

VALUES

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

We have chosen to summarize our positioning in a Greek word: **synthesis**. Rather than the Italian word *sintesi*, we have chosen its etymological origins for the clarity and weight of the meaning. Synthesis means “composition, combination, union.” It comes from the verb *syntithénai*, which means “to put together.”

In synthesis, you put together individual parts with the aim of forming a whole. As individual choices are made, what is important becomes amplified and a solution is reached.

In the spirit of synthesis, we have defined our values:

RELATIONSHIPS. When we think about the world, we see a network of living systems that interact constantly with each other. The tiniest of cells and enormous planets are connected, just as—in our living spaces—simple objects are connected to create homes, offices, and larger and more complex environments. By nature, Arper is, and has always been, intrinsically inclined towards dialogue: Ar-per stands for “arredamento per” (furniture for). We exist if and because others exist.

Our products are successful if those who use them feel comfortable. Our work is in the service of the relationship between person and object. We serve this relationship, but do so without betraying ourselves, our essence, our nature. For us, spreading our branches outward does not mean forgetting our roots.



Synthesis / Individual



INDIVIDUAL. In all forms of life, no element exists by itself, but in relation to other elements. For this to happen, however, a duality must be maintained. Every element must be aware of both its role within the relationship and its uniqueness. Arper is the expression of the entrepreneurial spirit of its founder Luigi and then his sons Claudio and Mauro, and his grandson Giulio.

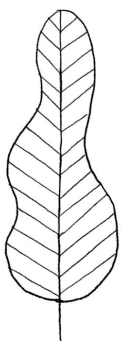
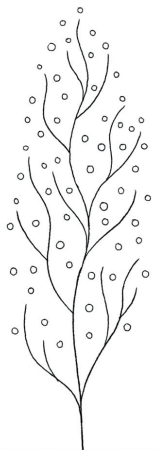
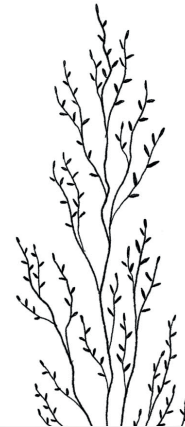
Throughout these generations Arper has maintained the courage to try new ideas, to work hard and be guided by a clear goal, and to make choices that fortify the brand, omitting that which does not serve its essence



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Synthesis / Consistency

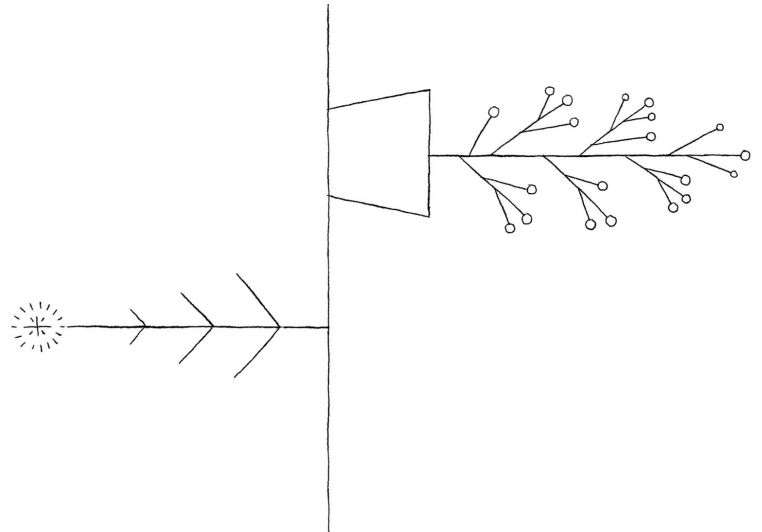
CONSISTENCY. As we strive for individual expression, we uphold our authenticity: we refuse to wear masks, or pretend to be something we are not. As we reinvent ourselves, we stay true to who we are: it's an evolution rather than a revolution. We strive for consistency, while changing and growing. Novelty for the sake of novelty does not interest us. We defined by our constant mission:



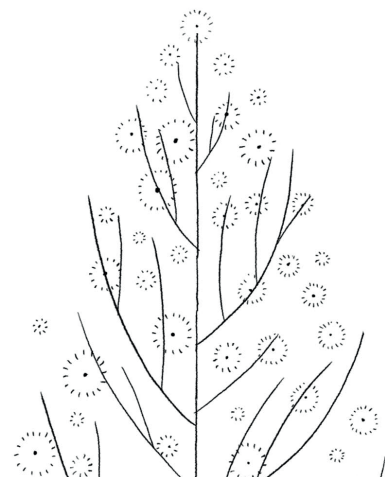
To improve the lives of people and their relationships with the spaces in which they live.

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Synthesis / Openness



OPENNESS. We are curious about everything. In Arper you'll find traces of Scandinavian, Mediterranean, Japanese, and North American design. There are many ingredients from around the world, chosen thanks to our insatiable thirst for knowledge. But when it comes to creating a synthesis between all of these elements—our style is typically Italian. We are Italians in the way we select, combine, and reinterpret, and it is a natural Italian inclination to notice and appreciate beauty.



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Synthesis / Sensitivity



SENSITIVITY. We have chosen to present ourselves with warmth and sensitivity, in a sector—office and contract furniture—where the expression of technology tends to dominate. Our approach is synthesis-oriented: technology is hidden rather than displayed. We present that which is most important to the outside world: our relationships with the people who use and live with our products. Our sensitivity is not only through expression, but through color. Color has defined our design and set us apart in the office sector. Color is important: in life, and for life. Every living thing breathes, pulsates, is warm and has a color. We reflect this value for life in our color selections.

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