

WHAT  
HOW  
FOR WHOM?  
THE AIM  
BRANDS  
WHO

ESTRA



## WHAT

ESTRA IS AN AGENCY,  
and its job of  
representing is like that  
of a publisher. Just as a  
publisher promotes its  
authors to critics and  
readers, Estra builds  
relationships between  
*brands and points of sale,*  
*providers and decision-*  
*makers, products and*  
*consumers.* The analogy  
is made even stronger  
by the fact that – just like  
in the publishing sector  
– form and content,  
function and aesthetic  
value are inextricably  
linked in Estra's world.

The group was created by like-minded people, who recognised and were drawn to each other, coming together spontaneously. What we share is the pleasure of working in the best possible way in a profession that has chosen us.

04-05



## A WORK TEAM IN AN INTERIOR.

The interior is part of Milan's historic buildings, and it has been readapted with all the skill and taste of fine traditions.



**Although this work team loves its interior space,** it spends most of its time in a kind of active nomadism, in close contact with the key figures of its representative work: architects, designers and store managers.

06-07



## HOW

“WE’RE GOOD BECAUSE WE’RE UNITED” is much more than a belief: it’s probably the best explanation why Estra *is more than the sum of its parts*. When a group brings out the best of the specialised skills of its members. Estra’s ‘how’ is *design culture*: the ability to offer an integrated approach to relationships between brands, interior designers, store owners, contractors and even end clients. In both positive and negative terms, by planning workflows, problem solving, preventing critical issues and anticipating needs. Offering *added value* to every situation and context.



## FOR WHOM?

10-11



Design is a polysemous word. It means *idea*, *conception*, *pattern* and *drawing*. For Estra, *design* also means *future*: the ability to create paths of evolution and growth. It is one of the agency's

core tasks: supporting the development of companies that make furniture by bringing them to the expert attention of sector professionals.

## THE AIM

Estra is a catalyst,  
a meeting point  
and combination of  
different expertise,  
abilities and  
knowledge.



Part of its *raison d'être*  
is to promote exchange  
between leading figures  
and interpreters of the world  
of contemporary living,  
connecting experiences  
and creating a crossover of  
languages.  
Even in our *digital society*  
personal contact and  
dialogue between 'real  
people' is what matters  
most.



## BRANDS

We could call on famous elective affinities to explain the dynamics of why people and brands, professionals and companies, are attracted. There's nothing mysterious about these strong ties, just a love for the profession and the desire to give one's best. 'Like attracts like', as they say.

### Acerbis

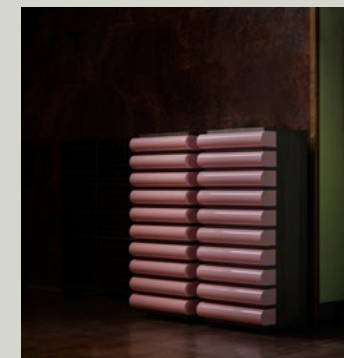
ONE OF ITALY'S LONGEST ESTABLISHED FURNITURE BRANDS, ACERBIS IS A REFERENCE POINT FOR ITALIAN DESIGN CONOISSEURS. THIS AVANT-GARDE COMPANY WITH 150 YEARS OF EXPERIENCE AND A CONSTANT SEARCH FOR MODERNITY HAS PRODUCED EXTRAORDINARILY INNOVATIVE CREATIONS.

TODAY THIS MISSION IS CONTINUING WITH RENEWED VITALITY,

THANKS TO ITS AQUISITION BY MDF ITALIA AND THE APPOINTMENT OF FRANCESCO MEDA AND DAVID LOPEZ QUINCOCES AS CREATIVE DIRECTORS, ABLE TO LEAD THE BRAND TOWARDS AN EVEN MORE DYNAMIC FUTURE.

ACERBIS THUS CONFIRMS THE BRAND'S FAMILY TRADITION OF AN INNOVATIVE VISION AND A DESIGN UNIVERSE THAT COMBINES FUNCTION WITH THE AVANT-GARDE.

14-15



## davide groppi

ITALIAN EXCELLENCE IN LIGHTING. SINCE THE LATE '80S DAVIDE GROPPI HAS BEEN INVENTING AND PRODUCING HIS OWN BRAND OF LIGHTING.

HIS LIGHTS, CURRENTLY DISTRIBUTED WORLDWIDE, OFFER A SURPRISING BALANCE BETWEEN AESTHETICS AND FUNCTIONALITY.

THESE PRODUCTS ARE THE FRUIT OF INTUITION, OF A CERTAIN WAY OF BEING AND THINKING, WHERE SIMPLICITY, LIGHTNESS, EMOTION, INVENTION AND WONDER ARE ALL FUNDAMENTAL INGREDIENTS.

THEY ARE INSPIRED BY ART, BY THE READY-MADE, BY MAGIC, BY THE DESIRE TO CREATE WITH ONE'S HANDS OR SIMPLY THE DESIRE TO PLAY WITH LIGHT.



## FANTIN

FANTIN SPECIALISES IN METAL FURNITURE AND SOLUTIONS RECOGNISED FOR THEIR QUALITY AND AS A COMBINATION OF BEAUTY, FUNCTIONALITY AND SUSTAINABILITY.

FOR OVER FIFTY YEARS, THESE VALUES HAVE BEEN THE RESULT OF A BALANCE BETWEEN INDUSTRIAL CULTURE, CRAFTSMANSHIP, PRODUCTION EFFICIENCY AND ATTENTION TO DETAIL.

16-17



## FOSCARINI

FOSCARINI IMAGINES, DEVELOPS AND PRODUCES DECORATIVE LIGHTS. BY NIGHT AND BY DAY, THEY ARE AS APPEALING WHEN TURNED ON AS THEY ARE SURPRISING WHEN TURNED OFF.

DESIGN OBJECTS THAT TRANSFORM LIVING SPACES: BEAUTY THAT STIRS EMOTIONS.

*MAKING. LIGHT.* TWO WORDS THAT EXPRESS THE ESSENCE OF FOSCARINI. WORDS THAT EMBODY TWO APPARENTLY SEPARATE WORLDS, UNITED IN AN END PRODUCT: THE WORLD OF *MAKING*, OF SHAPING MATERIAL AND THE WORLD OF *LIGHT*, OF VISION AND OF THOUGHT.



GLAS ITALIA PRODUCES CRYSTAL DOORS, PARTITIONS AND FURNITURE.

DESIGN AND MANUFACTURING USING THE MOST ADVANCED TECHNOLOGY AND PARTNERSHIPS WITH LEADING INTERNATIONAL DESIGNERS WHO SEE THE COMPANY AS A PLACE WHERE THEIR CREATIVE TALENT CAN BECOME REALITY.

1849



## kettal

A COMPANY SPECIALISING IN OUTDOOR FURNITURE.

SINCE ITS FOUNDATION, KETTAL HAS SHOWN ITS VOCATION FOR INNOVATIVE DESIGN AND PRODUCTS.

THE COMPANY WORKS WITH LEADING DESIGNERS TO CREATE AN EXCLUSIVE COLLECTION THAT PERFECTLY EMBODIES THE CULTURE AND THE DEMANDS OF CONTEMPORARY LIVING. THE COMPANY IS ESPECIALLY ATTENTIVE TO THE NEEDS OF THE CONTRACT AND HOTEL SECTORS.

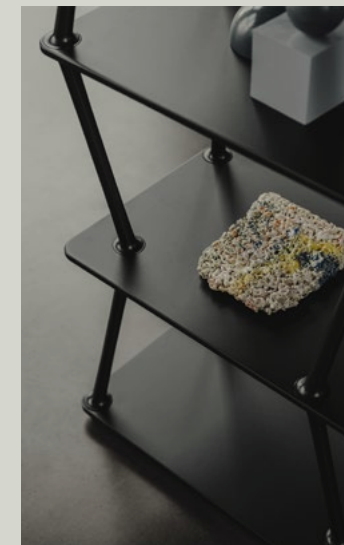


## lapalma

LAPALMA PRODUCES QUALITY DESIGN. CHAIRS, ARMCHAIRS, STOOLS AND TABLES, THE RESULT OF FORMAL RESEARCH TO CREATE INNOVATIVE SOLUTIONS THAT INTERACT WITH EACH OTHER, IN A BALANCE BETWEEN CRAFTSMANSHIP AND INDUSTRY, EFFICIENT PRODUCTION AND ATTENTION TO DETAIL.

THESE ARE NOT JUST INDIVIDUAL FURNISHING ITEMS – IT'S FURNITURE TO CONNECT PEOPLE.

20:21





## mdf italia

FOUNDED IN 1992 BY BRUNO FATTORINI AND OWNED BY THE CASSINA FAMILY HOLDING COMPANY SINCE 2008, MDF ITALIA CELEBRATES ITS THIRTIETH BIRTHDAY THIS YEAR. IT'S AN OPPORTUNITY TO LOOK BACK AND REDISCOVER THE ESSENTIAL VALUES OF THE COMPANY FOUNDED AND DEVELOPED ON INNOVATION, BREAKING THE MOULD AND THE ABILITY TO CREATE A FORMAL SYNTHESIS OF HIGH-TECH EXPERIMENTATION AND AESTHETIC RESEARCH.



THE COMPANY KNOW-HOW IS FOUNDED ON EXPLORING MATERIALS, THE INTERPRETERS OF UNPRECEDENTED DESIGN POSSIBILITIES AND FUNDAMENTAL INGREDIENTS OF A DESIGN WHERE LESS IS MORE. CONTINUOUS RESEARCH THAT REFLECTS AND FORECASTS CHANGES IN TASTE AND CONTEMPORARY LIFESTYLES.

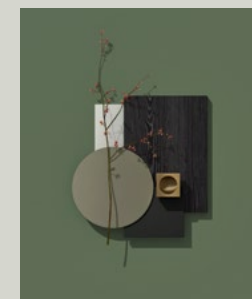


## MESON'S

MESON'S HAS PRODUCED HIGH QUALITY KITCHENS FOR OVER 50 YEARS WITH PASSION AND IMAGINATION, LISTENING AND RESEARCHING, IN THE BELIEF THAT INNOVATION TRAVELS MANY PATHS.

FOR MESON'S, INNOVATION DOES NOT MEAN REPLACING THE PAST WITH A ROOTLESS PRESENT: THE SEARCH FOR NEW DESIGN SOLUTIONS HAS TO COMBINE TRADITION AND MODERNITY BY INTERPRETING CHANGE THROUGH EXPERIENCE.

22-23



saba™

SABA, FOUNDED 35 YEARS  
AGO, IS AN ENTIRELY FEMALE  
BRAND WHOSE DESIGNS ARE  
BASED ON THREE PRINCIPLES:  
FREEDOM, AN ESSENTIAL  
HUMAN VALUE EXPRESSED IN  
THE FLEXIBILITY OF MANY OF  
ITS PRODUCTS;

POETRY, TEACHER AND  
EDUCATOR IN THE HARMONY  
OF FORMS AND THE BEAUTY  
OF COLOURS; AND MEMORY,  
AN ETHICAL GUIDE SO THAT  
THE PRODUCT LASTS OVER  
TIME, THROUGH QUALITY  
MATERIALS AND COMFORT.



WHO

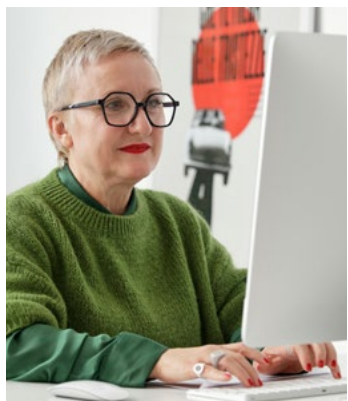
People make all the difference. Always, and particularly in businesses with a high level of intellectual capital.

**CLAUDIA GOBBO  
AND ROBERTO  
AMPOLO RELLA,  
ESTRA FOUNDERS**

They represent  
the point of  
convergence of  
the diverse needs  
in the world of  
modern furnishing.  
They carry out  
important work as  
agents, promoting  
connections,  
exchange and  
creative crossovers.







**NICOLETTA  
BRAMBILLA,**  
is the agency's  
organisational  
cornerstone and a  
reference point for  
every professional  
partner.



**MATTEO  
CASSINA**  
develops the  
agency network  
by promoting  
relationships  
with furniture  
professionals –  
retailers, architects  
and contractors – on  
a territorial level.



**SARA  
DELL'ORO**  
is the designated  
point of contact for  
Milan's architecture  
studios.  
In-depth product  
knowledge facilitates  
product creation.



**LETIZIA  
FORMENTI**  
develops the  
agency network  
by promoting  
relationships  
with furniture  
professionals –  
retailers, architects  
and contractors – on  
a territorial level.



**ANDREA  
GOBBO**  
helps architects'  
studios and retailers  
develop projects,  
from lighting design  
to kitchens.



**ROBERTO  
ROMANO**  
develops the  
agency network  
by promoting  
relationships  
with furniture  
professionals –  
retailers, architects  
and contractors – on  
a territorial level.



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ESTRA

PROMUOVE IL DESIGN