



VEBLÉN

*Luxury Edition by Fram Italia*

novità \_ new items 2019



Villa Miralfiore Anni '50 - Foto archivio Miralfiore  
Villa Miralfiore in the 1950s - Shots from Miralfiore archive

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**L**a storia di VEBLÉN nasce lontana nel tempo, una cultura di design partita dall'Italia, le cui radici, legate all'eleganza, al gusto per il bello, all'artigianalità, hanno influenzato il gusto dell'arredamento, stabilendo regole nuove ed entrando a far parte dell'immaginario del jet-set internazionale.

Con il cristallo, materiale tra i più antichi nella storia dell'uomo, da sempre sinonimo di agiatezza e stile per chi lo possiede, a partire dalle aristocratiche famiglie egizie ritratte nei geroglifici con i loro monili in vetro, FIAM Italia conquista le abitazioni più famose del mondo, diventando terreno fertile per le idee dei designer più prestigiosi e brand riconosciuto da un pubblico particolarmente attento e raffinato.

VEBLÉN parte dalla storia scritta dalla famiglia Livi sul vetro e cristallo, dal know how raggiunto sull'esclusività delle forme e si fa, ora, interprete del desiderio di chi voglia arricchire la propria dimora con arredi preziosi che comunichino eleganza con maggiore enfasi.

VEBLÉN trova sede nella prestigiosa cornice di Villa Miralfiore, dimora quattrocentesca, riportata all'antico splendore dalla famiglia Livi, dove tra stucchi, affreschi e decorazioni prende vita il fascino di VEBLÉN.

Proprio da questo luogo, ricco di cultura, arte e del buon vivere, nascono il simbolo ed il nome della VEBLÉN: l'ermellino, un animale emblema di aristocratica purezza e regalità, è stato scoperto durante il restauro della Villa; il nome è stato ispirato dalle misteriose leggende che la circondano.

Chi ne sceglie i prodotti, si appropria di frammenti di tradizioni e saperi senza tempo.

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**T**he history of VEBLÉN has origins far away in time, a design culture that was born in Italy, whose roots, connected to elegance, taste for beauty and craftsmanship, have influenced the taste for furniture, establishing new rules and becoming part of the idealistic international jet-set.

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.

It is from this place, full of culture, art and good living, that the symbol and name of Veblén originate: the ermine, an animal that symbolizes aristocratic purity and regality, was discovered during the restoration of the Villa; the name was inspired by the mysterious legends that surround it. Those who choose its products, receive fragments of timeless traditions and knowledge.

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# Bespoke

**D**all'alchimia tra creatività, innovazione e qualità nasce una forza distintiva che caratterizza lo stile inconfondibile di Veblén, la luxury edition di Fiam Italia.

Il know-how maturato in oltre 40 anni di esperienza si esprime anche attraverso la capacità dell'azienda di proporre soluzioni progettuali su misura: creatività e savoir-faire artigianale si traducono così in massima flessibilità per far fronte alle più disparate esigenze di spazio e di stile.

Ogni singola creazione è sinonimo di esclusività e di personalizzazione assoluta, ogni prodotto è curato nei minimi dettagli e garantito dal marchio Made in Italy per diventare "pezzo unico".

**I**t's from the magic combination between creativity, innovation and quality that comes out a distinctive character of Fiam's luxury edition: Veblén..

Our know-how, improved after more than 40 years of experience, is expressed through our capability of proposing custom-made solutions. That's how creativity and savoir-faire are in order combined to reach the maximum flexibility to be able to satisfy any kind of requirement.

Each of our creations means exclusivity and personalization; every product is made with an extreme attention to details and is Made in Italy certified to become an "unique piece".









## vendôme

tavolo - table

Tavolo con piano in vetro fumè o bronzo stratificato da 16 mm bisellato. Base composta da uno o due elementi in legno massello, finitura rovere tabacco.

*Table with top available in 16 mm layered smoked or bronze glass with bevelled edges. Base made of one or two solid wood elements, Tobacco Oak finish.*

Dimensioni (cm) L. P. H.  
Dimensions (cm) L. W. H.

rettangolare / rectangular  
300 x 120 x 75  
118 1/8" x 47 1/4" x 29 1/2"

tondo / round  
Ø 150 x 75  
59" x 29 1/2"

ovale / oval  
300 x 120 x 75  
118 1/8" x 47 1/4" x 29 1/2"







vendôme

consolle - console

Consolle con piano in vetro fumè o bronzo stratificato da 16 mm. Base in legno massello, finitura rovere tabacco.

Consolle with top available in 16 mm layered smoked or bronze glass. Base in solid wood, Tobacco oak finish.

130 x 50 x 75  
51 <sup>3</sup>/<sub>16</sub>" x 19 <sup>11</sup>/<sub>16</sub>" x 29 <sup>1</sup>/<sub>2</sub>"

150 x 58 x 75  
59" x 22 <sup>13</sup>/<sub>16</sub>" x 29 <sup>1</sup>/<sub>2</sub>"

170 x 60 x 75  
67" x 23 <sup>5</sup>/<sub>8</sub>" x 29 <sup>1</sup>/<sub>2</sub>"



## vendôme

sedia - chair

Sedia con struttura autoportante rivestita in pelle o tessuto. Gambe e braccioli in legno massello, finitura rovere tabacco.

*Chair made of a self-supporting structure covered in leather or fabric. Legs and armrests in solid wood, tobacco oak finish.*

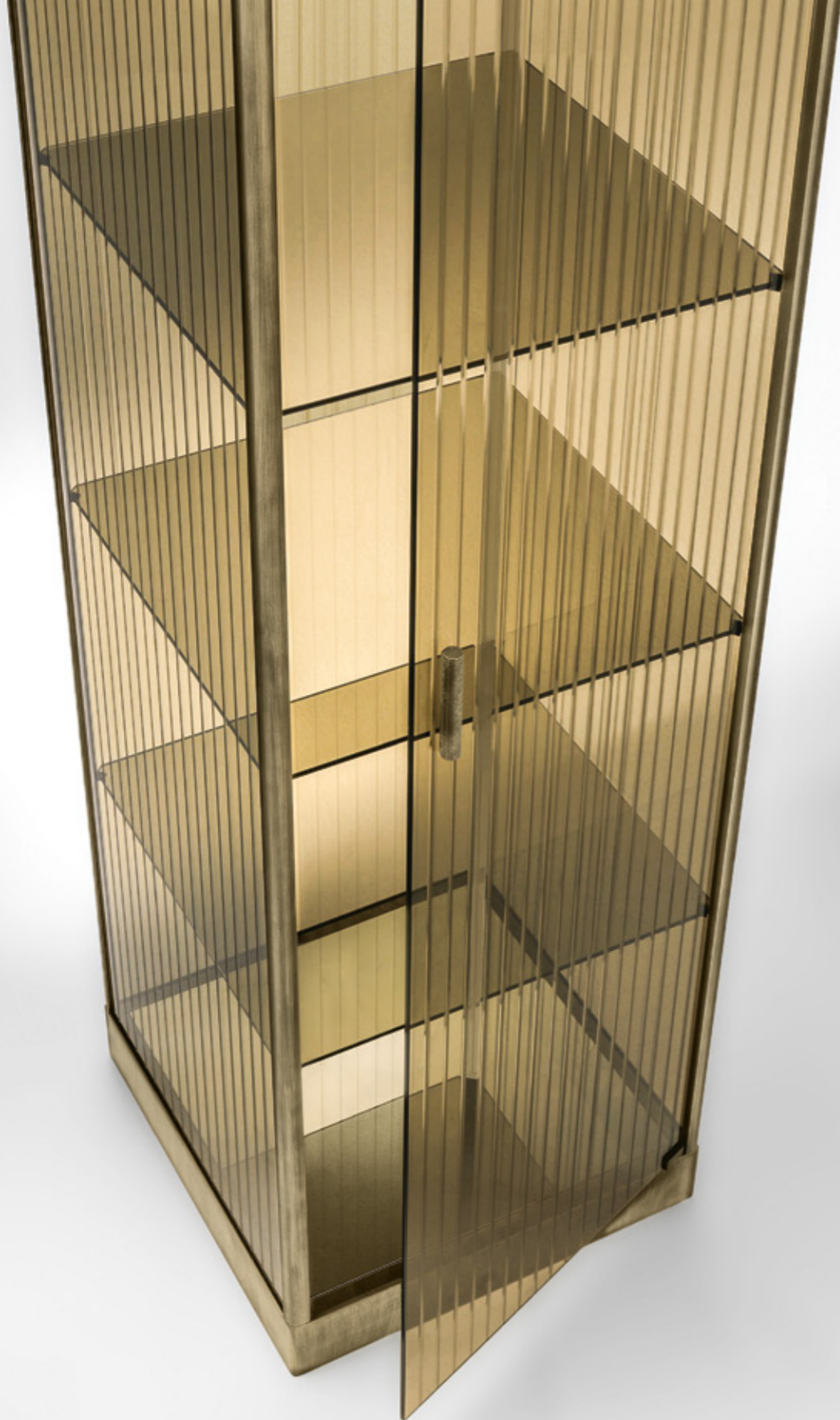
Dimensioni (cm) L. P. H.  
Dimensions (cm) L. W. H.

con braccioli\_with armrests  
59 x 56 x 80  
23 1/4" x 22" x 31 1/2"

senza braccioli\_without armrests  
50 x 56 x 80  
19 11/16" x 22" x 31 1/2"







## monaco

vetrina - showcase

Vetrina composta da struttura ed anta in vetro bronzo da 6 mm inciso e temperato, ripiani in vetro bronzo da 6 mm temperato. Base e top in legno laccato finitura ottone brunito. Montanti in alluminio, finitura ottone brunito. La base ed il top sono dotati di sistema di illuminazione LED.

Showcase made of 6 mm bronze glass structure and door, engraved and tempered. Shelves in 6 mm bronze tempered glass. Base and top in lacquered wood, burnished brass finish. Aluminum uprights, burnished brass finish. The base and the top are equipped with LED lighting system.

Dimensioni (cm) L. P. H.  
Dimensions (cm) L. W. H.

49 x 49 x 194  
19 <sup>5</sup>/<sub>16</sub>" x 19 <sup>5</sup>/<sub>16</sub>" x 76 <sup>3</sup>/<sub>8</sub>"



## Vetri / Glass



Vetro fumè  
Smoked glass



Vetro fumè retroargentato  
Back-silvered smoked glass



Vetro fumè sabbaiato  
retroargentato  
Sanded and back-silvered  
smoked glass



Vetro bronzo  
Bronze glass



Vetro bronzo retroargentato  
Fused back-silvered bronze glass



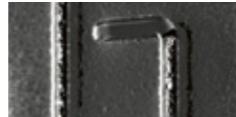
Vetro extralight smaltato  
a gran fuoco "Rosa Veblén"  
Fused extralight glass,  
"Pink Veblén" finish



Vetro fumè fuso retroargentato  
Fused back-silvered smoked glass



Vetro Nero95 fuso  
Fused Black95 glass



Vetro fumè fuso retroargentato,  
con decori a rilievo  
Fused back-silvered smoked glass,  
with relief decorations



Vetro bronzo fuso retroargentato  
Fused back-silvered bronze glass



Vetro semiriflettente  
Semi-reflective glass

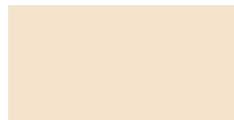
## Legni / Woods



Frassino verniciato nero  
a poro aperto  
Ash wood black  
open pore laquered



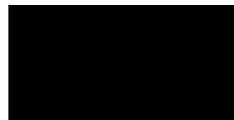
RAL 1019  
Havana  
Havana



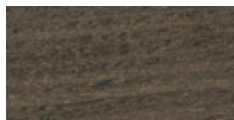
RAL 1013  
Canapa  
Hemp



RAL 8022  
Sequoia  
Sequoia



RAL 9005  
Nero  
Black



Frassino verniciato a poro aperto,  
finitura Rovere Tabacco  
Ash wood open pore laquered,  
Tobacco Oak finish

## Metallo / Metal



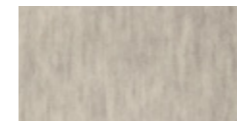
Finitura niche nero  
Black nichel finish



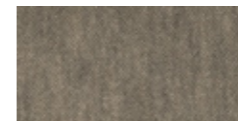
Finitura ottone brunito  
Burnished brass finish

## Tessuti / Fabrics

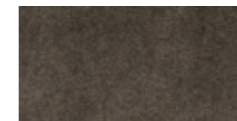
### Viggo CS - Velluto / Velvet



2\_Perla  
Pearl



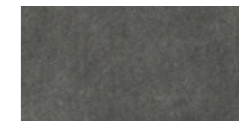
4\_Tortora  
Dove-Gray



6\_Fango  
Mud

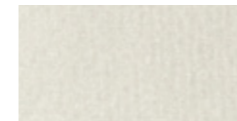


22\_Nero  
Black

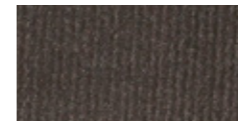


23\_Smoke  
Smoke

### Honey Moon - Velluto / Velvet



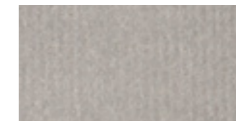
1\_Gesso  
Chalk



11\_Marmotta  
Marmot



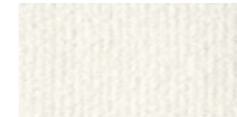
17\_Polvere  
Dust



19\_Grigio  
Grey



130\_Tortora  
Dove-Gray



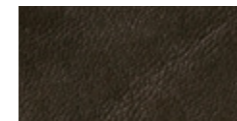
200\_Bianco  
White



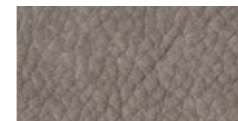
205\_Fumo  
Smoke

## Pelli / Leathers

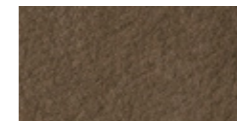
### Nubuk - Nabuk / Nabuk



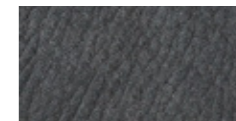
2114\_Testa di moro  
Brown



2115\_Tortora  
Dove-Gray



2116\_Castagna  
Chestnut

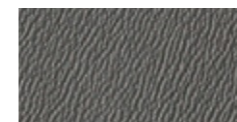


2117\_Fumo  
Smoke

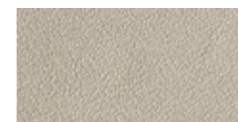


2118\_Sabbia  
Sand

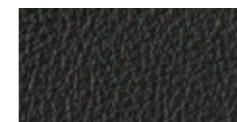
### Zaffiro - Pelle / Leather



1112\_Smoke  
Smoke



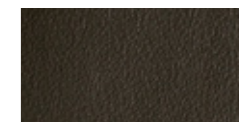
1135\_Grigio perla  
Pearl grey



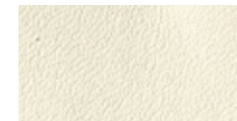
1141\_Nero  
black



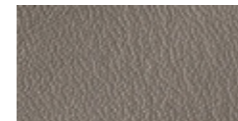
1181\_Sabbia  
Sand



1187\_Testa di moro  
Brown



1634\_Ghiaccio  
Ice



1660\_Fango  
Mud

Si precisa che le tonalità dei colori qui riprodotti potrebbero non corrispondere fedelmente a quelle reali, per motivi dipendenti dai limiti connessi alle tecniche di stampa su carta. Per una reale valutazione, fare riferimento al campionario finiture. Please note that the colour shades reproduced here may not correspond exactly to the actual shade due to the limits in printing on paper. For a true evaluation, refer to the finish samples.

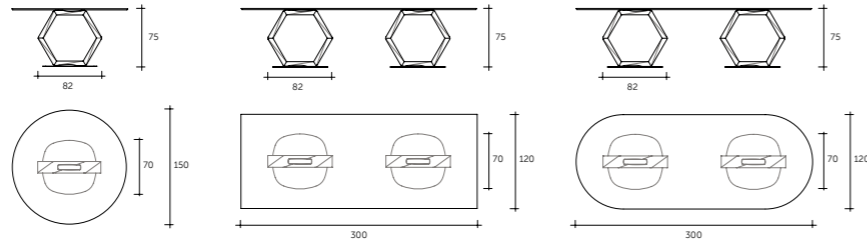
Si precisa che le tonalità dei colori qui riprodotti potrebbero non corrispondere fedelmente a quelle reali, per motivi dipendenti dai limiti connessi alle tecniche di stampa su carta. Per una reale valutazione, fare riferimento al campionario finiture. Please note that the colour shades reproduced here may not correspond exactly to the actual shade due to the limits in printing on paper. For a true evaluation, refer to the finish samples.



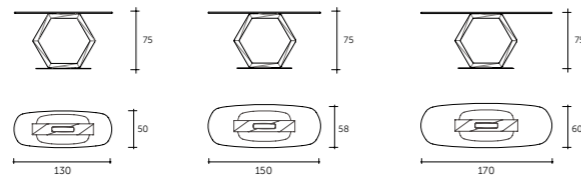


# vendôme

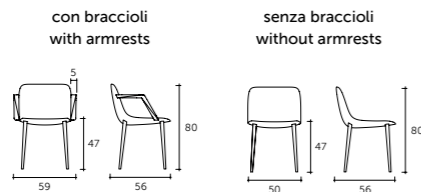
tavolo  
table



consolle  
console

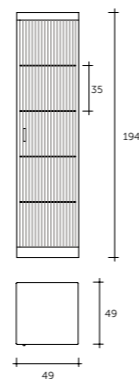


sedia  
chair



# monaco

vetrina  
showcase



art direction  
Marzia e Leo Dainelli  
graphic design and layout  
Acanto Comunicazione

photography and  
postproduction  
Studio Leon

styling  
Giorgia Angelini

rendering images  
Acanto Comunicazione

coordination and logistics  
Daniele Livi

selections  
Olimpia visual plan

print and packaging  
SAT

April 2019



Villa Miralfiore: particolare dal Salone delle feste,  
medaglione con l'impresa dell'ermellino.

Villa Miralfiore: detail of Ballroom,  
shield with the ermine deed.



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