



Analysis on the concept of Italian design and furniture in the Indian market

Pierfrancesco Arnone

Consultant and Senior Interior Designer for
Indian Market

24 November 2021

Activities carried out in India since 2012



Pierfrancesco
Arnone
Design
Architettura

- Consultant for an Indian design studio "STUDIO CREO"
- Studio Creo is a cutting-edge design studio that focuses heavily on collaborative and business relationships with Italian furniture companies located between Lombardy and Veneto.
- Studio Creo represents Italian brands that embrace a medium-high and very high market segment and is always looking for new Italian companies to collaborate with for future projects.
- He follows the Indian market thermometer and designs interiors for smart cities, offices, residences, retail.
- Senior Interior designer for a Smart City project in Bangalore called "Bhartiya City" where 85% of the supplies come from Italy.
- Consultant for Indian entrepreneurs interested in creating joint ventures with Italian companies.
- Product Designer for some locally developed projects.
- My analysis will take into account the data obtained before the Pandemic, and the recent ones knowing that we are all aware that what terribly happened between 2020 and 2021 has slowed down the thrust of 2019 but is making us stronger to face the future years.

Design offices in India



Pierfrancesco
Arnone
Design
Architettura

Much of what is built is due to architects and interior designers. The medium-high level design studios in recent years have grown exponentially, these are offices composed of both Indian designers only but also Indian and foreign designers who have decided to invest time and ideas in the Indian market. The Indian market is very diversified but obviously we focus on a high range of customers that is growing and increasingly demanding.

The frequent business or study trips made in the past years by many wealthy Indians, the learning skills of their children who have studied in metropolises such as London, Milan, Los Angeles, Sydney, Singapore, certainly gave a different vision of the approach. with the world of furniture and design. Greater attention to the care of style, of furniture considered an icon and not just an object to be used with attention to detail and the search for materials. In this the Indian population is involved by the International Fairs, among the most important the Salone del Mobile in Milan, where together with the designer, the interior designer goes to the customer who wants to know, understand, curious about a style that distinguishes Italy in the world. The studios have specialized in specific sectors, such as offices where there is a great demand for ideas and products, furniture design, selection of marbles, woods, materials and follow the customer step by step.



Schools of Design

Research and attention to the design sector has led to investments in the Schools of Design and Fashion which are growing between the North and South of India because a greater number of young people are asking for access. The training offer is interesting and some of these schools have signed supervision and education contracts with prestigious Italian Polytechnic Schools, increasing the quality and allowing young people to create a future business in India by investing in local resources.

Furnitures Fairs

A greater number of students, architects and interior designers are also asking for a direct comparison, which is why the number of trade fairs in the design and furniture sector is also increasing. The students of the schools of Design confront each other, as Architects and Interior Designers confront each other, I participated in various events almost every month, where valid professionals were rewarded who had the ability to express their creativity through the use of materials and furnishings from Italy or Germany or other foreign countries. But also India in the last years before the Pandemic began to produce furniture designed with a style closer to the Western world, preserving the local culture and practicality. Fortunately, the Fairs have restarted and in Milan on the occasion of a small but interesting Salone del Mobile, I witnessed a large number of foreigners ready to attack the furniture market.

Which is the most interesting market

Pierfrancesco
Arnone
Design
Architettura

Obviously the most interested market remains the Contract, but the post-pandemic is experiencing an increase in demand from the very high level customer! Today we design a lot and with generous budgets, the demand is high and quality is sought, which is why I believe that this is the time to intervene in a solid way and with a range of offers for a very high-end, willing to spend. But it is also true that as Mr. Liberatori rightly pointed out, the demand for medium-sized homes is growing because people return to move to cities and invest in brick. The unfinished smart cities due to Covid 19 are having a huge leap forward, and many new projects are opening up. The office and residential sector is growing considerably especially in the south thanks to the milder temperatures in my opinion. Bangalore, for example, is for many foreigners the ideal city to start an experience in India because it has an excellent climate, the third greenest city in India, a mild temperature all year round allows an optimal working condition and many companies want to leave right from there. There is an excellent concentration of showrooms linked to European brands, in particular Italian and German.



Proposals

I honestly believe that it is time for many Italian and Indian entrepreneurs to create an advanced hybrid as I define it, of structures where Italian and Indian design and production merge, both complement us. In Italy, producing has high costs and there are fewer and fewer workers. In India it is the opposite but they have to learn, know and understand the Italian production system. There are immense spaces to create collaborations and since I am positive and confident, regardless of what happens with Covid 19, we need to invest together and actively collaborate.

The Design

Since I am a designer and I fully experience these phases, I always insist a lot on the subject of design. Everything starts from planning, from design, behind the design there is research, discussion, dialogue with colleagues, events to exhibit and get to know colleagues. Designing means getting involved, expressing one's creativity, one's ability to associate the taste for beauty with technologies and materials that are tested every day or that already exist.

Designing means confronting each other, therefore growing and making companies grow, made up of men, the creative minds of young people willing to sacrifice and study in order to be able to take part in it. Proposing yourself with new projects in a market like the Indian one means having unique, rare and satisfying opportunities.



THANK YOU