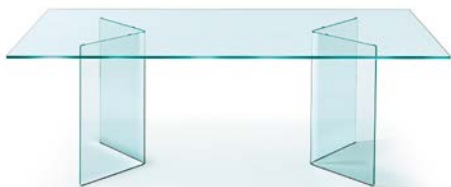
Transparent or extralight glass.
Vetro trasparente o extralight.



luxor

DESIGN RODOLFO DORDONI

Transparent or extralight glass.
Vetro trasparente o extralight.



corner

DESIGN CRS FIAM

Transparent or extralight glass.
Vetro trasparente o extralight.



ray

BARTOLI DESIGN

Transparent or extralight glass.
Vetro trasparente o extralight.



ray plus

BARTOLI DESIGN

Transparent or extralight glass.
Vetro trasparente o extralight.



kayo extendible table

DESIGN SATHIENDRA PAKHALÈ

Transparent or extralight glass.
Vetro trasparente o extralight.



aura

DESIGN PATRICK JOUIN

*Transparent or extralight glass.
Vetro trasparente o extralight.*



lloyd

DESIGN STUDIO KLASS

*Black finish wood structure,
Slate Black nabuk seat and back.
Struttura in legno tinto nero,
seduta e schienale in nabuk Lavagna.*



Incisive Pure

Living Area

12.13





waves

DESIGN LUDOVICA E ROBERTO PALOMBA

Black glossy Nickel finish metal base, transparent DV-Glass top.
Base in metallo finitura Nichel Nero lucido, piano in DV-Glass trasparente.



shell

DESIGN DANNY LANE

Transparent or extralight glass.
Vetro trasparente o extralight.



atlas

DESIGN DANNY LANE

Transparent or extralight glass.
Vetro trasparente o extralight.

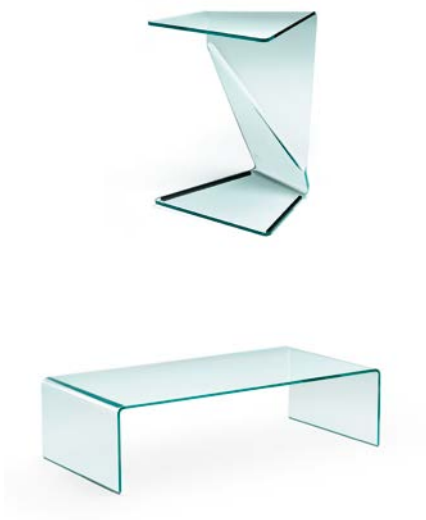


quadra

DESIGN MATTEO NUNZIATI

Structure and top in extralight glass, base in black back-painted or white back-painted or back-silvered extralight glass.
Struttura e piano in vetro extralight, base in vetro extralight retroverniciato nero, oppure retroverniciato bianco, oppure retro-argentato.





sigmy

DESIGN AQUILI ALBERG

Transparento or extralight glass.
Vetro trasparente o extralight.



rialto

DESIGN CRS FIAM

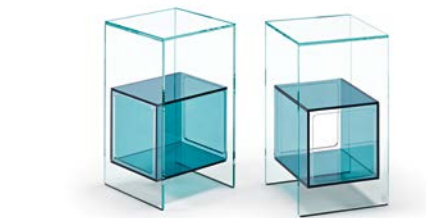
Transparent or extralight glass.
Vetro trasparente o extralight.



rialto side

DESIGN CRS FIAM

Transparent or extralight glass.
Vetro trasparente o extralight.



rialto tris

DESIGN CRS FIAM

Transparent or extralight glass.
Vetro trasparente o extralight.

magique

DESIGN STUDIO KLASS

Transparent ot extralight glass structure,
inner compartment in transparent glass,
or extralight glass or smoked glass, or blue glass.
Struttura in vetro trasparente o extralight,
cubo contenitore in vetro trasparente o extralight,
oppure in vetro fumè, oppure in vetro blu.







reverso

DESIGN DAINELLI STUDIO
Standard version.
Versione standard.



phantom

DESIGN HELIDON XHIXHA & DANTE O. BENINI - LUCA GONZO
Standard version.
Versione standard.



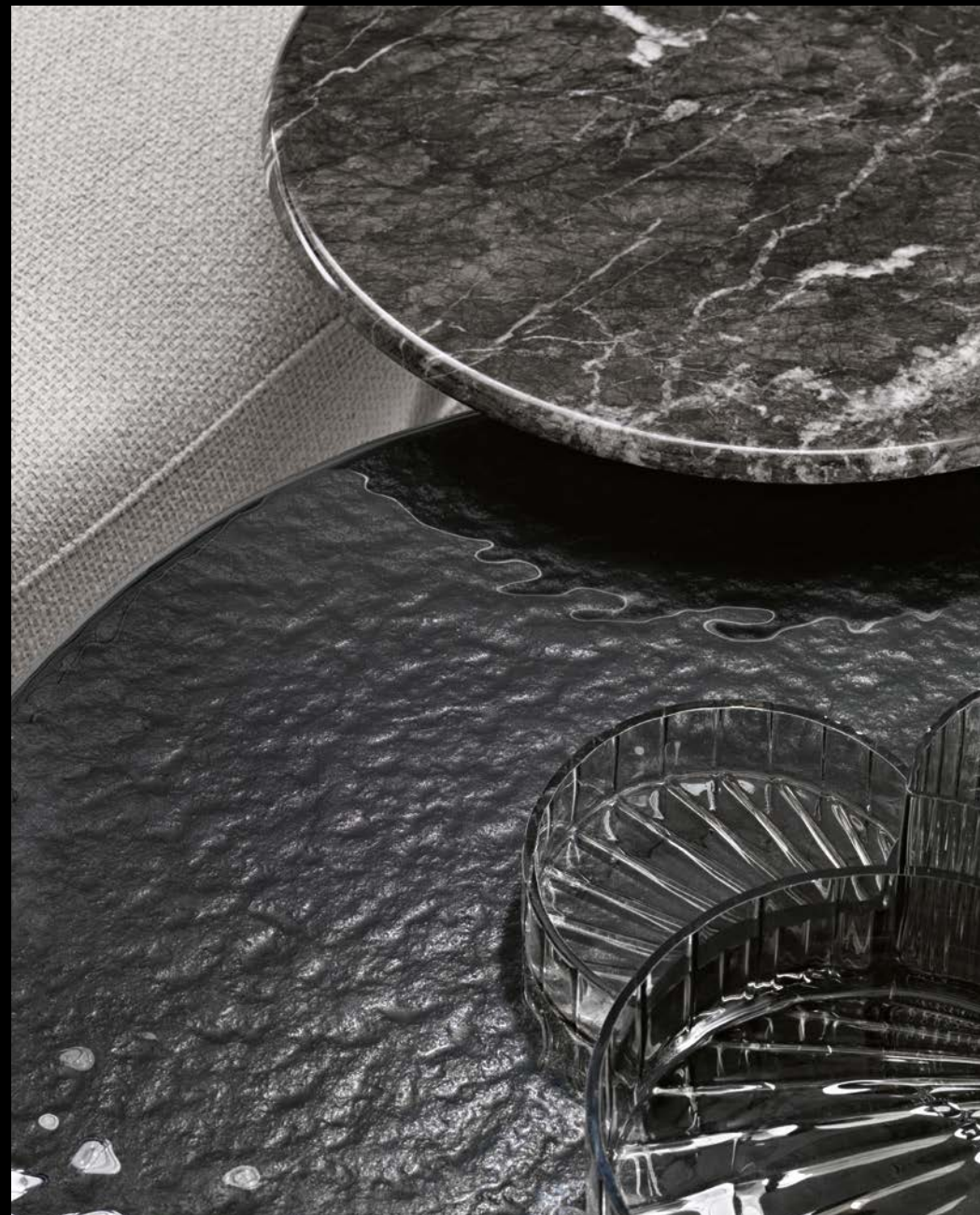
lollipop

DESIGN MARCEL WANDERS STUDIO
Standard version.
Versione standard.



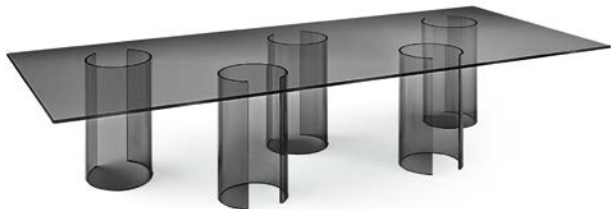
pinch

DESIGN LANZAVECCHIA + WAI
Standard version.
Versione standard.



Incisive Modern
Moderno Deciso





luxor

DESIGN RODOLFO DORDONI

Smoked glass.
Vetro fumè.



corner

DESIGN CRS FIAM

Smoked glass.
Vetro fumè.



hype

DESIGN STUDIO KLASS

*Lava Grey finish metal base,
Lava Grey or Brilliant Black back-painted glass top.*
Base in metallo finitura Grigio Lava.
Piano in vetro retroverniciato Grigio Lava oppure Nero Brillante.



epsylon

DESIGN FABIO DI BARTOLOMEI

*Cloudy Metal base,
extralight glass or smoked glass top.*
Base in metallo Nuvolato,
piano in vetro extralight oppure fumè.



aura

DESIGN PATRICK JOUIN

Extralight or smoked glass.
Vetro extralight oppure fumè.



lady plié

DESIGN STUDIO KLASS

Storm Grey back-painted extralight glass doors.
Ante in vetro extralight retroverniciato Grigio Tempesta.



plana

DESIGN STUDIO KLASS

Glazed Lead back-painted acid-etched extralight glass doors,
Storm Grey back-painted extralight glass top.
Ante in vetro extralight acidato retroverniciato
Piombo Satinato, top in vetro extralight
retroverniciato Grigio Tempesta.



plié

DESIGN STUDIO KLASS

Black hide structure,
Slate Black nabuk seat and back.
Struttura in cuoio nero,
seduta e schienale in nabuk Lavagna.





caadre

DESIGN PHILIPPE STARCK

Standard version.
Versione standard.



pop

DESIGN MARCEL WANDERS STUDIO

Standard version.
Versione standard.





magma

DESIGN PATRICK JOUIN

*Heath-treated black finish wood base,
Brilliant Black back-painted glass top.*
Base in legno Termotrattato Nero,
piano in vetro retroverniciato Nero Brillante.



quadra

DESIGN MATTEO NUNZIATI

*Structure and top in extralight glass,
base in black back-painted extralight glass.*
Struttura e piano in vetro extralight,
base in vetro extralight retroverniciato nero.



neutra

DESIGN RODOLFO DORDONI

Smoked glass.
Vetro fumè.



rialto

DESIGN CRS FIAM

Smoked glass.
Vetro fumè.



rialto side

DESIGN CRS FIAM

Smoked glass.
Vetro fumè.



rialto tris

DESIGN CRS FIAM

Smoked glass.
Vetro fumè.

Soft Modern

Moderno Morbido







luxor
DESIGN RODOLFO DORDONI

Bronze glass.
Vetro bronzo.



sahara
BARTOLI DESIGN

Bronze glass.
Vetro bronzo.



epsilon
DESIGN FABIO DI BARTOLOMEI

*Burnished Brass base,
extralight glass or bronze glass top.*
Base in Ottone Brunito,
piano in vetro extralight oppure bronzo.



lloyd
DESIGN STUDIO KLASS

*Black finish wood structure,
Slate Black nabuk seat and back.*
Struttura in legno finitura Tabacco,
seduta e schienale in nabuk Testa di Moro.



callas
DESIGN THIS WEBER

Dark Brown finish hide.
Cuoio Testa di Moro.





coral beach

DESIGN MAC STOPA

*Lava Grey finish metal base,
Brilliant Brown back-painted glass top.*
Base in metallo finitura Grigio Lava,
piano in vetro retroverniciato Marrone Brillante.



waves

DESIGN LUDOVICA E ROBERTO PALOMBA

*Opaque Titanuim finish metal base,
bronze DV-Glass top.*
Base in metallo finitura Titanio Opaco,
piano in DV-Glass bronzo.



quadra

DESIGN MATTEO NUNZIATI

*Structure and top in extralight glass,
base in back-silvered bronze glass.*
Struttura e piano in vetro extralight,
base in vetro bronzo retroargentato.



ponte

DESIGN ANGELO CORTESI

Bronze glass.
Vetro bronzo.



rialto

DESIGN CRS FIAM

Bronze glass.
Vetro bronzo.



lakes

DESIGN STUDIO KLASS

*Lava Grey or metallic Champagne finish metal base,
Brilliant Brown back-painted glass top,
Calacatta Royal or Mystic Brown marble top.*
Base in metallo finitura Grigio Lava oppure Champagne metallizzato,
piano in vetro retroverniciato Marrone Brillante,
piano in marmo Calacatta Royal oppure Mystic Brown.



rialto tris

DESIGN CRS FIAM

Back-silvered bronze glass.
Vetro bronzo retroargentato.



rialto tris

DESIGN CRS FIAM

Bronze glass.
Vetro bronzo.





venus

DESIGN VITTORIO LIVI

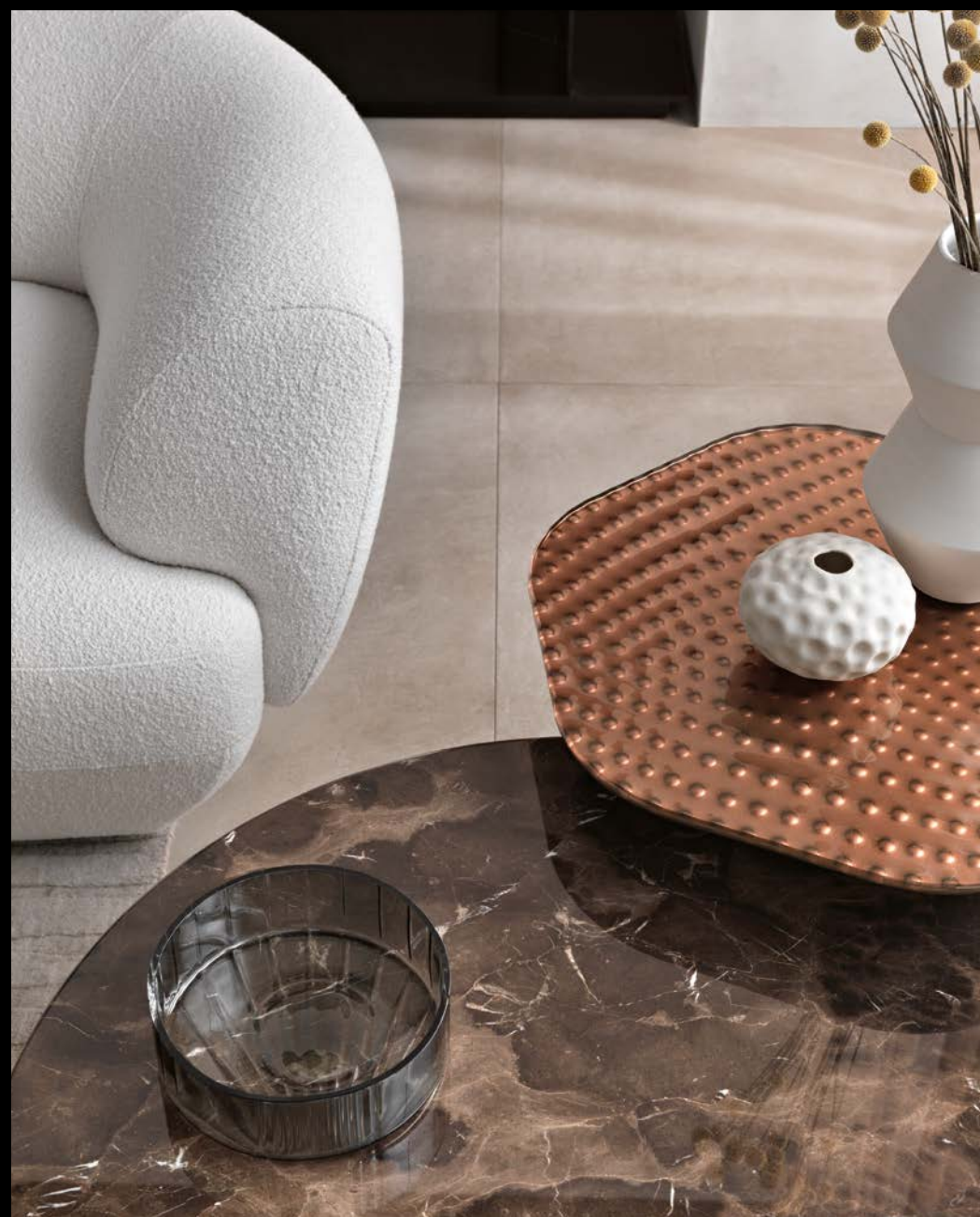
Back-silvered bronze glass frame.
Cornice in vetro bronzo retroargentato.



christine

DESIGN HELIDON XHIXHA & DANTE O. BENINI - LUCA GONZO

Back-silvered bronze glass frame.
Cornice in vetro bronzo retroargentato.



Soft Sophisticated
Sofisticato Morbido

Soft Sophisticated

Dining Area

52.53





luxor

DESIGN RODOLFO DORDONI

Bronze glass.
Vetro bronzo.



sahara

BARTOLI DESIGN

Bronze glass.
Vetro bronzo.



plié

DESIGN STUDIO KLASS

Dark Brown hide structure,
Dark Brown nabuk seat and back.
Struttura in cuoio Testa di Moro,
seduta e schienale in nabuk Testa di Moro.



dorian

DESIGN MASSIMO IOSA GHINI

Back-silvered bronze glass frame.
Cornice in vetro bronzo retroargentato.

Soft Sophisticated

Living Area





lakes

DESIGN STUDIO KLASS

Lava Grey or metallic Champagne finish metal base, Brilliant Brown back-painted glass top, Calacatta Royal or Mystic Brown marble top.
Base in metallo finitura Grigio Lava oppure Champagne metallizzato, piano in vetro retroverniciato Marrone Brillante, piano in marmo Calacatta Royal oppure Mystic Brown.



macramé

DESIGN LUCIDIPEVERE

Bronze glass.
Vetro bronzo.





pop

DESIGN MARCEL WANDERS STUDIO
Back-silvered bronze glass frame.
Cornice in vetro bronzo retroargentato.



christine

DESIGN HELIDON XHIXHA & DANTE O. BENINI - LUCA GONZO
Back-silvered bronze glass frame.
Cornice in vetro bronzo retroargentato.



ritratto

DESIGN MARTA LAUDANI, MARCO ROMANELLI
Internal round frame in gold finish.
Cornice tonda interna in finitura oro.



plana

DESIGN STUDIO KLASS
Burnished Brass back-painted acid-etched extralight glass doors,
Olive Grey back-painted extralight glass top.
Ante in vetro extralight acidato retroverniciato Ottone Brunito,
piano in vetro extralight retroverniciato Grigio Olivo.



concept and artistic coordination
adele martelli

photo art direction
adele martelli

photography and post production
studio leon

styling
conti | marchetti studio

graphic design
acanto comunicazione

copywriting
matteo pirola

rendering images
acanto comunicazione

marketing project
daniele livi

coordination and logistics
lorenzo marzoli

selections
olimpia visual plan

print and packaging
grapho 5

october 2021

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