



ermesponti

*A local design company who works globally in luxury retail, luxury marine and residential projects.*

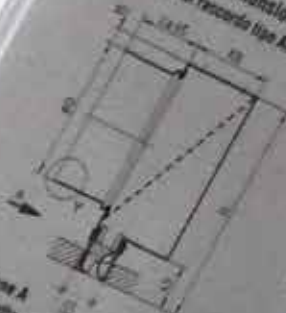
*"Bespoke interiors can be the perfect portrait of you".*

by Giorgia Mauri



Diffusore lineare a soffitto  
**DSX-XXL**

Accessori-dimensioni  
Camera di raccordo tipo ASA per DSX-XXL. Grandeze disponibili



DSX-XXL-1	KB	H	L		Ø D	
			L ≤ 500	500 < L ≤ 1000mm	1000 < L ≤ 1500mm	> 1500mm
DSX-XXL-2	83	270	Ø 130	2xØ 130	2xØ 130	2xØ 130
DSX-XXL-3	83	220	Ø 150	2xØ 150	2xØ 150	2xØ 150
DSX-XXL-4	99	240	Ø 150	2xØ 150	2xØ 150	2xØ 150
	130	280	Ø 190	2xØ 190	2xØ 190	2xØ 190

Serie A  
Con 1 attacco

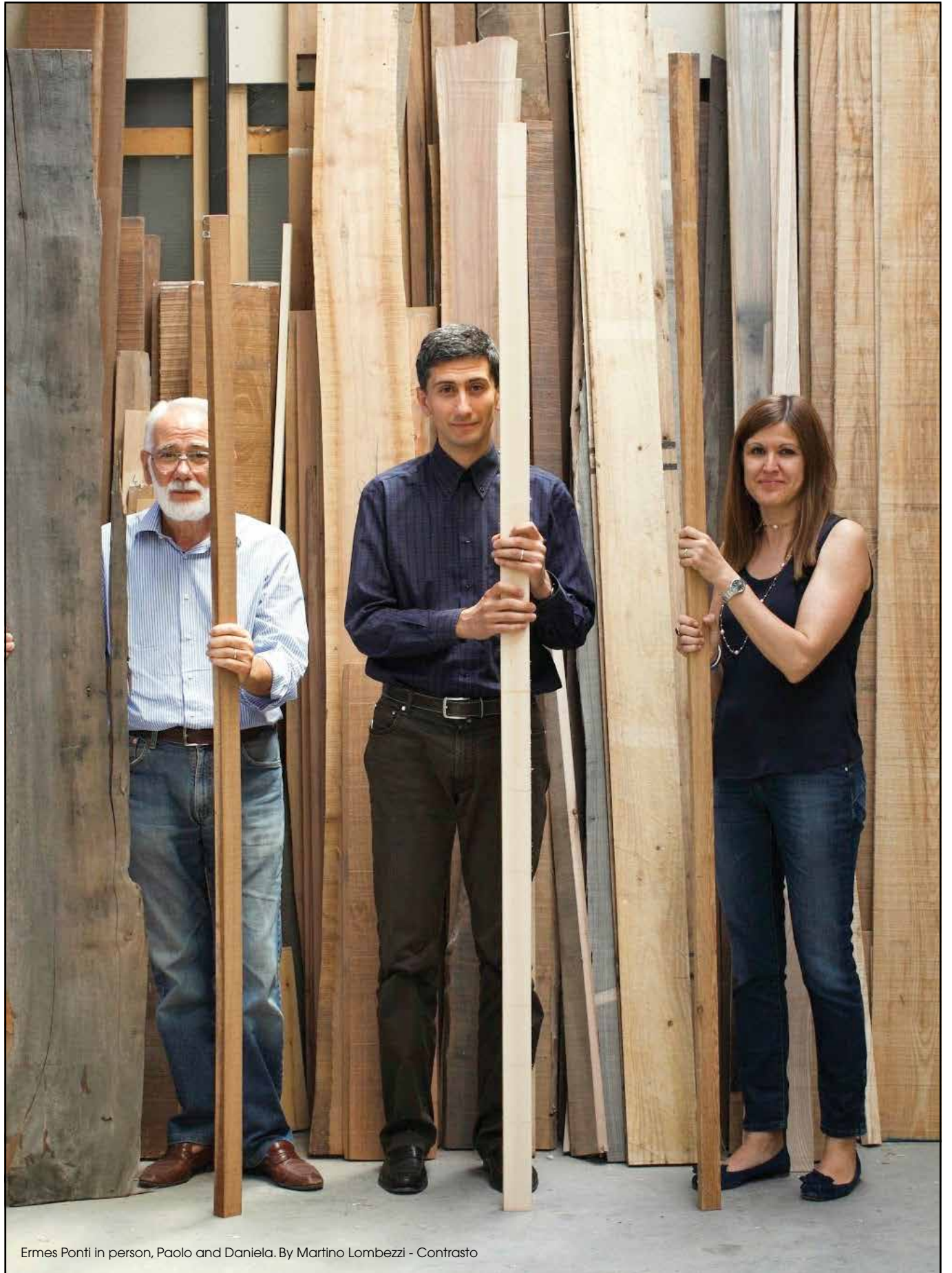
Particolare X  
Fissaggio diffusore standard



Per facilitare il montaggio al soffitto è possibile utilizzare la camera di raccordo di tipo ASA in caso di fornitura senza camera di raccordo. Il montaggio è a carico del cliente.

Di riserva una provvista di costruzione

04.05.2008



Ermes Ponti in person, Paolo and Daniela. By Martino Lombezzi - Contrasto

Talking to Daniela and Paolo Ponti of **ermesponti**, an Italian company highly specialized in custom made furniture for interiors, located in Mantua, Italy.

**LLL** - Let's begin with the firm's history. When was the company established?

*Daniela Ponti* -The very first workshop was set up by Walter Ponti (Ermes's father) in the thirties as a typical family business. It was only an ordinary carpenters' workshop. After the Second World War the workshop began to develop very quickly and when Ermes took over, the business thrived for decades. At that time, in the sixties, the company worked both for industrial design and made-to-measure furniture.

**Ermes was a very lucky young entrepreneur.**

He began to work with one of the most famous designers in design history, Gio Ponti. After he graduated in Architecture at the University of Florence in 2001, Paolo (Ermes' son) went into the family business and in a few years he radically changed

it. He focused the business on custom-made furniture. Of course, he encouraged the **craftsmen's skills**, but he also improved them thanks to his own new ideas of lean production and organization.

**His revolution was silent and quiet** - like he is - but it produced a radical change in staff and ways of working. Despite the western economic crisis, we are still here due to his management skills.

Anyway,

I think we can describe  
our core business  
with two simple words:  
bespoke interiors.





## We design each interior with the client in mind. Actually, we design it together with him.

**LLL** - Interesting story! It is not so usual hearing about a family business which grows from one generation to another. And now - in the middle of this deep crisis of Italian consumer spending, what is Ermesponi's core business right now?

*Daniela Ponti* - We haven't been really affected by this crisis till now. Of course we feel the Italian and European economic situation. Although we are a local company (we are based in the northern part of Italy and most Italian GDP comes from there), we actually work globally. Our projects are scattered all around the world!

We design and produce bespoke furnishing for each site-specific project. There is only a glass door between our workshop and our office. I must say it, we have a first class workshop! Just imagine. It's like a tailor shop in Naples or in Savile Row in London. As soon as you enter, we are able to design and make the perfect suit for you, your own suit. We think that an interior is like a bespoke suit and maybe more - it can be a portrait. Maybe **the best portrait of a client**. And it can also be more comfortable than a bespoke suit.

You can never imagine how a bespoke interior can improve **the quality of your life**. The quality of life, of working. We often ignore it the quality of life. So we miss one of the most important pleasures of life.

We simply translate his requirements, his needs and also his dreams, into architectural form, space and rooms, all of which suit him perfectly.

Starting with a white sheet of paper, we sketch together his ideas, always bearing in mind location requirements. Even the site has its own peculiarities. Louis Kahn used to say that each room knows exactly what it wants to be. We call it "**genius loci**". But, to be more practical, what we do is to match the client with the location. We create his own space. That's all.

visit: <http://notes.ermesponi.it/en/2013/11/ermesponi-presentation-to-ideo-mercer-street-nyc/>

**LLL** - As we know there are lots of companies in Italy specialized in furnishing.. What's the key feature of ermesponti? Why should a client choose you?

*Paolo Ponti* - Actually, we are not a simple carpenters' shop. We are an interior-design firm. We guarantee the highest quality at the lowest possible cost and in the shortest time. That's what we do for each client. We are able to do that because we are in charge of all the process, **end-to-end**.

This is the most important lesson we learned from the **history of the Italian Renaissance**. One of the

most famous entrepreneurs of our time too, Steve Jobs admitted learning from Leonardo da Vinci and Michelangelo to achieve excellence. You have to be responsible for all processes. You must be involved from the creative phase to the making. Only if you know how things are to be done, can you really design them in a proper way. When Raffaello designed something in his huge workshop, he perfectly knew how his pupils had to make it. One of the worst errors of our western culture is that we have forgotten that **man always learns by doing**. There're lots of people who design something without knowing what it's made of.



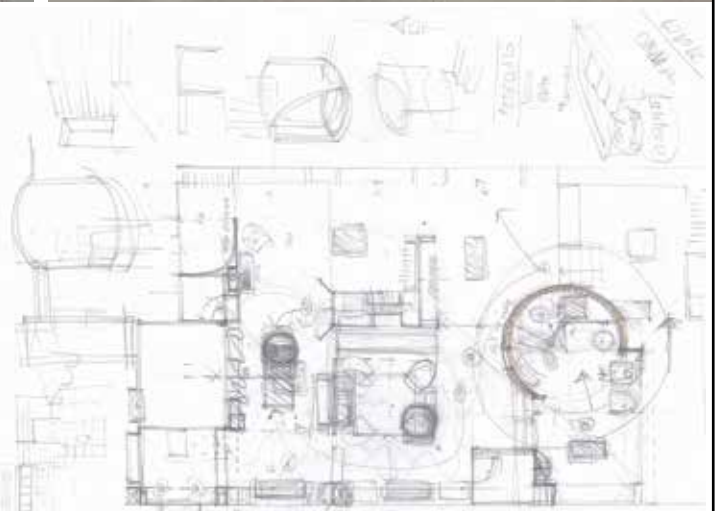
Sketches and drawings of the Cornelian Flagship store's facade in Shanghai, By Martino Lombezzi - Contrasto



Corneliani Flagship Store - work in progress



There're lots of people who design something without knowing what it's made of.



Corneliani Flagship Store: VIP room in Milan. Photo by Cristiano Cossu. Site works and final realization in comparison (only three working weeks)

LLL - Can you give us some examples for a better understanding, please?

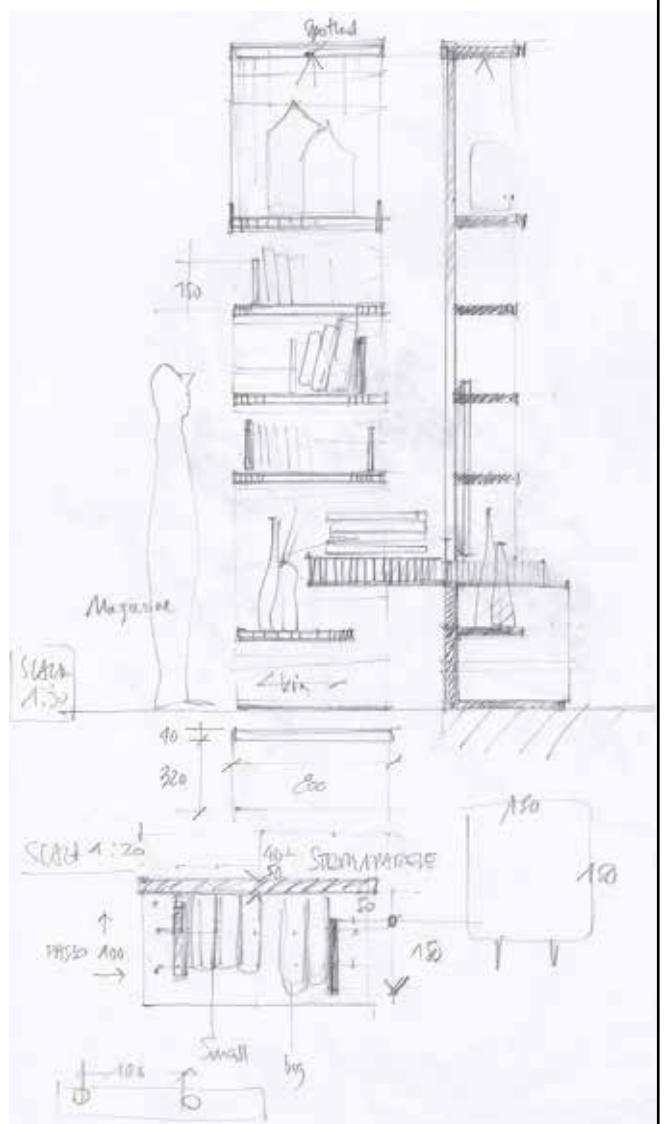
Paolo Ponti - Of course, we have plenty of examples and it might be useful to have a look at our case histories on the [ermesponti website \(ermesponti.it\)](http://ermesponti.it). But, anyway, one of them could be the Corneliani flagship store in Montenapoleone street, Milan. We gave a **complete turnkey service** to Corneliani. We did the restoration project of the entire building. As you can see from the picture below, we made the designs for the furnishing to integrate with structure and fittings. This is the cylindrical VIP room; you can see **how the design is site specific**. Its circular shape comes from the features of the layout. The idea was to house the structural column over there and a structural beam was cut to let the staircase pass here.

Alberto our master carpenter in charge of production was able to build it and install it in 4 working weeks. The key point is that if you design interiors considering how to coordinate site work and furniture production together. You definitively save time and money and achieve the best solution according to the brief that Sergio Corneliani gave us.



Paolo and Daniela Ponti

<http://notes.ermesponti.it/en/2014/04/from-design-to-architecture-from-design-by-to-designed-for/>





Another impressive example can be our case histories for Sanlorenzo Yachts. We began to work for the Marine Industry only in the summer of 2010 and since then we have completed 14 yachts. We bring to this traditional field all our experience gained in Luxury Retail and just after the very first two yachts we were able to reduce the time schedule by 50%! We also did a good job with costs. We managed to reduce total cost by almost 30%.



Sanlorenzo Yacht 's steering-gear. Photo by Cristiano Cossu.



As Italian architects, we think this is part of our own cultural background and ways of thinking.

LLL - You gave us an example from luxury retail and one from luxury marine. What about **residential projects**?

*Daniela Ponti* - This is absolutely the sector in which our skills and approach can express themselves at their best. As architects we are deeply engaged in interior design and we are firmly convinced that the **cross-fertilization** between these different fields is a feature of utmost importance. And as Italian architects, we think this is part of our own cultural background and ways of thinking. I mean, moving across different disciplines such as architecture, art, interior decoration and carpentry.





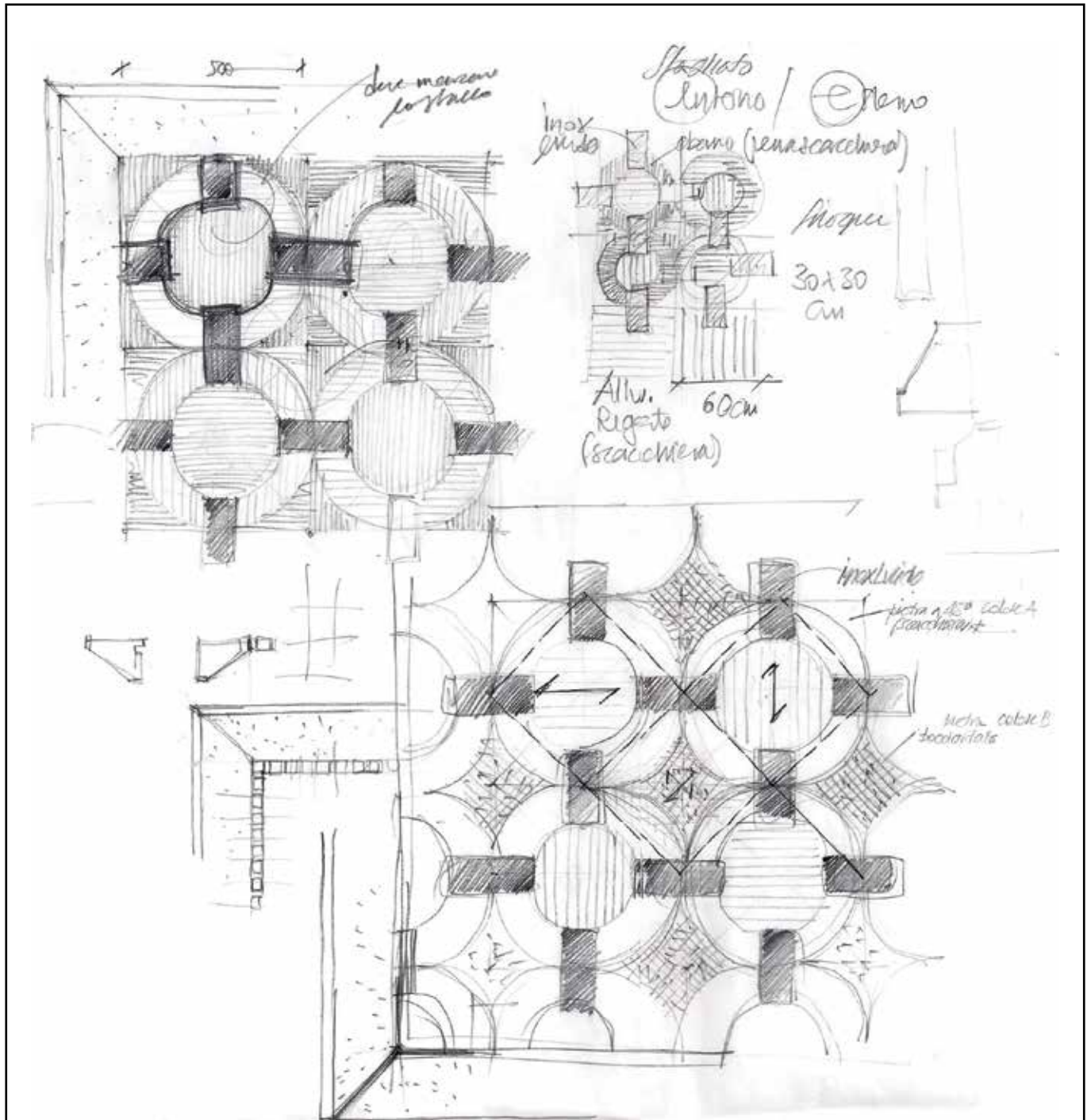
Cornelianani Flagship store's facade in Shanghai.

Let me give you a last example. When we took charge of the design of the new Cornelianani flagship store facade in Shanghai, we expressed the strong bond between the fashion brand based in Mantua and we invented a new pattern by re-using a well-known decorative motif of Andrea Mantegna (the world-famous painter of the Italian Renaissance who lived and worked all his lifetime here in Mantua). Mantegna himself painted this being **inspired** by Donatello's altar in Padua. The latter, in turn, was inspired by a famous facade of Roman Ruins..

But what is most impressive is that Cornelianani took this pattern as its own brand. They used it for their collection. So check out how creative fields can inspire each other: from painting to architecture and even fashion!

See the video about it: <http://notes.ermesponsiti.it/en/2013/06/poddapontiararchitetti-design-the-new-cornelianis-brand-pattern/#more-272>

I think this is the Italian forte! We are inventors...  
in the literal sense!



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Drawing for Cornelian Flagship store's facade in Shanghai.