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Fiam, the art of glass.

Glass is a magical and ever lasting material, as if it possessed an innate sacredness.

I was young when I first accepted the challenge that this material represented and I set the basis for a project that initially seemed so unlikely possible: making glass become a furnishings star.

Charm and poetry are still what glass conveys to me. The magic of a timeless material. Poetry is the vanity of a material capable of mirroring all that surrounds it and to multiply our perceptions of reality.



Glass: symbol of an ecosustainable future.

Glass is nature.

It consists mainly of sand and lime.

It is aseptic and non-toxic and does not give off any harmful substances.

Glass is eternal and can be recycled indefinitely without generating waste.

Fiam Italia exploits the benefits of glass to the full through its environment-friendly production processes.



Villa Mirafiore. Timeless history.

More than any other thing, Villa Mirafiore, situated in the centre of Pesaro inside the park which bears the same name, represents the idea Fiam has of the Arts, and of the timeless and open approach to them which has always been fundamental to Fiam's Founder.

A true work of art with its affrescoed halls and rooms, the villa has now been restored to its former glory. It is now partly used as an exhibition space, thus offering the possibility of appreciating how our distinctive modern design elements, blend with a context which is only apparently in contrast.



The inside of the villa also hosts a museum housing all the unique pieces which are the results of collaborations with some world-famous designers such as Arnaldo Pomodoro, Vasco Bedini, Philippe Starck and Danny Lane to name but a few.



Prizes and awards.



Fiam, Compasso d'Oro Career Award

Established in 1954 by Gio Ponti for “la Rinascente” the Compasso d’oro award from 1964 is managed by ADI that nowadays represents the highest expression of the European design.

In the three-yearly editions are assigned twenty Compasso d’oro award , and the committee shall assign a Compasso d’Oro Career Award to a maximum of nine personalities, in order to the high expression of quality and design.

Fiam Italia has been awarded in 2001 with Ferrari Auto and Abet Laminati, and has been the 14th company to be awarded. Passion, design, research together with the culture of glass are the founding values of the company now and in the future.



Premio Leonardo

The Leonardo Committee, which has been recognizing and awarding the talent of men and companies to give relevance to the many extraordinary excellences of the Made in Italy for more than twenty years, has awarded Fiam with the Premio Leonardo Qualità Italia as a company that has distinguished itself for innovation and quality of products combined with a strong international outlook, for both commerce and production.



Ron Arad



Bartoli Design



Dante O. Benini / Luca Gonzo



Cini Boeri



Rodolfo Dordoni



Massimiliano - Doriana Fuksas



Giugiaro Design



Makio Hasuike



Massimo Iosa Ghini



Setsu - Shinobu Ito



Patrick Jouin



Studio Klass



Lucidi - Pevere



Danny Lane



Xavier Lust



Vittorio Livi



Vico Magistretti



Ilaria Marelli



Enzo Mari



Massimo Morozzi



Satyenda Pakhalé



Roberto Paoli



Christophe Pillet



Prospero Rasulo



Marta Laudani
Marco Romanelli



Paolo Rizzato



Roberto Semprini



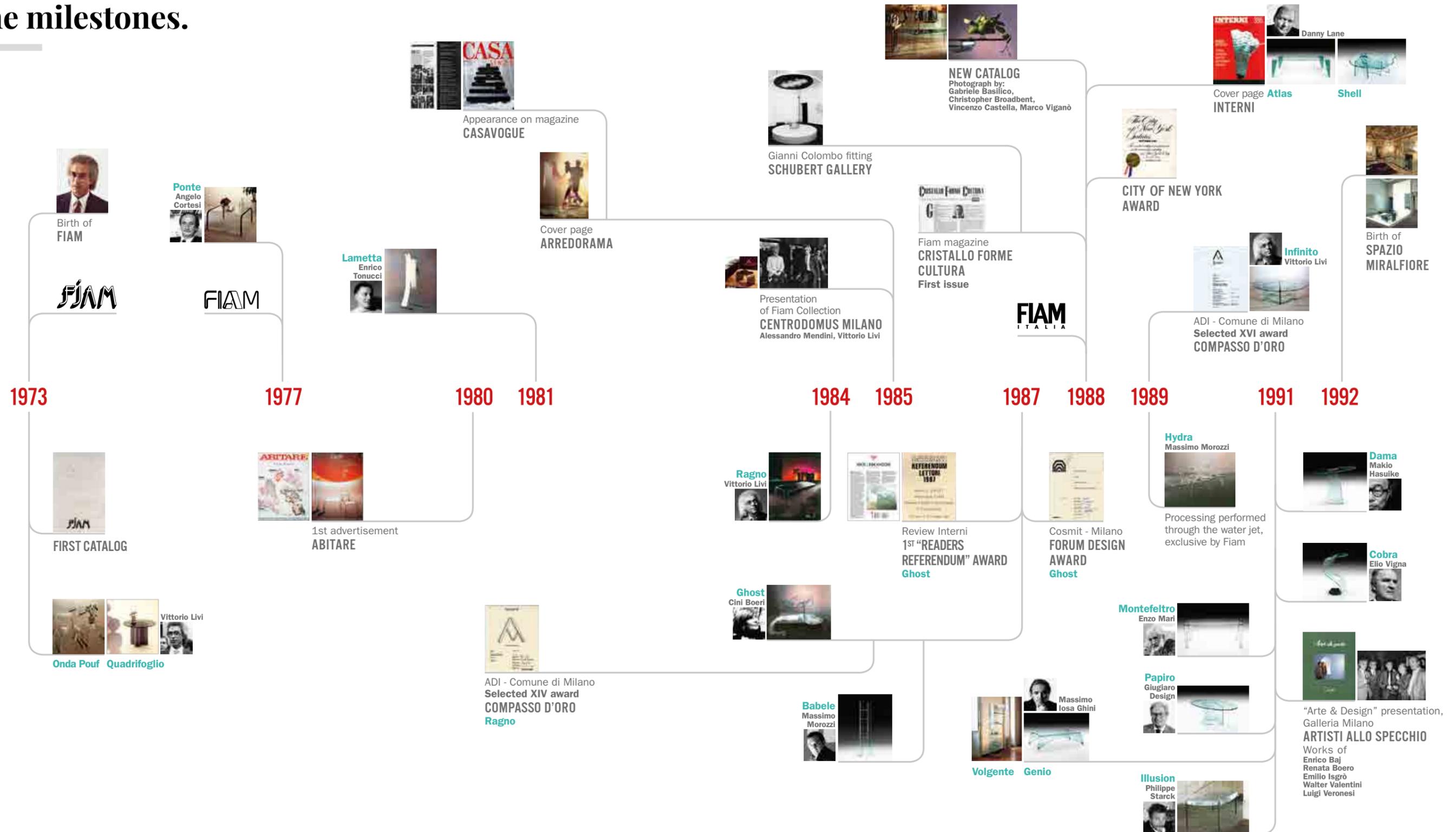
Philippe Starck



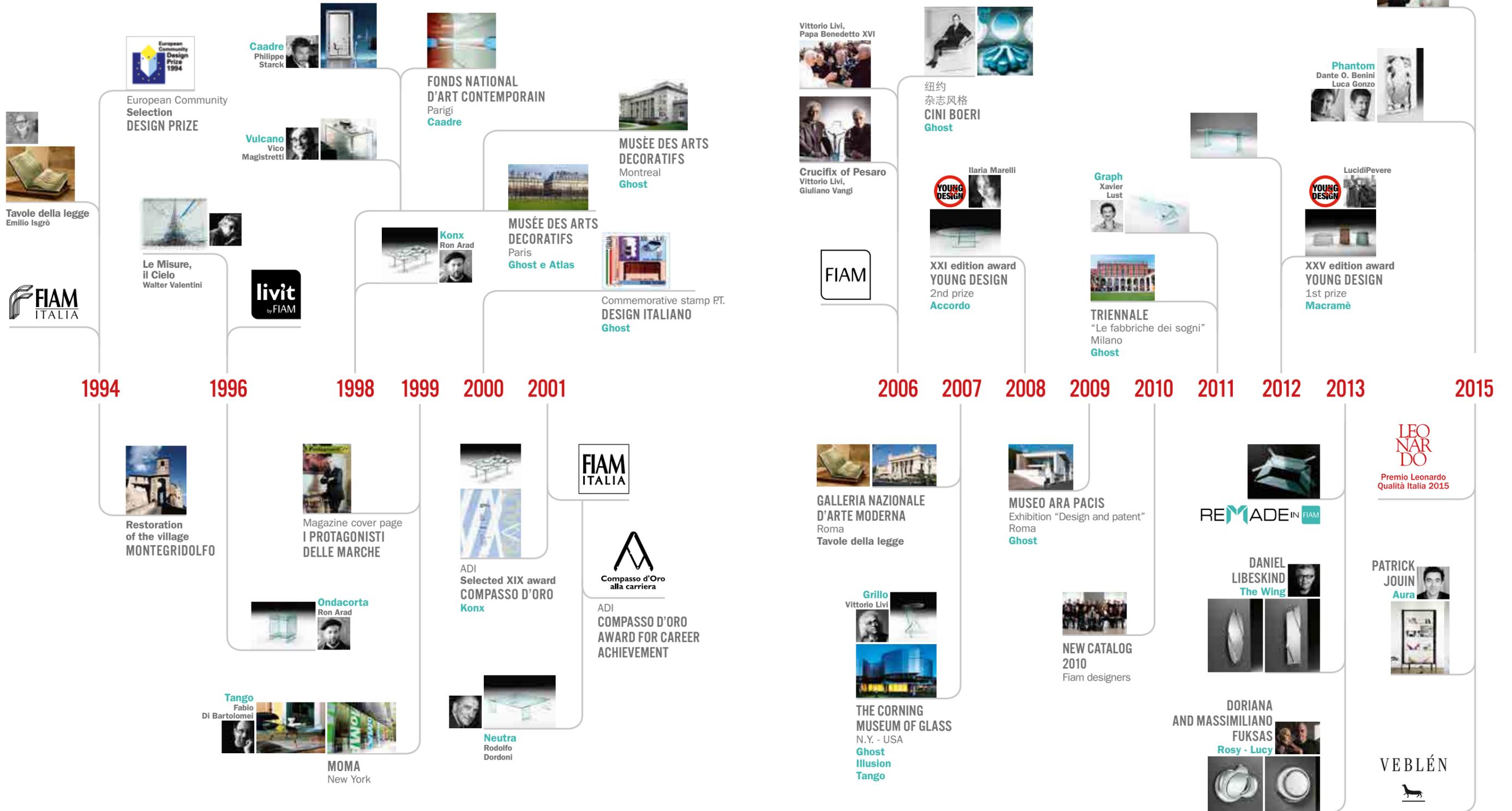
Daniel Libeskind

**Always
in cooperation
with the greatest
contemporary
designers.**

Since 1973 the milestones.



Since 1973
the milestones.





The working process



THE TYPE OF GLASS UTILISED BY FIAM

The type of glass used by Fiam is known as “float”, produced on an industrial scale by the multinational company AGC. The abovementioned glass is of a type and quality standard that enables the company to make products of a high-quality from many points of view and to guarantee its customer that he is buying products that are perfectly flat and that maintain a high level of transparency over time, with an almost total absence of imbedded flaws.



The working process

CRAFTSMANSHIP AND TECHNOLOGICAL PROCESS: THE BENDING PROCESS



The bending process consists essentially of three elements:

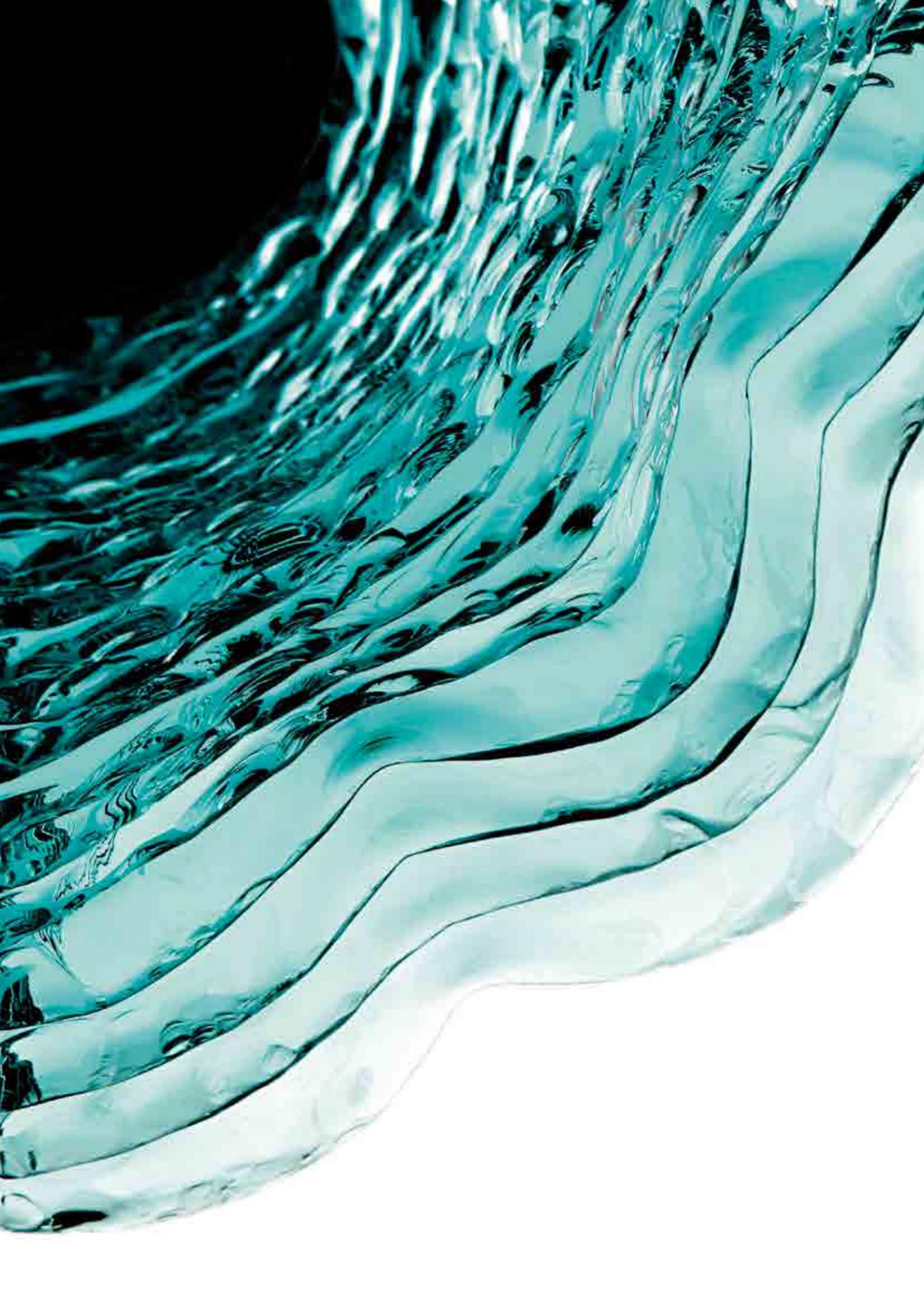
- _ the moulds;
- _ controlling the temperature of the sheet of glass at various points in order to soften each of these points differently, depending on the final shape to be achieved;
- _ the master bender, who only after several years of training, guided by an expert "master glassmaker", starts to undertake some of the operations on his own until he eventually takes full responsibility for them, enabling him to combine technical skill and manual dexterity.

This craft requires very diverse and complex skills, the achievement of which implies an undoubted passion for one's work, namely;

- _ guiding and imparting the correct temperature to the various points on the sheet of glass;
- _ moving the reference mould, opening the hatch of a furnace with internal temperatures between 650° and 900°;
- _ when necessary, moulding the glass by means of various tools until it assumes the desired shape;
- _ maintain the balance of the glass between the solid and the liquid state, under unique conditions.

However, passion alone is not enough: dexterity requires a high level of sensitivity! The intervention of the master bender and his ability to work in harmony with the colleague assisting him in front of the furnace are essential elements contributing to the quality of the finished product.

It is from this very meeting of technology and craftsman's know-how that unique, non mass-produced items are born.



The working process

THE UNIQUENESS OF CRAFTSMANSHIP: THE SCULPTING



The production, from scratch, is one of the most fascinating points in the production process, in which craftsmanship finds its most spectacular expression!

On a specially equipped bench, the master sculptor appears almost like an artist due to the sensitivity required by the process and for the end result itself. Selecting the most suitable piece of glass time after time, drawing the shape that each piece must take, preparing each fragment of glass by grinding the edge and smoothing it to avoid it causing injury and finally sculpting it by means of a special "tool" with an almost rhythmical movement: piece after piece the master sculptor's skill is manifested and one can see the meeting point of creativity and dexterity.

This stage is followed by operations that are also a testament to the absence of mass-production in the creation of these pieces: the individual fragments, once sculpted, are finished on the sanding belt and then joined one to the other to make up the table leg, which is then ready to be bonded to the table top (an operation performed by Fiam).



THE VALUE OF THE HAND WORK: THE ASSEMBLY



In order to unite two or more separately produced parts, Fiam utilises two types of bonding: welding by means of UV rays and bonding using silicon or polyurethane.

Welding by means of UV rays

One of the features of the glues used for this type of bonding is that they contain particles that are only activated by a particular light-spectrum frequency (with a wavelength of 362 micron), which is that of ultra-violet light.

It requires only a few seconds of exposure to the right light emitted by special lamps to bond the parts together permanently. In order to ensure that the lamps emit the required light frequency, Fiam uses a special instrument, called a UV-meter, which constantly monitors wear and tear of their power.

Bonding with silicon or polyurethane

These types of glues catalyse over time by means of the combined effects of temperature and humidity. In order to achieve the best possible result, the assembly department is able to monitor both of these parameters daily, making adjustments every time the readings fall outside the established limits that guarantee the best bonding characteristics.

The assembly of showcases

The assembly of a showcase, one of the Fiam products with the highest number of parts to be assembled (curved glass, wood based panels that are either painted or veneered, metal sections, hinges, locks, etc), is a particularly complex operation, also due to the problems that may be experienced with tolerances and lining up of the abovementioned parts.



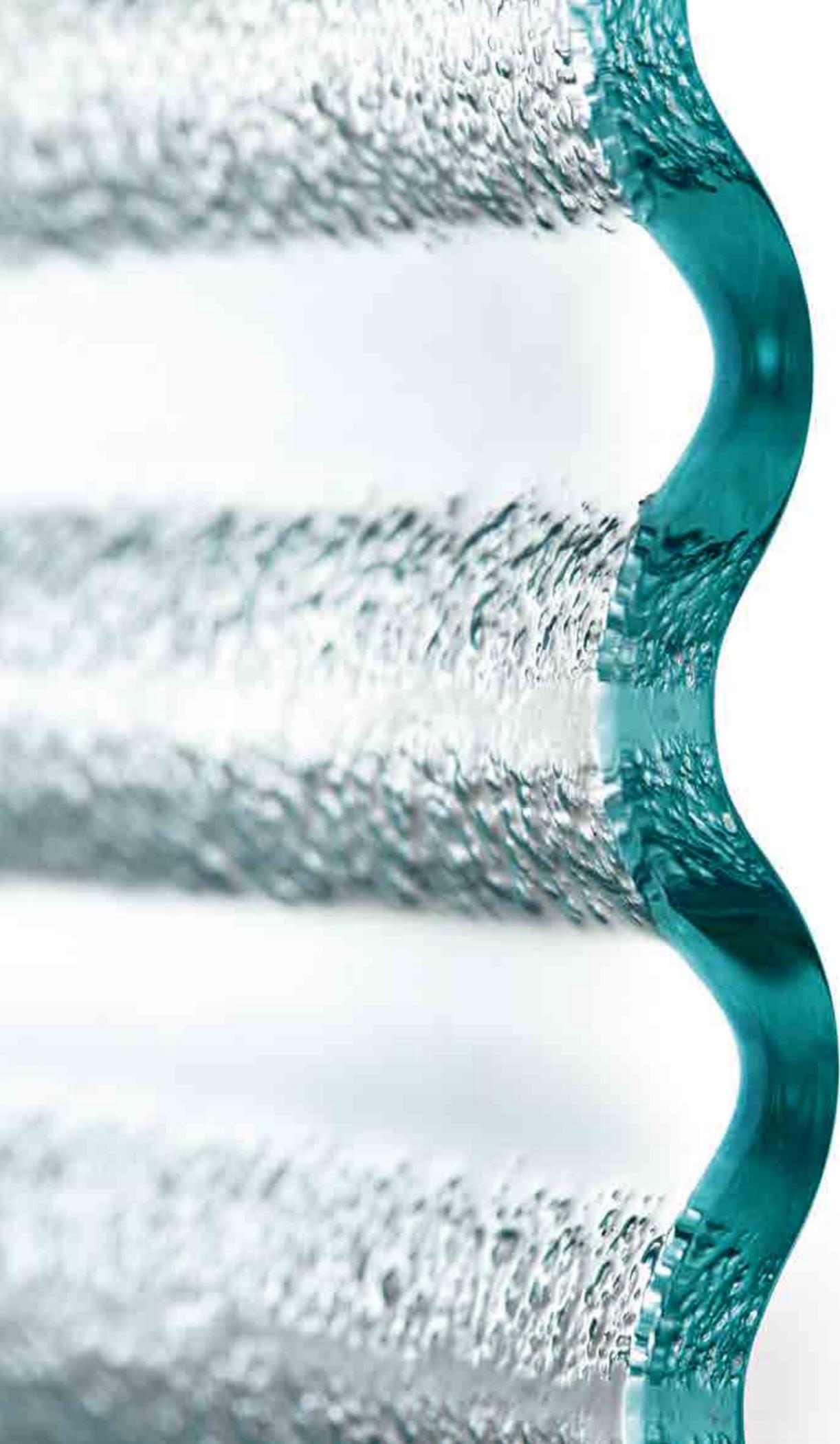
The working process



EXCLUSIVE BEAUTY: THE ENGRAVING

The engraving done by Fiam is the abrasive-mechanical type and is carried out manually by the master engraver, making use of specific grinding wheels to create the desired decorative motif.

Here too, the human contribution is essential. The person, although following a predefined pattern, contributes through his sensitivity, infusing the design and, therefore, the product with an unquestionable uniqueness.



The working process

THE KNOW-HOW MAKES THE DIFFERENCE: THE FUSION



In order to transform a sheet of glass into a three-dimensional product, the sheet of glass must be subjected to a heat-treatment process consisting of three stages, each of which occurs within a temperature range that is well defined for each product being worked:

- _ **heating**, prior to bending;
- _ **melting**, during which the glass changes shape due to gravity. During this operation, the artisan responsible for melting “helps” the glass to assume the desired shape, endowing the finished product with that uniqueness that differentiates it from the mass produced article.
- _ **cooling**, which occurs in different chambers, is the process that determines whether or not there are any residual tensions inside the created object.

Fiam currently has furnaces reaching internal temperatures of between 650° and 900°C.

This equipment is designed and built within the company and represents the pinnacle of our know-how.



The working process

PRECISION AND SENSIBILITY: THE SILVERING



This process consists of depositing metallic silver (through the precipitation of silver nitrate) on the parts not in contact with the tin, and allows the creation of glass with the ability to reflect any rays of light that strike its surface.

This operation is based on chemical reactions, but also involves careful control of all the parameters that determine the quality of the end product in that they are influenced by weather conditions.

Although characterised by a high technological content, the experience and sensitivity of the artisan in charge of silvering is also essential in ensuring a good result in this process.



The working process

CHECKS OF PERFECTION: STRESS TESTING

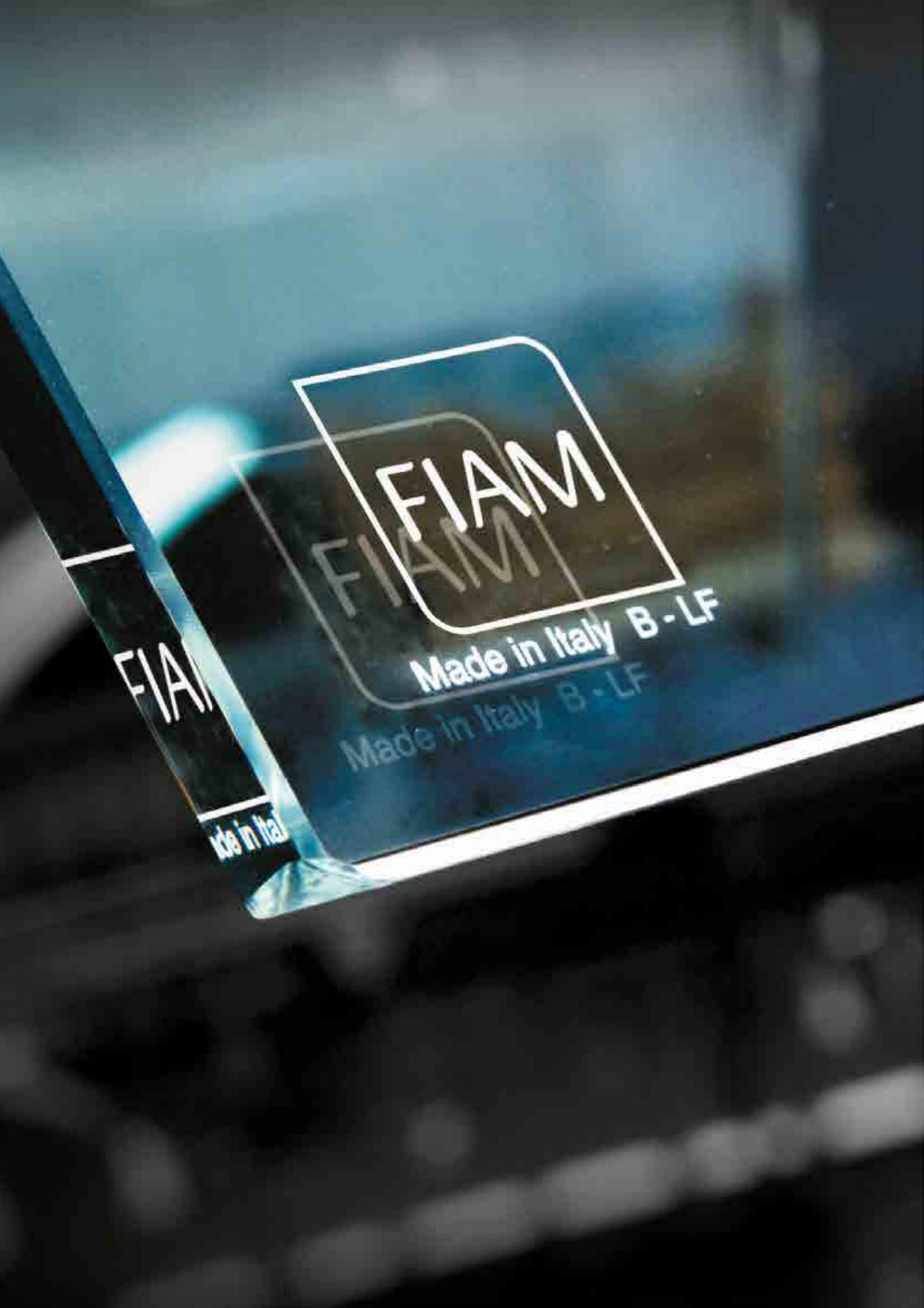


During assembly, a sample number of articles are also subjected to checks to ensure the suitability and safety of the product by means of stress tests:

_tests on the RAY legs: to measure the strength of the legs on this table, they are subjected to a test that involves applying a force of 2000N along the centre-line of the tabletop and then systematically striking the vertical parts of the 4 legs with a force of approximately 150N.

_collision with a metallic ball: in order to check the product's resistance to collision, a number of items are subjected to being struck by a falling weight. This test, which goes beyond the requirements of all the applicable regulations, involves allowing a metal ball, the size of which depends on the object being tested, to fall repeatedly onto the glass (which is then inspected).

These tests further confirm the quality of Fiam's production process, in that each stage of production envisages careful inspections and checks to guarantee perfection on the finished product.



The working process



QUALITY CONTROL AND CERTIFICATIONS

Fiam is certified UNI EN ISO 9001:2008; the conformity to this reference norm allows Fiam to reach the highest quality standards.

One of the direct evidences is the possibility to keep track of the products: a high temperature and therefore indelible decal is applied to every article, in addition to the company logo, this decal also bears a number of codes that allow the production cycle details of the article to be traced.





**SAFE
AND CUSTOMIZED:
THE PACKAGING**



Most of the products are currently packaged in wooden crates, made of superior materials and “branded” with the company logo. Others are instead packed in specially designed and tested strong cardboard boxes, also bearing the Fiam logo.

Labelling in accordance with FAO directives

All wooden packaging is fumigated: it is subjected to a special treatment, consisting of sterilisation at 80°, in order to obtain a material that is totally free of any bacteria and/or any other potentially harmful germs.



The product range



Cultura del vetro

HOME
OFFICE

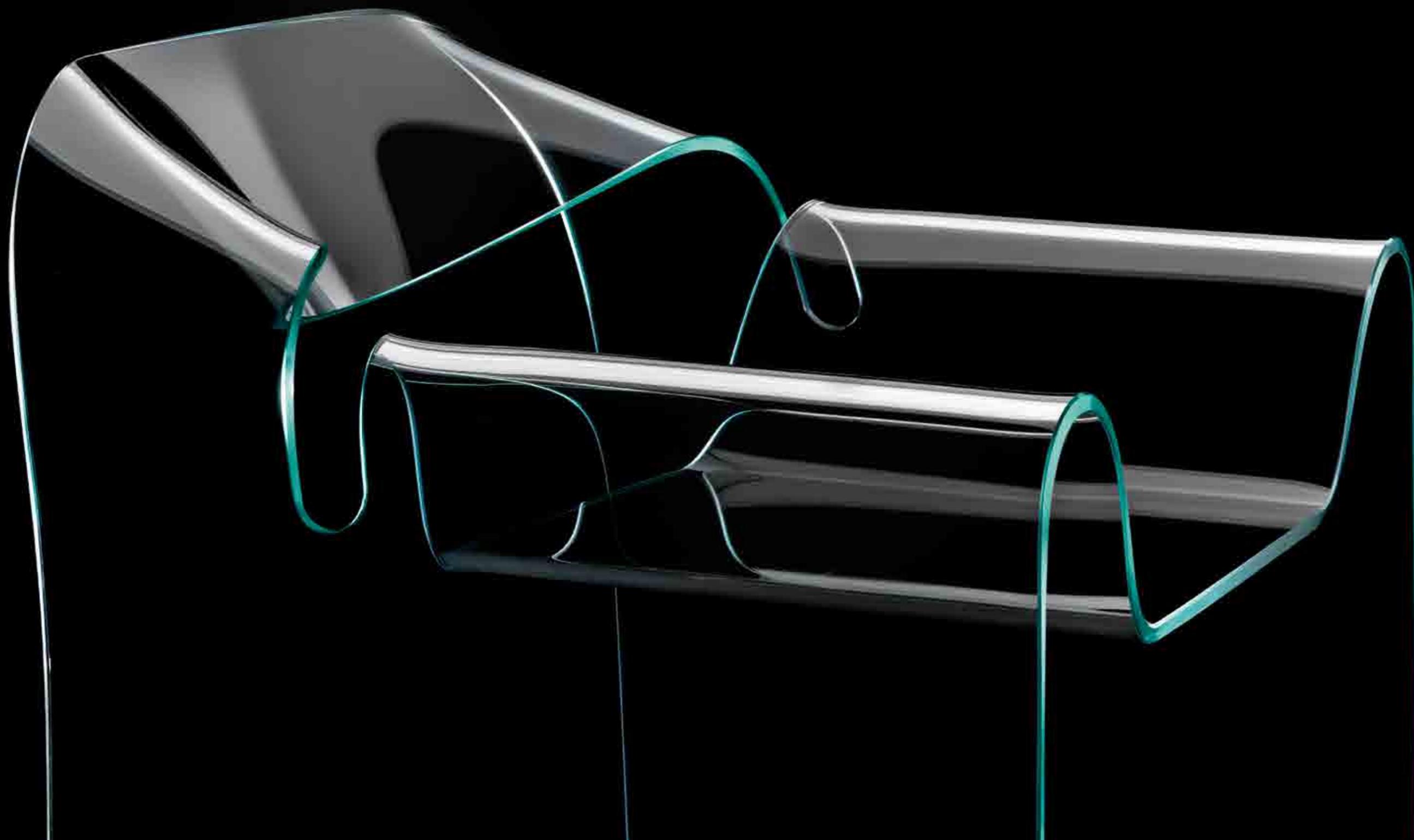
CUSTOM
MADE &
CONTRACT

VEBLÉN





Cultura del vetro



Mirrors



Tables



Tables



Tables



Tables



Extensible tables



Extensible tables



Coffee tables





Side tables

Bed side tables

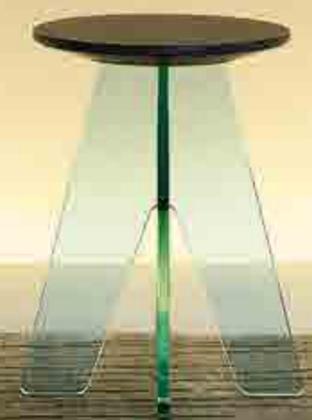


Bookshelves



Display units





Shelves

Container cabinets



Mirrors-Tv



Consoles



DAMA



Lamps



MIR



L'ASTRA

Accessories



ELIX coat-hanger



COBRA umbrella stand 76 | 77

Chairs





When passion and craftsmanship feel at home.

HOME
OFFICE

Fiam, always responsive to changes in taste and lifestyles, is now moving into Home/Office sector furniture.

It explores new contexts for the use of its creative lines, which reflect its corporate “philosophy”, expressed with great conviction in its high design values and constant technological innovation.

The working table becomes the core element in the response to different needs and situations: as a desk in the home, the key feature of an elegant executive office, in the centre of prestige board room; in a very wide range, with different styles and dimensions, with which the various accompanying items in the Fiam Collection can be attractively combined.

The types in the offering run from the “classy minimalist” Rialto model to the totally tailor-made Rialto L version; and from the Graph desk, a high-tech expression of our tradition, to the Atlas desk, hand-carved by Fiam’s master craftsmen.





Custom-made design.

CUSTOM MADE & CONTRACT

Fiam Custom-made products, styled by world-famous designers, are intended to allow a discerning clientele at the leading edge of the market to adapt prestige items of furniture to their own specific needs.

Fiam has proven the effectiveness of conceiving a designer product as a dynamic, versatile piece, giving clients the opportunity of becoming joint creators of a unique work of art. Rialto, Rialto L and Luxor, in particular, offer a variety of possibilities for transformation of their size and layout. Each piece can be customised, for example by completing it with a drawer unit with specially chosen size, shape and finish.

The modular Caadre and Mirage provide the basis for an infinite variety of compositions, for furnishing walls, partitions and panelling structures.







Design culture was born in Italy.

VEBLÉN



With crystal, one of the most ancient materials in human history which has always been synonym of wealth and style for the owner, starting from the aristocratic Egyptian families portrayed in hieroglyphs with their glass trinkets, Fiam Italia has conquered the most famous homes of the world, becoming fertile ground for the ideas of the most prestigious designers and brands recognized by a particularly attentive and refined audience.

Veblén has its starting point in the history written by the Livi family on glass and crystal, in the know-how gained on the exclusivity of shapes, and is now an interpreter of the desire of those who want to enrich their lives with precious furnishings that convey elegance with greater emphasis.

Veblén is established in the prestigious setting of Villa Miralfiore, a fifteenth-century residence, restored to its former glory by the Livi family, where - among stuccos, frescos and decorations - the charm of Veblén comes to life.



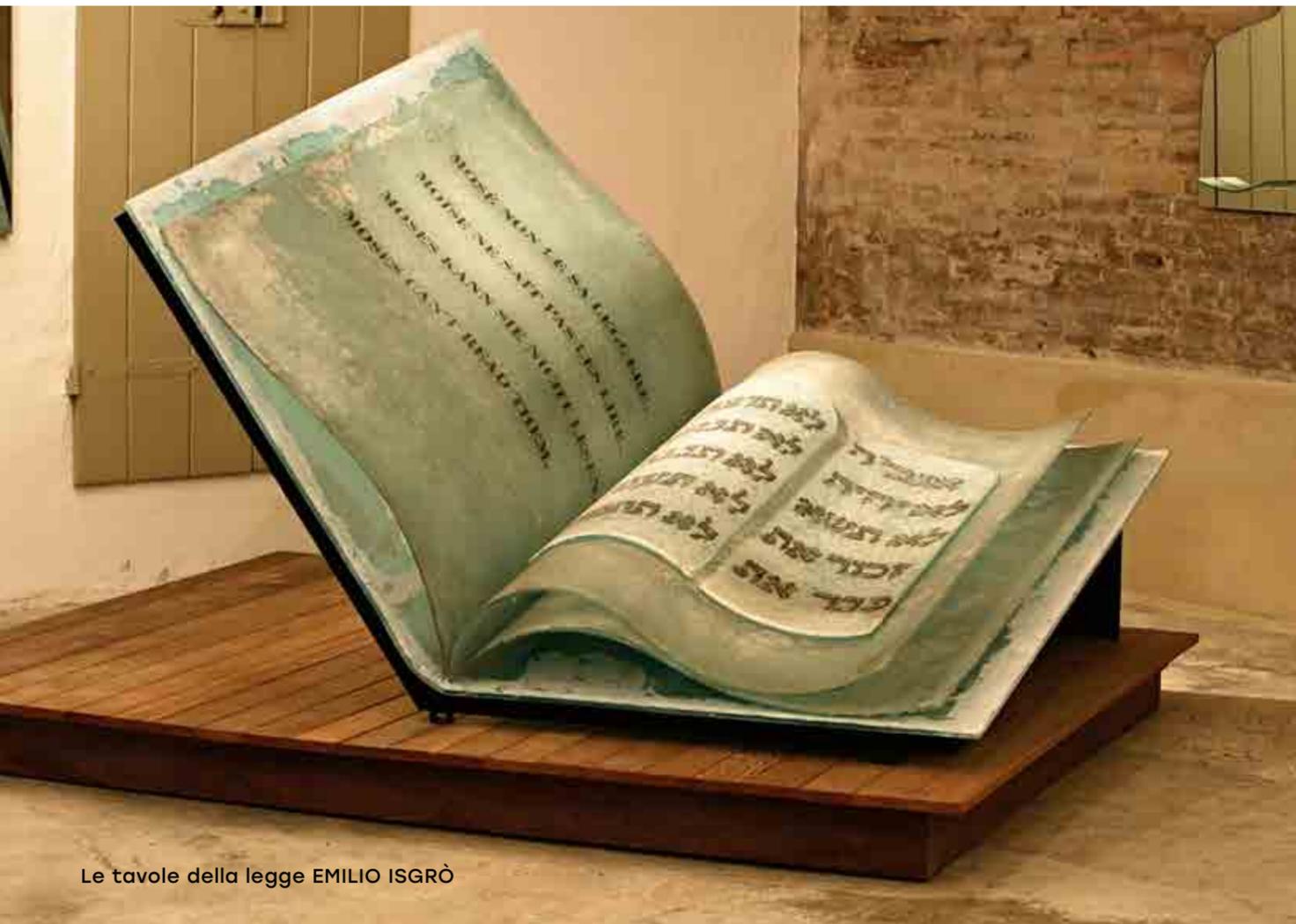




Calice DANNY LANE

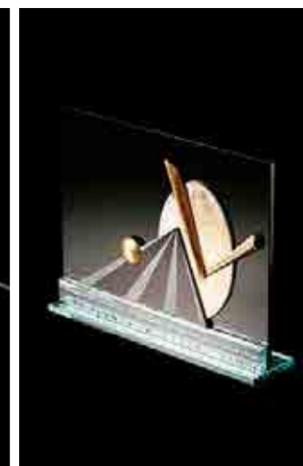


Osso di seppia ARNALDO POMODORO



Le tavole della legge EMILIO ISGRÒ

Fiam and art.

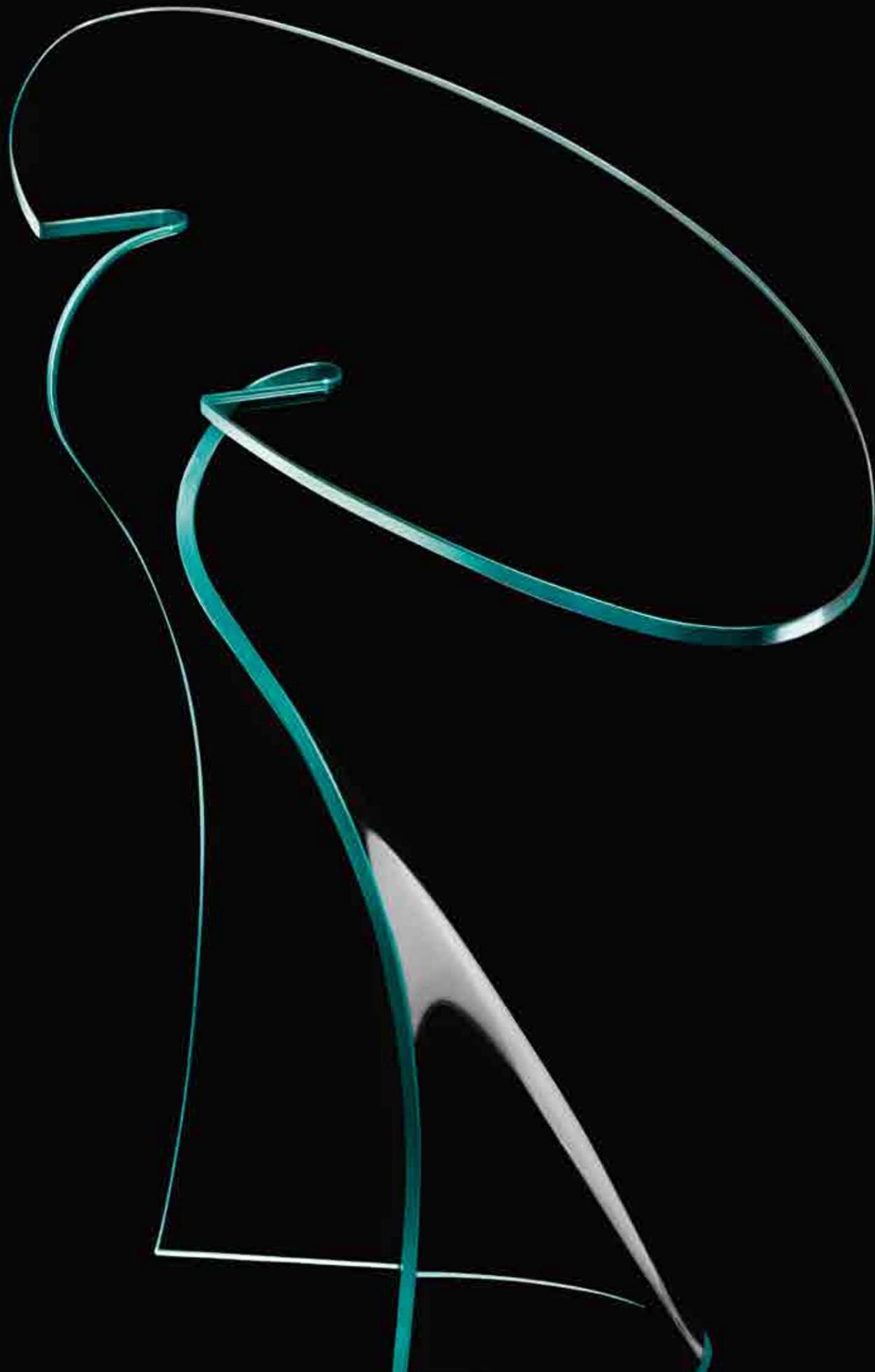


Fiam expresses a productive philosophy that can be defined as “culture of beauty”.

The glass, by its nature, lends itself to be mould, transformed, ruled by the fantasy and artist’s creative force.

To this purpose, Fiam promotes many flighty personalities’ approach, belonging to the most different expressive movements and coming from all over the world, to take a stab, with this element, at experience new formal and functional capabilities.

Evidences of this cooperation, expressed from the beginning of its production and protracted over time, can be many sculptors and designers’ works shown in the Fiam exhibition area permanently.



Fiam in the museums worldwide.

USA

| | |
|-----------------------------|---|
| Denver Art Museum | Ghost armchair |
| Pratt Institute Brooklyn | Screen Voyeur Grillo bed side table |
| The Corning Museum of Glass | Ghost armchair Illusion table Tango table |
| MOMA New York | Ghost armchair Tango coffee table |

Canada

| | |
|-------------------------------------|----------------|
| Musée des Arts Decoratifs, Montreal | Ghost armchair |
|-------------------------------------|----------------|

France

| | |
|---|--------------------------------------|
| Musée des Arts Decoratifs, Parigi | Ghost armchair Atlas coffee table |
| Fond National D'Arts Contemporain, Parigi | Ghost armchair |

Germany

| | |
|--|--------------------|
| Die Neue Sammlung Staatliches Museum für angewandte Kunst, Monaco | Ghost armchair |
| Museum für Angewandte Kunst, Colonia | Onda Kart showcase |

UK

| | |
|-----------------------|--------------|
| Design Museum, Londra | Dama console |
|-----------------------|--------------|

Italy

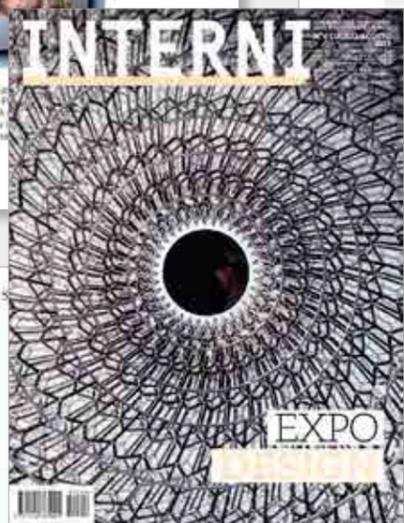
| | |
|--|----------------|
| Triennale di Milano, permanent exhibition | Ghost armchair |
| Triennale di Milano, permanent exhibition "100 items of the Italian design history" | Ghost armchair |
| National Gallery of Modern Art, Rome | Ghost armchair |



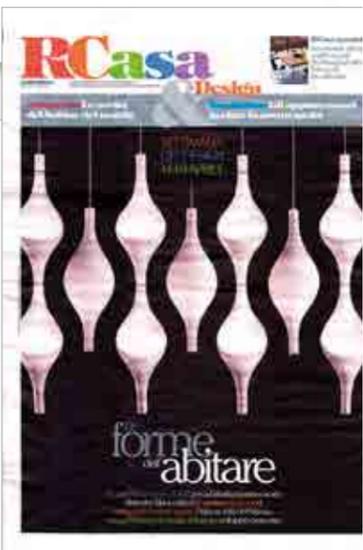
DELL'HI-TECH:
CUI RIFLETTERE...



domus MILLE
domus one thousand



IN BELLA VISTA
Contenere mostrando. Evoluzione e dimensione della vetrina, sdoganata nella zona notte, fino a diventare armadio.



FILIPPE e SANTI
Cattelan figlio di G
e presidente di Cat
fine 2010 è propriet
Classe 1971. Lorenz
soltanto direttore a
amministratore del
è nata negli anni 80
di alta gamma e che
allargata anche ai o
"Tra le caratteristiche
prodotti - ha detto
c'è la ricerca del det
associato al confort



A tutto tondo

a metallo



Fiam mentioned in the main newspapers.

- _ AD
- _ CORRIERE DELLA SERA
- _ DOMUS
- _ ELLE DECOR
- _ FINANCIAL TIMES
- _ IL SOLE 24 ORE
- _ INTERNI
- _ MARIE CLAIRE MAISON
- _ REPUBBLICA



Fiam distribution.

Over than 1600 shops all over the world

30% turnover in Italy

70% turnover in the foreign countries



www.fiamitalia.it

132.000 single users in 2015



Fiam Italia
Via Ancona
61010 Tavullia (PU), Italia
Tel. +39 0721 20051
Fax +39 0721 202432

www.fiamitalia.it
info@fiamitalia.it