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## It all comes Down to DNA

Genetics never change, rather they are handed down over time, a fact that has defined three generations of Cantù-based furniture manufacturer Galbiati Fratelli, in which a family tradition of attention to detail, originality and craftsmanship have continued to inspire tailor-made products

by Monica Zani - ph. courtesy by Galbiati Fratelli

It was a driving passion for metalwork that first brought Galbiati Fratelli into being, a manufacturer of luxury custom-made furniture. Working away in the company's first headquarters - their grandmother's basement - Alessandro and Alberto Galbiati eventually upgraded in 1962 to their first actual workshop, from which they produced coffee tables, mirrors, consoles, chairs and armchairs, all classic pieces, followed by brass and wrought iron beds, added to their burgeoning repertoire during the '70s and '80s. Today, the family business offers both classic and contemporary items, made with the experience of three generations, combined with state-of-the-art technology. But there is more to their furniture that goes beyond its quality. Galbiati Fratelli's creations represent an alignment of essential elements, each of which contributes fundamentally to ensuring their pieces always stand out: original designs, high craftsmanship and attention to detail, all of which is channelled into their successful production process. In fact, the company prides itself on just how accurately they can meet customer demand with the unmatched quality of unique pieces tailored to design and demand.

Every product is born from the tip of a pencil, its genetic code written into lines and proportions impressed upon what starts as nothing more than a blank sheet of paper, followed by a design phase, dedicated to each of the product's parts, and a machine phase. Here, the raw brass, collected in the form of tubes, bars or cast metal, is shaped to be worked, polished, possibly gilded or silver-plated, and finally coated in a transparent oven-baked varnish to protect the item throughout its long lifetime.

One of the company's most recent projects, the Alpe Mare Outdoor Collection, is the outcome of a close partnership with Alpe Mare (Forte del Marmi, Tuscany), a product line characterised by essential, elegant lines, designed to enrich any outdoor space, whether a garden or an urban terrace. Its manufacturing makes use of marine-grade stainless steel, wrought iron and curated metals combined with outdoor fabrics. The quality of materials used meets the company's hallmark workmanship to realise outdoor furniture capable of defying the elements, with the aspiration to last an eternity written into its DNA.

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



Pictured here, the Leaf armchair, designed by Matto Citterio, featuring a leaf-shaped backrest; the armchair's frame is made using stainless steel and brass with a galvanised black nickel finish; the cushions are upholstered with fabrics by Rubelli. Opposite page: the Clara Swing chair, designed by Galbiati, set on the shore of the Alpe Mare Beach Club, featuring a stainless-steel frame and variously patterned cushions





## Questions to Alessandra Galbiati

### Marketing Manager

**Galbiati Fratelli is founded on craftsmanship and handmade production: what is the secret to surviving in an increasingly technological world?** We stake everything on the quality of our craftsmanship. Every piece we produce is carefully crafted from a unique custom design, tailored to the customer's specific needs. This forges an equally unique bond with our customers. Another aspect that sets us apart from mass production is the durability of our furniture: in a world dominated by fast fashion, our products stand out for their longer life expectancy. We do, however, recognise the value of technological progress. By integrating innovation into our process, we can still optimise production without compromising the quality of tailored craftsmanship.

**As luxury and yachting tend to go hand in hand, and Galbiati Fratelli has experience in both, do you find yachting to be an interesting world to explore up close?** Absolutely. The yachting sector is a fascinating opportunity because it offers us the chance to create custom-made components and accessories for luxury yachts. In a sector like yachting, keen attention to detail, quality of materials and original designs are essential and all fundamental values at the heart of our craftsmanship-centric approach.

**Your latest outdoor collection deviates somewhat from the company's more recognisable style. What is it that makes this new collection stand out?** The outdoor 'Alpemare Collection by Galbiati' represents an exciting development. The collection stems from our collaboration with Bagno Alpemare, an iconic bathing establishment in Forte dei Marmi, restored to its former glory by the Bocelli family. This collection is designed to transport Galbiati Fratelli's distinctive style into outdoor spaces, combining our hallmark commitment to quality craftsmanship with a more flexible, contemporary feel.

**What materials are used in this collection?** Quality is our priority: we use AISI 316 stainless steel, wrought iron and carefully selected metals, along with first-class fabrics, all materials that are suitable for the outdoors, capable of withstanding the elements and that can last an eternity, without compromising the style and elegance that define our brand.

**This year you will be taking part once again in the Salone del Mobile.Milano. How important are trade fairs to Galbiati Fratelli?** Trade fairs are essential, especially such a prestigious event as the Salone del Mobile.Milano, which will always be marked on our calendar. The Milan show gives us the unique opportunity to connect with international customers and business partners and receive direct feedback about our products, allowing us to improve and adapt our business strategy.



Above, the Ortica balustrade, designed by Studio Architettura 8&A. Above, to the left: a coffee table and armchairs from Collection 70, designed by Matteo Stucchi and made using bronze powder-coated steel; the seat, back and armrests are coated in white fur. Left, the Porta Nuova balustrade, designed by Studio Architettura 8&A. Below, the Eva armchair from the Alpemare Collection by Galbiati, designed by Ivo Redaelli Studio

