

Matteo Thun • Design Philosophy

Made in Italy is not an automatic passport to world market success, but a unique blend of inimitable factors. An historically fragmented country has generated a thousand different ways of tackling challenges, while a long tradition of mercantilism has combined with the country's scarcity of natural resources to maximise the population's **unmistakable inventiveness**.

This cross-fertilised culture of commerce and hands-on experimentation has blossomed with **Italy's unique design culture**, one of whose finest expressions can be found in the Studio Matteo Thun & Partners. Matteo Thun is convinced that people want functions. Although that implies a degree of material substance, his team strives to strip their objects of the form and body that might hinder mobility. He sees **design** essentially as the **evolution of an architectural project**: buildings need interiors, interiors need products, products need designers and manufacturers.

Manufacturers maximise their market success when their well-designed products cater for consumers' evolving needs and tastes by identifying and occupying previously vacant market niches, are based on natural materials, encompass life-cycle thinking and come in logical product families that exploit the economies of scale, while **establishing and strengthening customer fidelity**.

As a result, many manufacturers, retailers, builders and hospitality chains have found it makes **sound business sense** to establish a long-term relationship with Studio Thun.