

INTERNET

Fornasetti showcases patient artisan processes in atelier tour

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Fornasetti's The Atelier

By SARAH JONES

Italian decorative arts brand Fornasetti is opening the doors of its atelier to consumers, letting them explore the "place where the magic happens."

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A newly launched permanent Atelier section of Fornasetti's Web site is designed after house founder Pietro Fornasetti's iconic design, Renaissance Skyscraper, allowing consumers to physically tour 10 "floors" of workshop to see the entire process that goes into each of its pieces. While craftsmanship films transport consumers to a brand's studio, creating a physical depiction of the workshop may help followers feel they are actually there.

"When someone asked my father the secret of his techniques, he was used to reply, 'The secret is the imagination,'" said Barnaba Fornasetti, designer of **Fornasetti**. "At the time he wanted to keep his techniques confidential so that nobody could copy them. Today these worries disappeared a bit since technology has invented fast techniques for the reproduction and application of dcors.

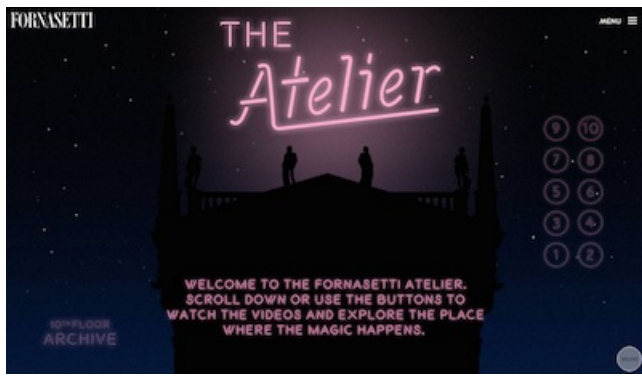
"Of course there are still many secrets but they are all related to artisanal manual skill that you acquire only thanks to experience and years of hard work," he said.

"I dare you to create - with the same quality and in so little time the objects that we create in our atelier."

Guided tour

Fornasetti worked with the agency POMO and filmmaker Davide Calaf on the atelier. Beginning Feb. 17, consumers could navigate to Fornasetti's Web site to step inside its Italian workshop.

At the top of the page is a pink neon sign reading "The Atelier." As the sign blinks, a pair of figures standing atop a building come into view. A black-and-white drawing of a hot air balloon floats across the window on repeat, adding to the whimsy.



Screenshot of the atelier

Consumers can play the videos by selecting a floor button, much like taking an elevator. The tour began on the tenth floor, with additional content released each day to incentivize repeat visits from fans.

The top level takes consumers into the archive, where volumes of historic prints are kept on file. Viewers are taken along as workers pull archived drawings, examining them under a microscope or using a fine pen to trace.

At the end of the films, a product made using the technique shown flies across the

Next on the tour is floor nine, which covers printing. Here, hands carefully screen print designs, such as a fish pattern.

Each floor gets its own soundtrack, courtesy of Cesare Picco, giving each space a different personality.

Fornasetti Atelier

Other steps include painting, in which artists hand paint items, and woodworking, where carpenters assemble larger pieces of furniture. Floor seven shows how a Fornasetti print becomes a fabric, while floor eight recounts the hand molding of Fornasetti's pottery.

On Instagram, Fornasetti has translated the experience to the platform, building the 10-story structure in a mosaic. Across the three columns, the brand pairs the corresponding floor's video with a double-wide image of the level.



Screenshot of Fornasetti Instagram campaign

Creative craftsmanship

Craftsmanship films are widely used in the luxury industry to help justify price point, but some brands have taken the concept further, adding a narrative or other quirky elements to entertain while educating.

Italian menswear label Isaia delved into the simultaneously sartorial and shady attributes of its hometown in a humorous tale.

"Tailor-Made Crime" is a multi-part thriller parody that plays off the brand's historic home of Casalnuovo, referencing both the skilled craftsmanship and organized crime that calls the area around Napoli home. Throughout the film, a detective attempts to interrogate Isaia employees, leading to some revealing insights about the brand's apparel production ([see story](#)).

British apparel label Turnbull & Asser celebrated its 130th anniversary with a digital campaign focusing on the personalities within its company who uphold the brand's British heritage.

A series of seven films released over a period of weeks take consumers into the inner workings of the royal warrant holder, from the bespoke tailoring consultations to the seamstresses who create the garments. Turnbull & Asser's campaign blends nostalgia and history with a look into the future of the brand, making sure consumers know that it will continue in its handmade tradition for many years to come ([see story](#)).

For Fornasetti, this series proves that the company is still very much the same as when it opened, and that its hand craftsmanship has not disappeared with the advent of technology.