



Città  
Castello

Designed  
to be  
Authentic

---

## Città Castello Designed to be Authentic

You may be wondering why there is a need for a new brand of furniture. In a market that is crowded and hypercompetitive where the high price is next to the very low, where the consumer seems to have the widest choice and quality finds no space for itself, we have decided to put the focus on work and quality. In today's market there cannot be the objects and products only but there is a need of stories behind it. Città Castello brand is not simply a new collection but a new project. In this case the name Città Castello is there to bring the talents of an area at the center of this proposal. What territory? We are located in the Upper Valley of the Tiber, in Umbria, not far away from Tuscany, Romagna and Marche, in an intersection of hills, forests and valleys Renaissance and contemporary art mix, where Piero della Francesca and Alberto Burri lived. We are in the strange land of which few have memory and in which there has been an agrarian and artistic revolution. A unique place, where the excellence in the centuries witnessed love and care for the printing and paper, the processing of tobacco and that of wood, passion and profession and attention for details. Città Castello is still the name that bears the mark of its Roman origins, *Castrum Civitatis*; this is the castle to which it refers the name of today, the joint of Roman roads that defined this first cluster of life.

Since then the work here has not stopped and genius, wit and manual skills have made out of this valley one of the most important furniture production centers in Italy. It is a small area in which exist a large number of industrial enterprises capable of expressing an undisputed quality.

Città Castello is a brand that transforms a simple district into a network of services and integrated productions that sign today a first collection of products, but it desires to express to the whole world of a new interpretation of the contemporary market. Città Castello combines in a single structure craftsmanship, quality and brand new industrial technologies.

It is a new way of conceiving and producing design objects whose center and nature are based on the ratio function / form / report / territory. Each subject signed Città Castello can only be born here although designed away, at the intersection of history and traditions. The elements of wonder and magic that live here and the incredible stories of the past are constantly present and objects that we propose become thus "special machines".

Città Castello is a brand invented by Ambiente Umbria, a network of small enterprises and designers who recently realized the aim of uniting their knowledge in furniture design from the Upper Tiber Valley. According to the local vocation, the products of this first collection retain characteristics of outstanding craftsmanship and apply the best technologies available today in the field of design and manufacturing.



Città  
Castello

Designed  
to be  
Authentic

---

The structure given to this first collection bears the signature of the Arch. Francesco Rosi its artistic director. The composition is designed to meet the new demands of both Italian and foreign markets where the search of designs, patterns and original shapes has now become central. The item target is to cover the entire furniture need (bathroom, kitchen, living room, bedroom, accessories and complements).

The collection Città Castello will be presented at the Fuorisalone of Milan, during the Salone del Mobile 2015, in the space known as "Loftino" at the Factory in via Tortona at No. 31. The exhibition will present the entire collection to demonstrate how the craft production can meet the challenge of innovation through the furnishings that combine expert craftsmanship, traditional and contemporary materials, environmental friendliness, design and technology. To emphasize the originality of the project together with these first objects in space there will also be presented the research and design of the students of the Academy of Fine Arts in Perugia Pietro Vannucci who during the Design 3 course by Prof. Marco Tortoioli Ricci, are presenting a research and design that centers its focus on the relationship between the territorial identity and design. The school is considered to be a tool of acceleration of innovation processes and updating for the local furniture companies. For the first time the territory functions as an integrated system, virtuous network.

The collection "Città Castello" should therefore be understood as the first act offered by a network ready to respond exclusively to the desires of the customers so that there may meet the needs of the client and the professionalism and bring a fruitful collaboration and mutual satisfaction.



Città  
Castello

Designed  
to be  
Authentic

### 01 - Boiserie Greco (Rocci 1936)

Made with a noble and valuable raw material, the object has the classic form with a direct reference to the world of mobile style and it portrays the classic structure of the wood paneling on the wall of the noble houses; its characterization is in the finish, a decoupage applied by hand starting with an authentic copy of the Dictionary of Greek by Lorenzo Rocci, published in 1936 by Dante Alighieri Editions in Città di Castello, designed to give this important subject a light and ironic character.





Città  
Castello

Designed  
to be  
Authentic

## 02 - Santone. La docking station.

The piece represents the synthesis of the project activity: the cabinet has the size and the presence of a grandfather clock, very common in the early years of the last century.

Just as the pendulum was a cabinet for mechanisms that counted the time, the cabinet can perform the functions required by the technology of everyday use of the XXI century. It is a docking station for smartphones and tablets for charging and connecting to the amplification; is equipped with lights, with deliberately playful function, which, through the control of sensors driven with the gesture, assumes various configurations, some of which interact with the sound from the environment where the cabinet is placed.

The technological core of the object is based on the Arduino board; auxiliary elements such as light diffusers and hemispheric loudspeaker covers are made in 3D printing.





Città  
Castello

Designed  
to be  
Authentic

### 05 - Tabula. The round table

The table, made in typical local wood plants (walnut, chestnut, ash, beech, elm) will be presented in two circular models (Ø 136 cm) with triangular structure and central struts; at the base, the same in both prototypes, there are fixed different tables.





Città  
Castello

Designed  
to be  
Authentic

## 06 - Sedule. Chairs.

The chairs are the perfect combination of craftsmanship and new technologies. The processing uses noble woods like Hornbeam and Walnut though linked to an alloy used for plastic masks of the backs that are printed with 3D technology. The design applied to the backs is inspired by the Renaissance grotesques that characterize the architecture of the city, as well as the vertical parts of the chairs reproduce the classical structure of the peasant chairs.

The realization of the backrest in 3D printing has started from the same modeling in clay; the silicone cast allowed to reproduce plaster decorations scanned in 3d, scaled and digitally 3d printed.





Città  
Castello

Designed  
to be  
Authentic

---

Contacts:

**Arch. Francesco Rosi**, Art director.

[francesco.rosi@hotmail.com](mailto:francesco.rosi@hotmail.com)

+39 347 7667115

**UMBRIA EXPORT SCARL**

+39 075 58 27 61

[uexp@exp.it](mailto:uexp@exp.it)

[faloci.enzo@alice.it](mailto:faloci.enzo@alice.it)

[www.exp.it](http://www.exp.it)

-----

The furniture innovation project is part of the project "Alta Umbria" funded by CASSE DI RISPARMIO DELL'UMBRIA, CHAMBER OF COMMERCE OF PERUGIA AND T-START PROGRAM OF SVILUPPUMBRIA.

The project was managed by Umbria Export Scarl ([www.exp.it](http://www.exp.it)), with the sponsorship of Confindustria Umbria, Confartigianato Perugia and Confcommercio Città di Castello.

All products in the Collection CC were made by companies belonging to the network of small businesses "Ambiente Umbria".