

New Manifesto

## Exciting challenges

'Sustainable freedom' is the title of the new Manifesto of Baleri Italia, one of the 20th-century's leading design-oriented brands, recently acquired by Oniro Group, which holds the majority stake alongside the fund AVM Gestioni. "The challenge we're facing is exciting," said CEO Livio Ballabio. "There's something that makes this brand unique and has to be preserved. We could call it Baleriness." If the present is imagined as a year of transition devoted to its relaunching, 2024 also coincides with the celebration of the brand's fortieth birthday: a story that began with the partnership with a young design promise, a certain Philippe Starck. His figure, alongside that of two other Masters such as Hannes Wettstein and Angelo Mangiarotti, marked the start of the revision of the product range, inaugurated by the relaunch of icons such as the Francesca Spanish chair (at right) and the President M table (both designed by Starck), the Juliette and Caprichair chairs and the Bill sofa (Wettstein), and the T-Table by Mangiarotti. To complete Baleri Italia's strategic path, a Creative Advisory Board has been set up which, coordinated by design critic Stefano Caggiano, aims to trace a new prospect for the company which, on the occasion of the FuoriSalone, celebrated its four decades with an installation at the Sozzani Foundation curated by Franco Raggi.

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