

SWITZER**CULT**CREATIVE

HANDCRAFTED - A craftsman knows how to interpret the sparkle of creative genius and turn it into factual and skilled art. He embodies the strong determination to preserve, improve and communicate Italian excellence all over the world. Since 1957, Ferri Mobili has fully adhered to this handcrafted tradition and continues in the constant pursuit of this goal by making products that combine ancient ideas with contemporary allure. In 2008, in collaboration with Umberto Asnago, Ferri Mobili presented the AHRPA collection, a tribute to the material – the precious wood – made vibrant through refined grain patterns, mirroring and chasing each other in suggestive graphic effects. Straight and rounded lines further emphasize this pleasant effect to design smooth and neat furniture, versatile enough to fit in a wide range of different living contexts with elegance and refinement. Such products win the appreciation of customers around the world, from USA to South-East Asia, attesting the company's "global" attitude working towards international markets without betraying its culture and taste. Made in Italy. Ferri Mobili has maintained its uniqueness through generations and today, Marzio Ferri is still personally supervising the production and material selection processes, as his father Franco did over half a century ago. Family tradition and handcrafting combine together to convey Ferri Mobili's customers the feeling of home, full of memories and loved ones, because, as Achille Castiglioni suggested, "objects have to keep company"...

CUSTOMIZATION- Over the years, Ferri Mobili equipped itself with the latest technical tools for wood manufacturing, although some processes are still totally and exclusively mastered by our craftsmen. The details of most of our products need time and care that machinery cannot achieve without the risk of compromising the special quality. This allows us to meet our customer's requirements through personalized solutions that avoid any excess of standardization. Every item listed on the catalogue can be customized as regards the finishing, the chromatic matches of leather and hide and dimensions. This coordinated design lets the customer be an active part in the production process, as well as the main interpreter of the piece of furniture for his home. A particular attention is paid to the post-production phase: from packaging to shipping, each step is minutely cared for in every detail, to avoid any unexpected risks.

ENVIRONMENTAL PROTECTION - Wood is the absolute protagonist of Ferri Mobili products, being one of the noblest materials because:

- We choose our materials from woods respecting the natural life cycle of trees and reforestation process;
 - The company collaborates with SFI and FSC certified companies;
- Bio masses and production scraps are recycled by a special system that recuperates energy for heating, thus lowering energy costs and preserving environment.

AHRPA Collection by Ferri Mobili1957 is distributed in North America under an exclusive agreement with SWITZER**CULT**CREATIVE.

www.switzercultcreative.com info@switzercultcreative.com

