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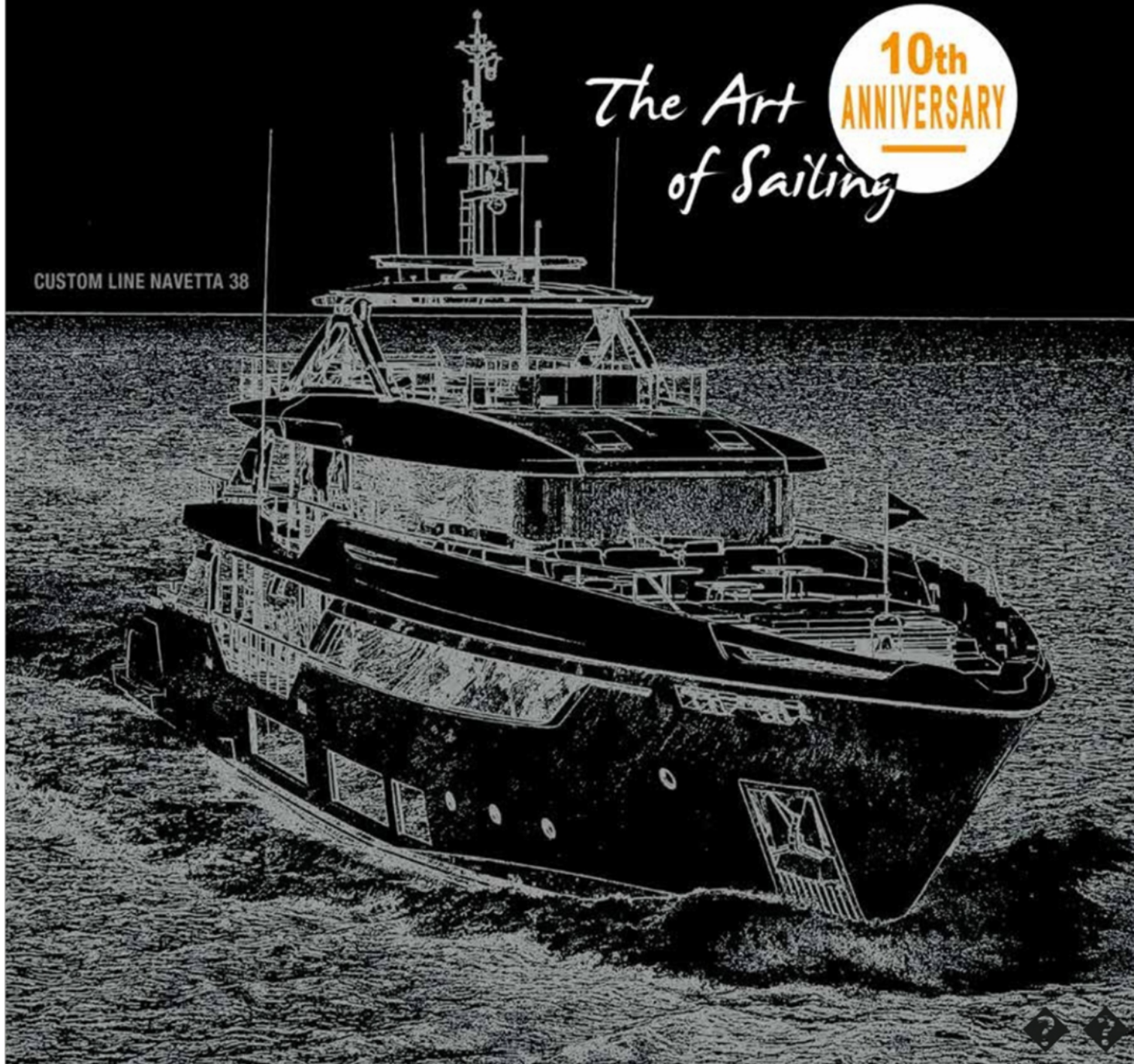


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Unmatched values, putting Lake Orta on the map

The location where Fantini Rubinetti claims its roots is now part of a vast project designed to tell a story, one of a company and the values it champions worldwide

by Veronica Lempi - ph. Courtesy by Fantini

To create beauty through design. For Fantini Rubinetti this is the guiding prerogative for any project bearing the company name. From their most recent collections to their classics; from the concept of their headquarters to the inauguration of the Casa Fantini / lake time accommodation facility, the company's interpretation of beauty manifests the same common denominator as its primary inspiration: water.

It is precisely this precious source of life that defines the DNA of the company located in Pella, which has stood since 1947 on the shores of Lake Orta, "the most romantic lake in Italy," says Daniela Fantini – CEO. Encircled by an idyllic natural backdrop, the company's birthplace boasts historical ties with metalworking, which, despite

such an industrial side, has always interacted peacefully with the surrounding nature.

The company's desire to integrate its "hometown" into its own identity, as an unmistakable signature, has given rise to a much broader project that kicked off with the redesign of Fantini Rubinetti's corporate headquarters entrusted to the far-sighted architect Piero Lissoni, a long-time collaborator of the company.

Inaugurated in 2018, the company headquarters are based on the need, or desire, to enhance what already exists by returning space to the lake front while also shifting the spotlight onto life within the buildings. With this new focus, an open dialogue is formed between the structure, the landscape and - above all - the water. Large windows

The headquarters' glass windows, designed by Piero Lissoni, allow for work to be conducted in close contact with the surrounding landscape. Left, Icona (design Vincent Van Duysen), features a sinuous, essential silhouette that reimagines the classic faucet





questions to Daniela Fantini CEO Fratelli Fantini Spa

How have you managed to uphold such a tradition for close to 80 years?

When it comes to our company, high-quality craftsmanship and cutting-edge industrial technology coexist as one. And it is this “virtuous” coexistence between advanced industrial manufacturing and craftsmanship, rooted in our tradition, that defines our identity.

Which of your products best showcases your tradition?

Icona (Vincent Van Duysen, 2016) is our quintessential reinterpretation of the classic faucet, reimagined in subtle and refined proportions. Functionality, durability and comfort are prioritised in a product that embodies a quiet aesthetic, uninterested in chasing trends or fashions. A timeless “passepartout”, a nod to memory, with a contemporary sensuality.

And an innovative product of which you are particularly proud?

One of our most popular designs is the multifunctional and multi-sensory Acquafit shower. Available in many versions (including the inclusion of lights), it offers a high-performance double rain function. The rectangular version also offers a tonic water function.

What does this new location mean to Fantini?

“La Fabbrica sul Lago” (the Lakeside Factory) and the Casa Fantini / lake time hotel represent two complementary sides of the same strategic vision and of our commitment to the local area, where we have our roots.

Will your new location also focus on research and development?



Yes. Quality honed by research, product design and the production process are the greatest strengths of Fantini products. Some of the most renowned international designers are involved in the design process, resulting in a range of products with deliberately stark differences in formal and expressive languages. Design must be accompanied by constant research in order to continuously improve product performance and the production process.



Above left, the multifunctional and multi-sensory Acquafit shower in various sizes, equipped with a double rain function and 4-colour chromotherapy. The rectangular version is also equipped with a tonic water function. Right, the Nostromo washbasin mixer in brushed 316 steel; designed by Davide Mercatali, the design showcases a surprising formal rigour. Opposite, the Casa Fantini/lake time structure, designed by studio Lissoni Architettura

allow the exterior and interior to merge into a visual harmony of materials, volumes, landscape and energy.

Juxtaposing land and water, a long pedestrian path runs alongside the nearby river from the entrance to the reception to the lake, where a landing stage for the company’s electric boat awaits guests and clients to ferry them from the company to Casa Fantini. The latter, a project close to the heart for Daniela Fantini, is the realisation of her dream to open up the local area to hospitality, a hospitality based heavily on the concept of “slow” tourism. Casa Fantini/lake time is a slow-paced “buen retiro” experience that offers a contemporary dwelling where the genuine and the authentic are lovingly entwined to showcase the best of Lake Orta. The centre stage, however, belongs to water, ever the core bringing together the entire concept designed by Lissoni Architettura.

www.fantini.it



DANIELA FANTINI

CEO FRATELLI FANTINI SPA

by Veronica Lempi



Founded in 1947 by brothers Giovanni and Ersilio in Pella, northern Italy, the Fantini company is deeply influenced by water, as it is located on a small lake in the Piedmont region - Lake Orta - enclosed by mountains. It is still a family-run business, and the second generation is carrying forward the local tradition. The area is known for metal working and the tap-making and metal-working districts it hosts. For over 70 years Fantini has designed and made innovative bathroom and kitchen taps and accessories.

When did your company's love of water first arise, and in what way is water an inspiration for Fantini?

Our story and our everyday lives revolve around water and the lake. My family and our company are closely connected to the life of Lake Orta. Water is a constant theme in everything we do, a visible presence that influences our thoughts and designs. It's a symbolic element that must be carried in a form that is as clean and pure as possible to families by objects that respect the environment and the well-being of all.

What values guide Fantini?

Respect, entrepreneurial ethics, doing what's right. These have been the company's essential values since its foundation. It's all based on a great respect for individuals. For us, seriousness and a sense of duty are important values that a company should never lose sight of. Sharing ethics and social responsibility with collaborators and clients. But there's also a common denominator - a passion for what we do. We've always felt this. These values underpinned the work done by my father and uncle. They built the factory on the basis of a development strategy that those of us in the second generation are continuing.

How does a Fantini product come into being?

Design is what we do. We can describe Fantini products as original but also complex. Almost everyone these days produces well-made, enduring and diverse objects by well-known designers. We want to enhance the complexity of our products, something that's often the result of overcoming numerous technical and manufacturing challenges. I take a hands-on role in developing new projects and involving new designers. I oversee the process right up to the creation of the prototype that is to undergo aesthetic assessment. We identify innovative solutions through experimentation and our production skills.

What are the most important aspects of demand in the sector?

Quality is crucial. This translates into guaranteed durability, a vital element in sustainability. The quality of the materials used for the taps leads to an increasing focus on energy savings and consumer protection. Our taps are lead free, and many lines are in stainless steel - both these are innovative strategic choices that safeguard consumers' health and respond to the most sophisticated demands. Our designs are also unique.

What relationships are there between Fantini and the yachting world?

The yacht building industry is one of our most important targets. We're building close links with famous international figures like the architect Piero Lissoni, who designed our new headquarters and the Casa Fantini Lake Time hotel, as well as several successful lines in the Aboutwater collection. In our catalogue there's also an explicit reference to the yachting world. The Sailing collection by Yabu Pushelberg draws on a maritime inspiration - it's a poetic reinterpretation of the crisp lines and shapes of cleats, on-board accessories that are essential for sailing and mooring yachts.