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BIOGRAPHY

Influenced by art history, hand drawing and painting Floriana's approach to design aims to give emotions to people, while her academic studies give pragmatism to her works. After the Scientific Lyceum she earned a Bachelor degree in Industrial Design at Florence University and a Master's degree in Industrial Design at Milan Polytechnic.

The whole production runs between usefulness and cultural meanings, between what people can touch and what people can feel.

Specialized in creating and developing new concepts, from the beginning research to the installation, since 2010 Floriana has been global showroom designer / project manager for Cassina Interiors for 7 years.

Since 2018 she has been advancing her career offering services as experiential interior designer, furniture and showroom specialist and style curator to a wide range of international companies and privates (Italy, USA, Saudi Arabia, United Arab Emirates, China).

Floriana developed a passion for the cultural researches for the design while studying for the thesis project of her Master's degree. Because of the particular humanistic background of the Italian design history (as Magistretti said "we are architects who studied latin"), she proposes a new role for the designer: in the contemporary industry the designer can be not only the physical author of his products but also a cultural, strategic, analytic and critic professional to support all stages of the concept creative and development for the customized environments.

Cultural approach to practical issues.

WHAT IS DESIGN

"Art, habit, ritual, hand making, industry, market"
DESIGN. THE ITALIAN WAY Almerico de Angelis, 2001

WHO IS THE DESIGNER

"Designer as philosopher, then artisan, then practical and physical maker"
IL MODELLO ITALIANO. LE FORME DELLA CREATIVITA' Omar Calabrese, 1998

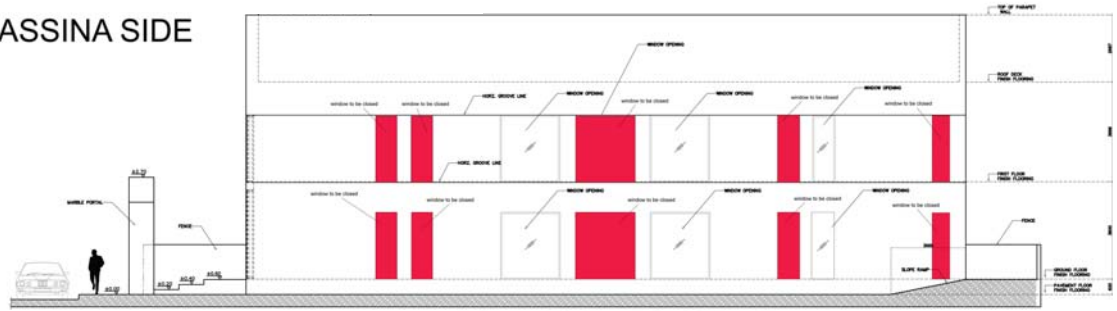
Renovation / Restyling

. Survey
. Research
. Concept style
. Functional partition of the space
. Interior finishes sourcing
. Drawings, designs, plans, 3D, models and schemes for engineering departments
. Study and source of fittings, furniture, lighting, finishes, decoration and dressing
. Supervise / coordinate works at the design stage and on-site
. Coordination of international teams remotely and on-site

Cassina showroom Jumeirah Dubai

. BUILDING RENOVATION / RESTYLING

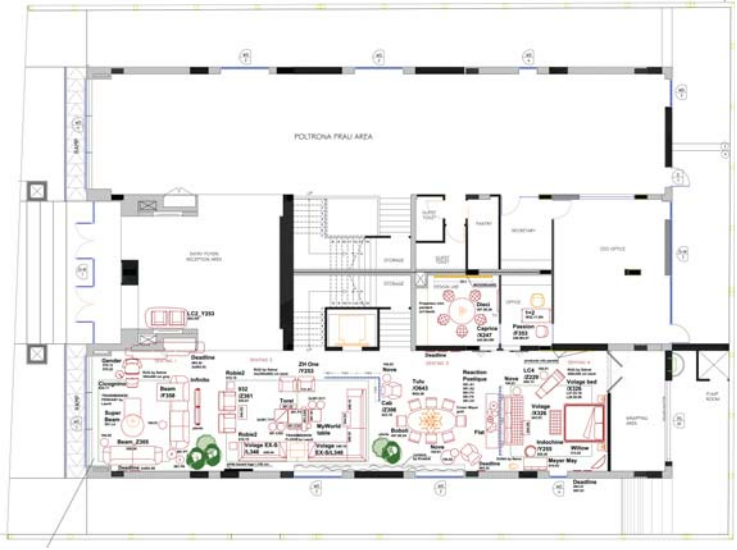
CASSINA SIDE



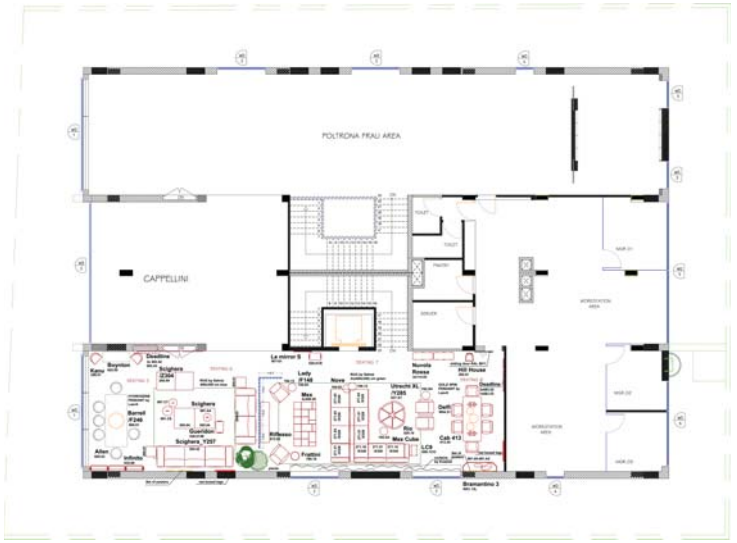
RIGHT SIDE ELEVATION

Cassina showroom Jumeirah Dubai

. INTERIOR RENOVATION / RESTYLING - FINISHES



. GROUNDFLOOR



. FIRSTFLOOR

CEILING:

S-0502-Y

WALLS:

S-4020-Y50R

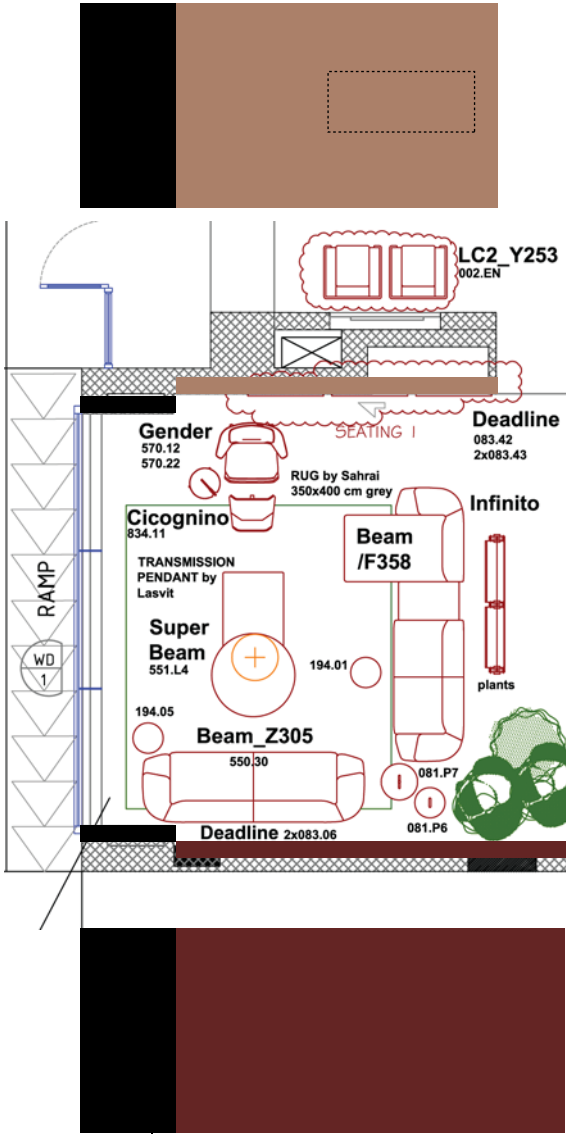
S-8502-G

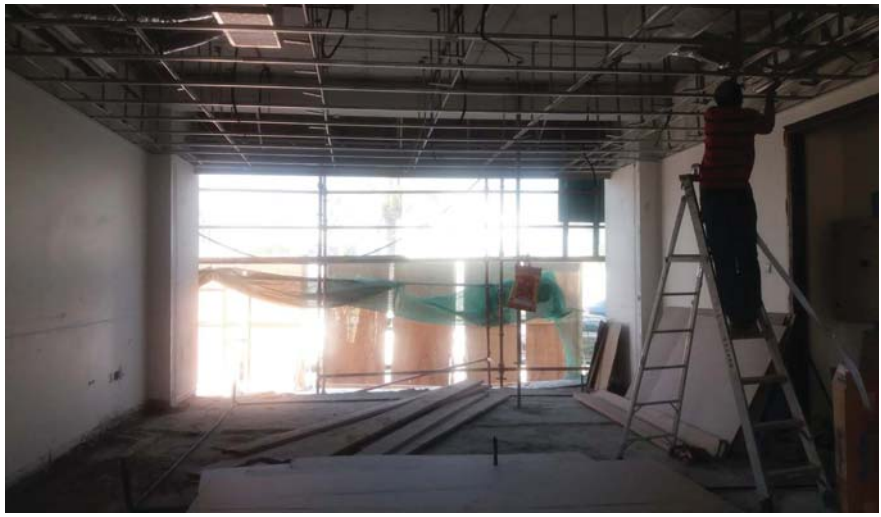
S-5010-G10Y

RAL 3009

Cassina showroom Jumeirah Dubai

. INTERIOR RENOVATION / RESTYLING / FURNISHING / LIGHTING / ACCESSORIES - GROUNDFLOOR SHOP WINDOW





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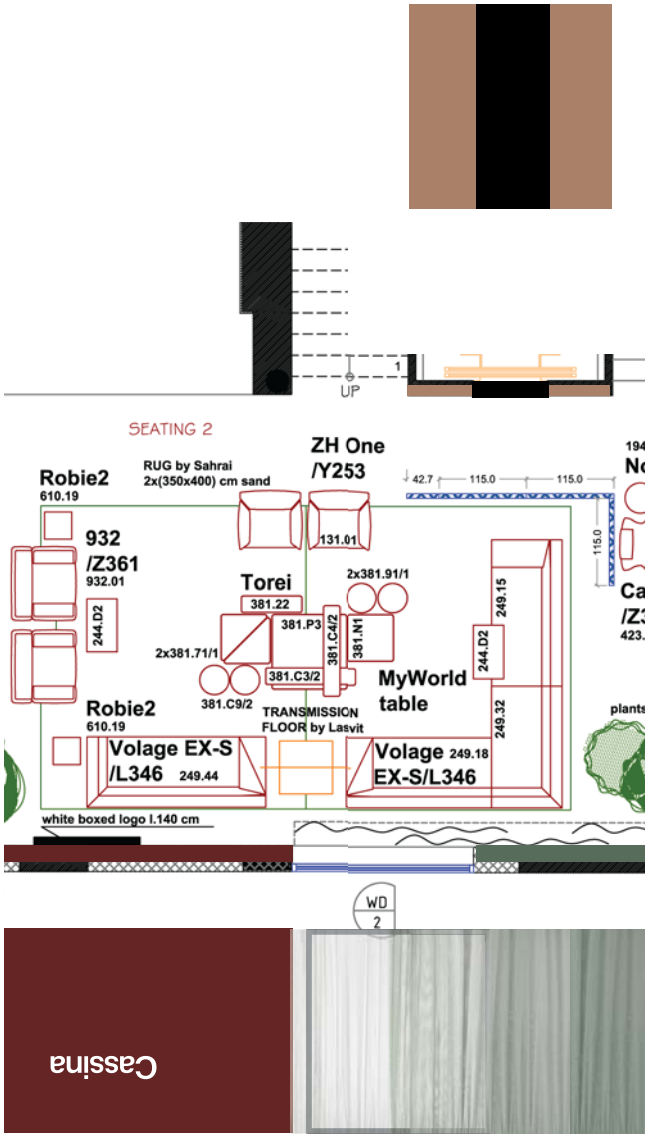
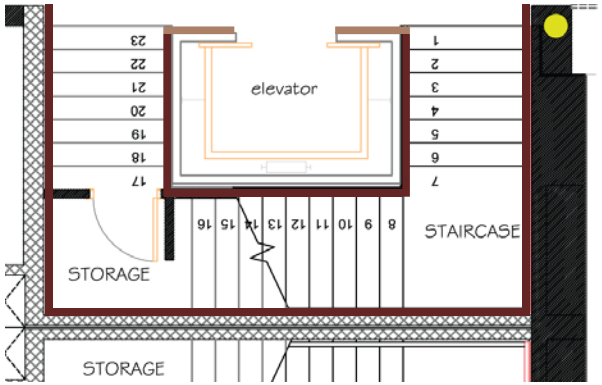
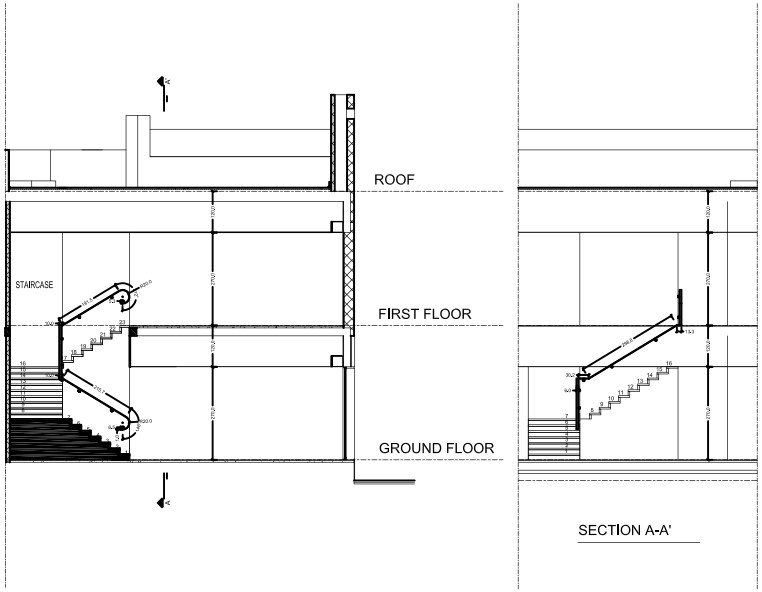
. INTERIOR RENOVATION / RESTYLING / FURNISHING / LIGHTING / ACCESSORIES - GROUNDFLOOR LIVING 1

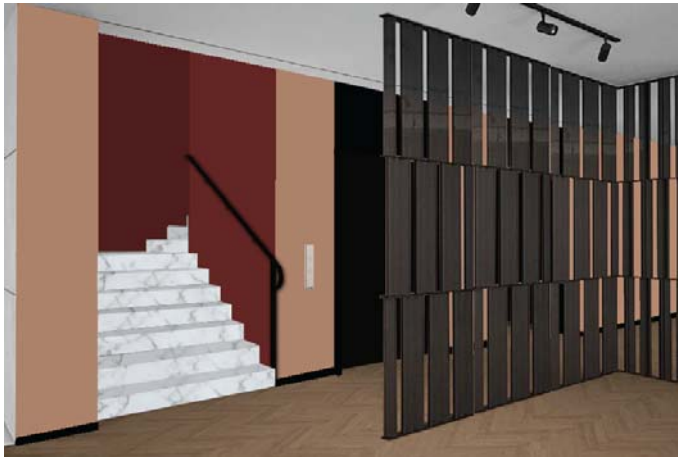


Cassina showroom Jumeirah Dubai

. INTERIOR RENOVATION / RESTYLING - STAIRCASE + HANDRAIL

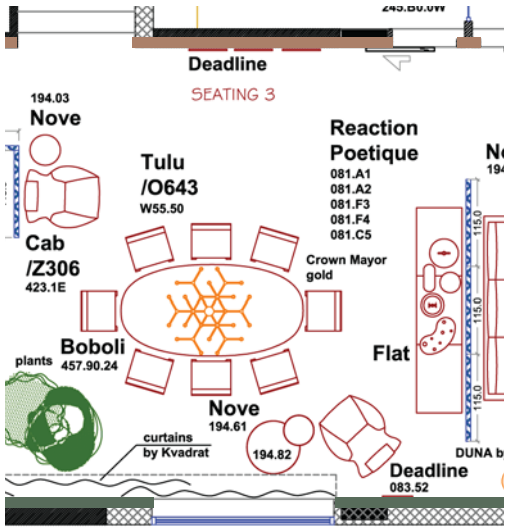


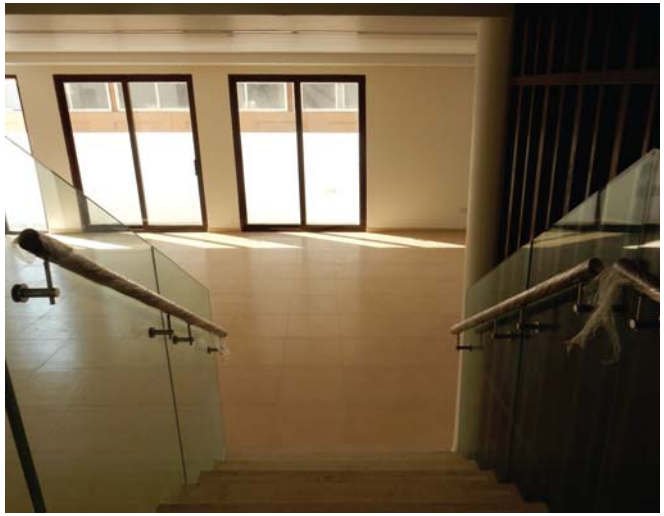




Cassina showroom Jumeirah Dubai

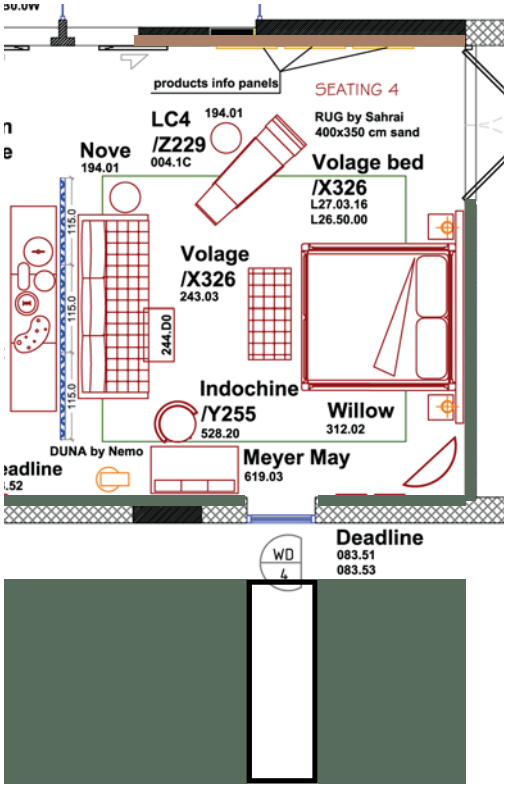
. INTERIOR RENOVATION / RESTYLING / FURNISHING / LIGHTING / ACCESSORIES - GROUNDFLOOR DINING 1

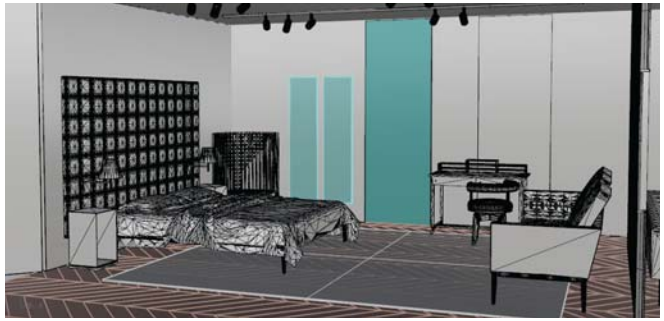




Cassina showroom Jumeirah Dubai

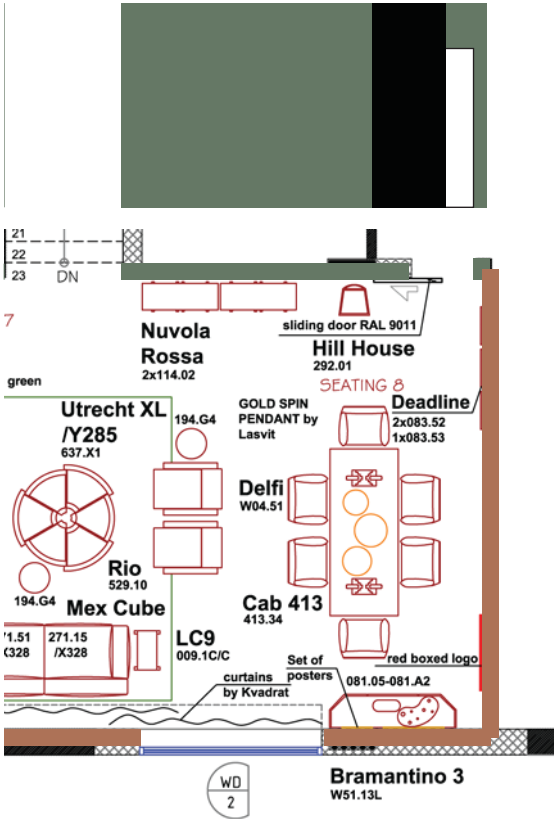
. INTERIOR RENOVATION / RESTYLING / FURNISHING / LIGHTING / ACCESSORIES - GROUNDFLOOR BEDROOM





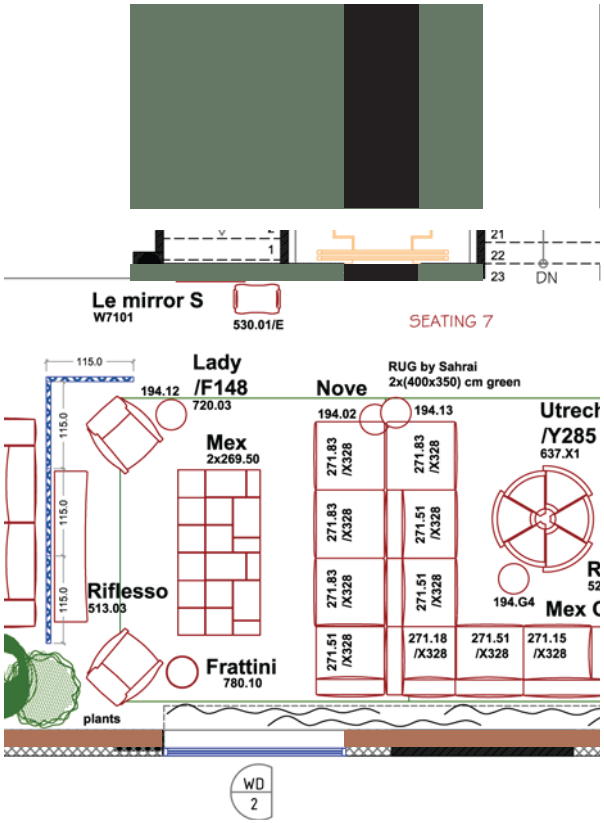
Cassina showroom Jumeirah Dubai

. INTERIOR RENOVATION / RESTYLING / FURNISHING / LIGHTING / ACCESSORIES - FIRSTFLOOR DINING / LIVING 2



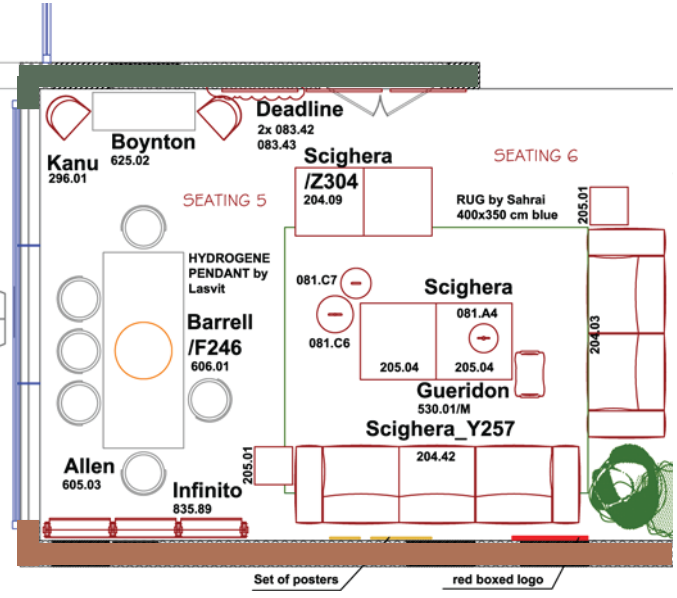
Cassina showroom Jumeirah Dubai

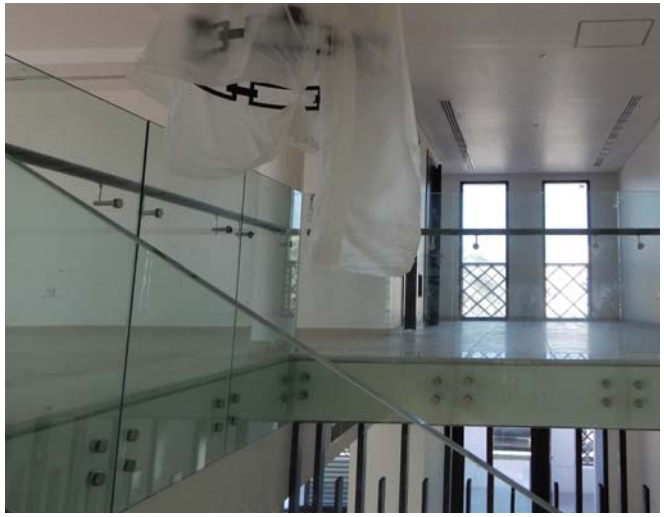
. INTERIOR RENOVATION / RESTYLING / FURNISHING / LIGHTING / ACCESSORIES - FIRSTFLOOR LIVING 2

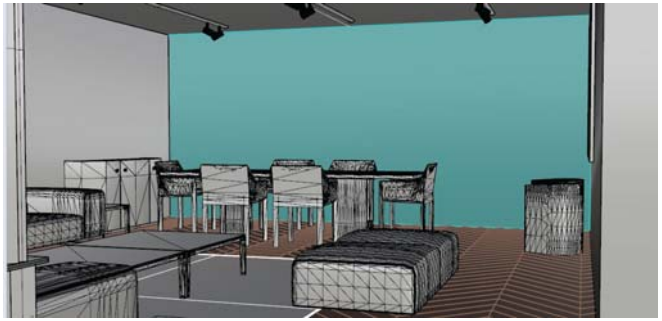


Cassina showroom Jumeirah Dubai

. INTERIOR RENOVATION / RESTYLING / FURNISHING / LIGHTING / ACCESSORIES - FIRSTFLOOR DINING / LIVING 3

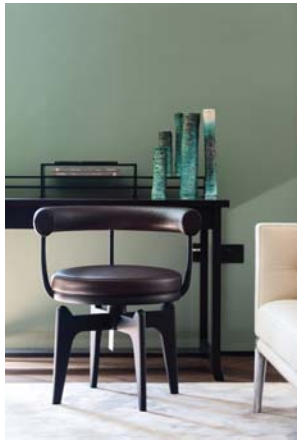






Cassina showroom Jumeirah Dubai

. SECOND FLOOR - COMPLETE LAYOUT

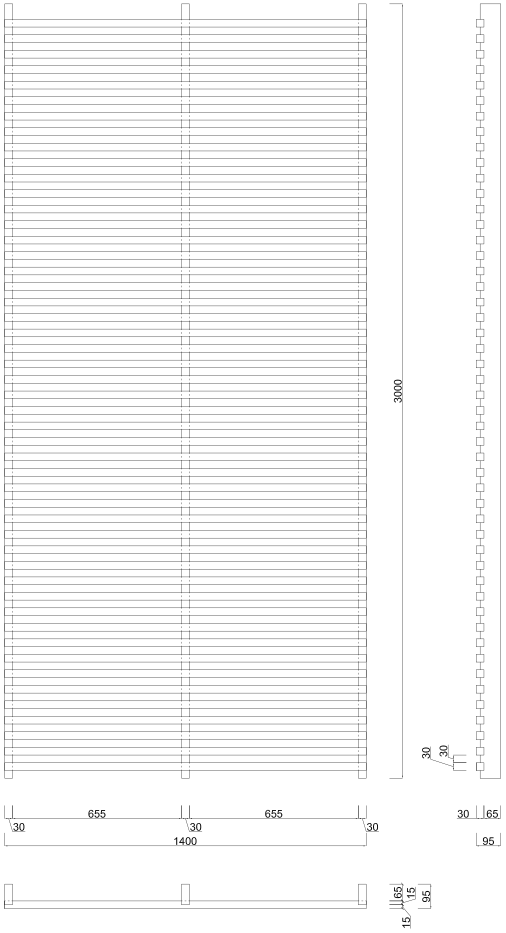


Cassina showroom Jumeirah Dubai

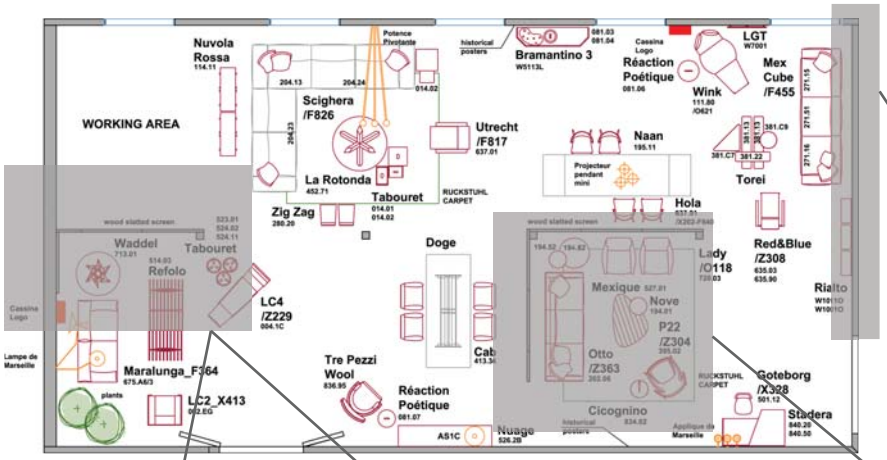
. FIRST FLOOR - COMPLETE LAYOUT

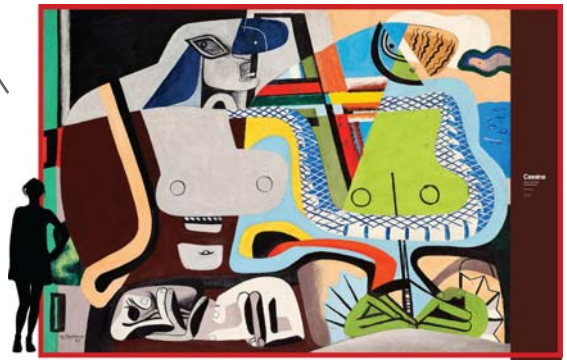
Cassina branded space Rumbeke (BE)

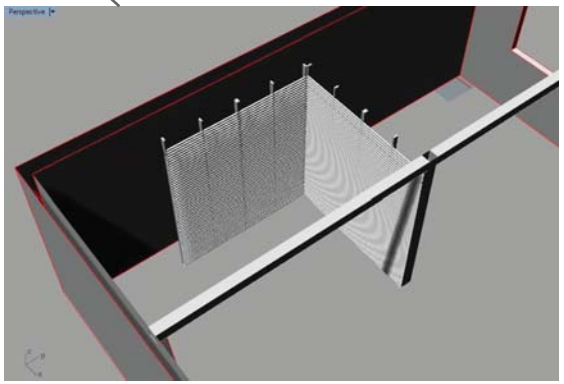
. INTERIOR RESTYLING, FURNISHING, LIGHTING, ACCESSORIES

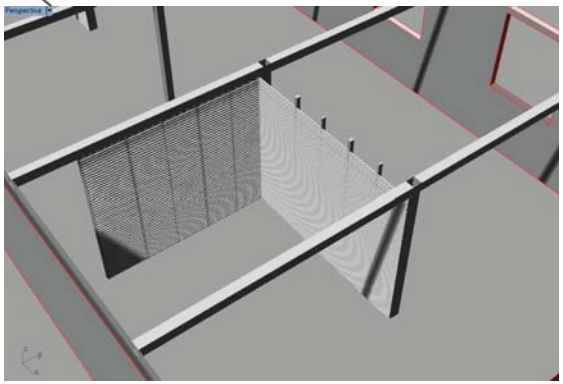


- Screen composed by:
N. 49 wooden horizontal bars
N. 3 wooden posts.
- Paint code reference SIKKENS F2.05.45
- The screen could fit the different ceiling heights increasing or decreasing the height of the screenpost.



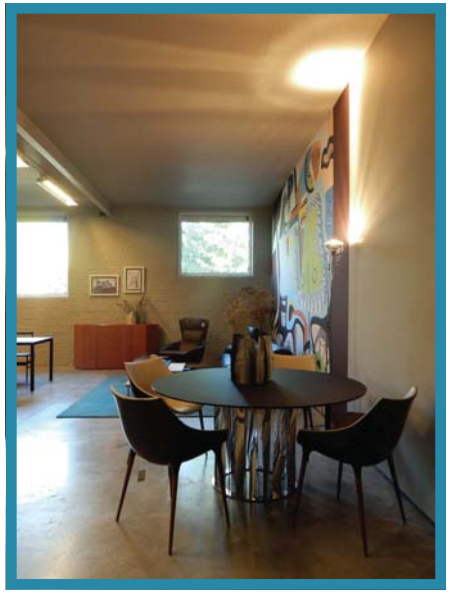


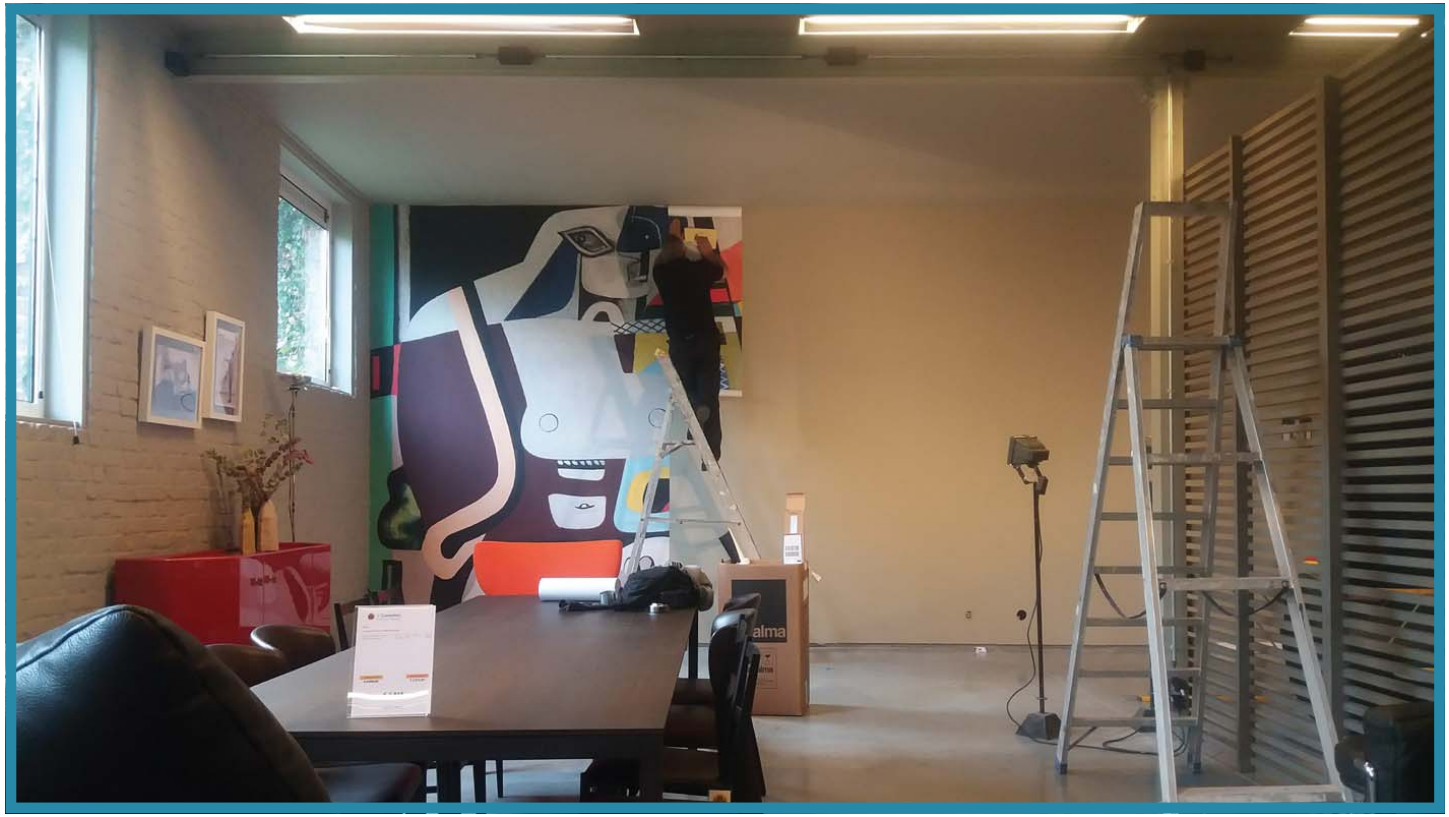




Cassina branded space Rumbeke (BE)

. INTERIOR RESTYLING, FURNISHING, LIGHTING, ACCESSORIES





Cassina branded space Rumbeke (BE)

. INTERIOR RESTYLING, FURNISHING, LIGHTING, ACCESSORIES

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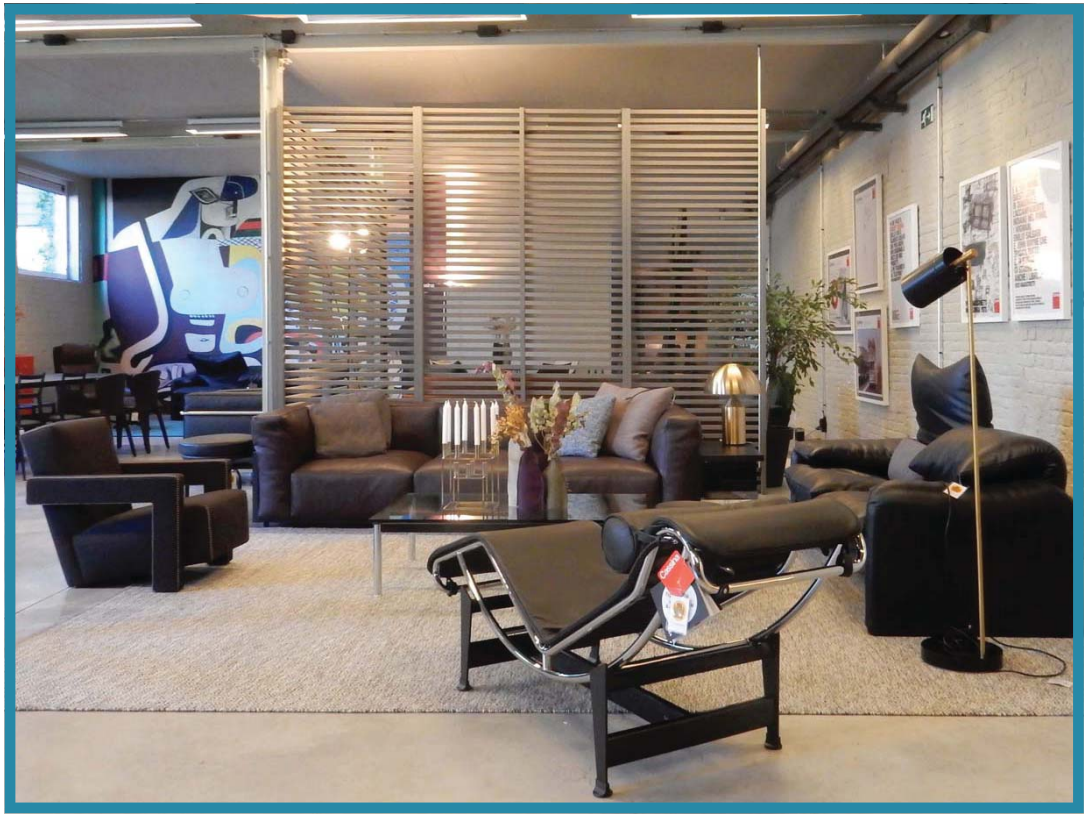

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