

# VISION

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**We explore design to improve the relationships between people and the spaces in which they live.**

We believe in **people** before products and technology.

We believe that putting ourselves in the **service** of our colleagues, suppliers and customers is the best way to cultivate **relationships**.

A good relationship is built on the **clarity** of goals and on the **consistency** with one's identity. These two values—clarity and continuity—are fundamental for us. We believe in entrepreneurship, and that every **individual** can contribute to our collective, continued growth. With **curiosity** and **openness** towards the new: we reinterpret and reinvent in our own style, constantly striving to capture the beauty in utility and the utility in beauty.

We believe in **sensitivity**—approaching even highly technological products in a warm and welcoming way. Our attention to colour, system flexibility, and the dialogue between form and function is proof of this value.

At the heart of all we do is **synthesis**. After all, we believe in what we have always been: Ar-per, “arredamento per” (“furniture for”). We participate in the world through a method of action—**design**—that is possible if and because others exist.

# MISSION

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**At Arper, we create chairs, tables, and furnishings for community, work and home.**

**We are motivated by relationships—between products and spaces, spaces and people, people and their networks. This human-centered approach comes through in everything we do: in our soft, yet essential design sensibility; in our direct and personalized service; in preferring to think locally even as we grow internationally; in adopting organizational and corporate policies based on transparency; and in building a strong and coherent brand identity.**

**It is the deep synthesis of these values that drives our company.**