



COMPANY PROFILE

2019





NEWS 2019

Let surrender in the Garden of Eden, earthly paradise populated by colorful and succulent flowers. Socci's new luxury furniture embody the contamination between ancient and modern, light and shadow, desire and temptation thanks to gorgeous inlaid floral decorations, the hallmark of the Company since 1962.

Versailles Noir

The Ambassador Collection Versailles blooms in an evocative baroque look with a Black Erable Finish and Oro Vivo gold details. The 100% gloss Natural Finish enhances the minute inlaid decoration inspired by a wildflower meadow and its bright colors.

Flora

The delicate design of this original collection blossoms like Botticelli's Goddess of Spring and Nature. The dress of Flora and the breath of Zephyr comes to life through the inlaid decor with shades of blue, lilac, orange and green on a Buttercream Erable Finish.

Socci's new Collections have an eclectic and timeless design that redefines the concept of classic style furniture for contemporary living and for a cosmopolitan clientele. The skin changes but the soul of Socci products remains unchanged: elegant inlaid decorations, fine textures and selected briar-roots, natural 100% glossy finish and ORO VIVO gold leaf details.

VERSAILLES NOIR



FLORA





EVOLUTIONS

The Evolution of Natural Finish

Socci presents two new finishes featuring Polar White Erable briar. This straw-colored essence of the maple family has a compact and shiny surface that creates a thousand reflexes and delicate shades of light, making the rich inlays and majestic carvings of Versailles even more intense.

Socci also introduces precious materials with bold and intriguing hues like the exclusive Marble Azul Macauba, which gives Soirée Paris contemporary collection an eclectic and distinctive style thanks to its gilded veins in blue tones.

The new set of Hermitage sofas and the extra-large coffee table is designed to furnish large living and sitting rooms for both a historic villa and a metropolitan penthouse all over the world.

Socci's luxury furniture collections are a masterpiece of Italian Design suiting for customers' unique specifications and available for tailor-made projects.

VERSAILLES KITCHEN



VERSAILLES ERABLE



HERMITAGE LIVING



SOIRÉE PARIS BLANCHE





COMPANY PROFILE

THE ART OF NATURAL FINISH

Briar wood is king. Free to express the perfection and beauty of its original coloring. As if it were a painter's palette, Socci combines the natural texture of the wood to draw minute and sensational inlaid decorations which make Socci's Collections unique and precious.

Socci's Collections are known worldwide for the wise and careful use of mixed veneers and for its ability to enhance the natural color of the wood, creating colorful and complex decorative inlay thanks to the 100% gloss natural finish (transparent). Socci's mission is to create rich and exclusive ambiance to live and remember in time. The products by Socci have a strong and distinctive identity, a *vision de charme* that illuminates and captures the scene.

HISTORY

The firm Socci was founded in 1962 by Anchise Socci as a family cabinetry in Ponsacco (near Pisa, Tuscany), within a dynamic industrial district renowned the world over for "Made in Italy" Design and Craftmanship. Today Socci is an appreciated firm to international level in the sector of the luxury furnishings and it is run by Alessandro and Stefania Socci, the founder's sons.

Accurate choice of materials, technical perfection, search for a sumptuous style are from over 50 years the core values that have been guiding Socci's furniture design. The union between cabinetmaker art of the past with contemporary style creates a complete synthesis of design, craftsmanship and quality that is not just luxury, but true elegance.

QUALITY

The production of Socci's Collections is entirely achieved in Italy with premium materials and making use of highly specialized personnel. The Certification for **100% Made in Italy** and the adhesion to the IT01 System, guarantee to our customers the highest quality standards and the assurance of products always made under traceable, monitored and internationally recognized criteria. To guarantee against unreliable imitations, we invite our customers to check for the presence of our official trademark on each piece of furniture.



CONTRACT DIVISION

Suiting for customers' unique specifications. Socci's Contract Division flexibly and efficiently meets the most refined requirements for tailor-made projects of **Residential, Hospitality, Business and Marine** sectors.

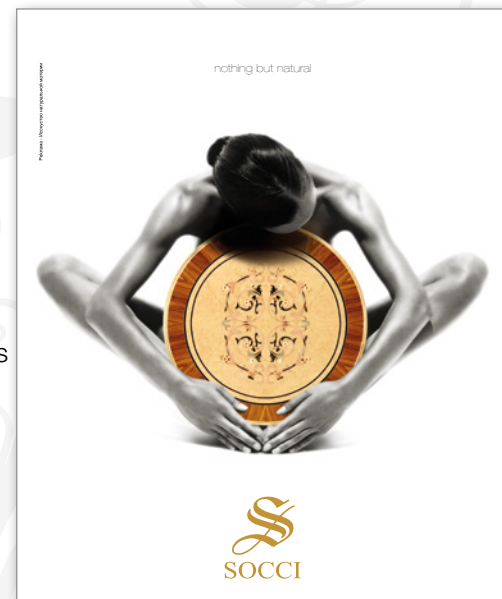
Thanks to a team of designers and experienced planners Socci realizes custom-made projects following the progress of all its phases with great professionalism and reliability.

MASTERPIECES LOVERS

Socci's collections are a masterpiece of Italian Design, suitable for both a historic villa and a metropolitan penthouse all over the world, from Europe to China, from Indonesia to the United States, from Russia to Africa.

Those who choose Socci appreciate high quality craftsmanship, for the pleasure of having in their own home a masterpiece such as a painting or a work of art.

Please, don't call it simply classic style furniture.





KNOW - HOW OF CABINETMAKERS

In the era of globalization and automation, Socci choose to preserve and perpetuate the ancient techniques of hand-crafted woodworking for long lasting, high-quality results that are more like piece of art than furniture.

THE ANCIENT ART OF MARQUETRY

Socci's precious inlaid woodworks start with the hand-made design of the decoration which is transferred from paper to raw briar-root. Each single element of the decoration is then pierced on dyed wood foils and assembled manually according to a "male-female" technique in order to get the perfect match of the different veneers and colors.

The wood is like an artist's canvas where Socci creates rich and elegant decorations full of details. The secret is a manual technique, very old and charming, of graduated shading called "Brunitura". It consists in dipping one by one each single piece into hot sand in order to naturally and gradually darken the wood original color. No paint is used, only the master craftsman's skills.

What make Socci design and style really unique and extraordinary is the 100% gloss natural (transparent) finish which is used to brighten up the decor and make it more intense.



WOODCARVING

Although the technologies of wood processing have evolved over time, Socci continues to complete its hand carved notch using tools inherited from the past: the *gouges*. There are dozens of gouges: large, small, V-tip, round blade. Our wood carvers use them one by one to define and give shape to the details of the carving: rosebuds, grape leaves, crowns, shells, coats of arms.

The carvings by Socci are characterized by a magnificent and harmonious design enriched by gold leaf coating.

GOLD LEAF - GOLDEN POEMS

The gold leaf is applied entirely by hand in several stages that require great care: preparation of the base on the rough wood, sanding, application of special glue called "Missione". As if it were a real mission, our decorators apply the thin sheets of gold one by one with the use of gloves to avoid damaging the material, and then perform a light wash with a damp cloth to make the surface smoother. Finally, they apply a fixative antioxidant product and a clear gloss varnish that makes the gold leaf look more intense and brilliant.

Socci uses 2 different finishes on gold leaf:

ORO ANTICATO or COATED - the darkening product called "catramina" is applied manually to penetrate in the reliefs of the notch creating an antiqued effect.

ORO VIVO or NATURAL - gold leaf should be smooth and perfect, as if the furniture was immersed in a bath of gold.

Available also silver, bronze and custom-made finishes on request.



COLLECTIONS

HERMITAGE

Designed by Ni.Ko Design

Tribute to elegance

Collection Hermitage is the new Socci's brand Ambassador.

It represents the state of the art of luxury furniture and expresses the excellence level reached by Socci thanks to over 50 years of experience in art cabinet-making, both in terms of technical skills and in terms of design.

It identifies perfectly Socci's philosophy of design and furnishing: magnificent, astonishing, rich in details, opulent, enchanting, timeless. A work of Art.

Collection Hermitage by Socci mixes up the warm and intense color of rosewood, olive ash, maple and birch briar to draw a delicate floral inlaid frieze where the different wood essences literally intertwine with each other. The majestic decorative carvings of legs, frames and cymatium moldings are covered with ORO ANTICATO or COATED gold leaf to enhance the reliefs of the notch creating an antiqued effect.



SOIRÉE PARIS

Designed by Samuele Mazza

Contemporary cult

Socci revises French eighteenth century splendor in a contemporary and glamorous tone, preserving the fundamentals of its style: impressive and refined design, briar-root veneers in natural finish, shiny gold fittings.

Precious details like the warm and intense shades of Honey Onyx spread an exclusive atmosphere in every ambience.

Furniture. Support structure are made in curved multiply plywood panels, veneered in ash briar-root with 100% gloss finish. Built-in Honey Onyx top th. 2 cm with 45° bevelled edge and polished finishing. Edge banding in acrylic covered with polished gold foil. Handles are made in honey onyx bar th. 2 cm with aluminium plate and support in polished gold finish. Base h. 45 mm covered with polished gold foil.

Sofa set and bed. Side and back panel are made in veneered blockboard in ash briar-root with 100% gloss finish and built-in strips in acrylic covered with polished gold foil. Front side of amrest with built-in Honey Onyx bar th. 2 cm.



COLLECTIONS

VERSAILLES

Designed by Ni.Ko Design

The Praise of Splendor

Collection Versailles by Socci revives the opulence and the myth of the Roi Soleil's Palace by creating a great ambience where time is outstanding among past and present, the material and the sublime, dream and reality.

Rosewood, olive ash, maple and birch briar draw a delicate floral inlaid frieze. The different wood essences literally intertwine with each other, like an embrace, as if really a sprig of jasmine rolls up around the frame of the furniture.

The golden carved grape leaves are so wide and majestic that seem to extend a blossom to the air. You almost forget that they are the centerpiece of the piece of furniture.

Not the usual upholstered sofa. A large curved panel with inlaid decoration wraps the Versailles sofa set (3 or 2 seater and armchair). This is one of the features that distinguish the design of living room by Socci.

The same does the delicate pattern drawn by the grinding of glass on the china cabinet, embellished with spherical buttons in shiny gold bath which are applied by hand one by one.



LADY S

Designed by Ni.Ko Design

Pearly Grace

Lady S Collection is inspired by feminine beauty and expresses the distinctive and timeless elegance of Socci's design.

Radiant, seductive, sophisticated, harmonious. Lady S takes shape in the sinuous lines of its curved contours, in the notch that embraces them like a crown of fresh flowers, in the white backlit onyx tops, against the backdrop of an ancient royal residence beautifully frescoed.

Briar woods of Ash, Mayrtle and Maple in their natural color draw a floral ballade with blossoms made of Mother-of-Pearl in a captivating inlaid frieze that celebrates the rich gardens of '700 Italiano.

Lady S. Sophisticated, Superb, Socci.



COLLECTIONS

GRAND PALACE

Designed by Ni.Ko Design

Great stories, carved in wood.

The gates open onto majestic gardens. An intoxicating aroma is in the air. Following this aura through green meanders of a labyrinth. And then through lavish rooms, with stately arches and golden capitals.

Senses are lost amidst the essence of olive ash and rosewood, in an elegant atmosphere where the furniture meets ecstasy of style.

Welcome to Socci's Grand Palace.



SUBLIMAGE

Designed by Ni.Ko Design

Visions de Allure

Warm shades of myrtle burl and olive ash blend with intense grains of rosewood. Finely crafted inlays enhance the natural coloring of maple briar wood. Carved details decorated with gold leaf mould attractive curves on the solid wood.

Striking arched portals and gilded capitals stand out, aspiring for the infinite.

Sublimage. Magnificence in every detail.



HYPNOSE

Designed by Ni.Ko Design

The soul of a jewel.

A collection that hypnotizes senses and desire with a magnetic carved sculpturing where gems of pure crystal create a cascade of shimmering light.

You can furnish. You can imitate a style. Fabrics and materials can be combined. But only the superb design of Hypnose Collection is able to create a unique environment to live and remember in time.

Hypnose. Just a glance to be enchanted.



COLLECTIONS

PRESTIGE

Designed by Ni.Ko Design

Visions de Charme

Intense details. Olive ash, rosewood, pear, maple. Sophisticated combination of natural briar wood gives birth to a precious inlay with refined and elegant proportions.

Collection Prestige has a strong and distinctive identity, a vision de charme that illuminates and captures the scene.

Prestige. Everlasting masterpiece.



TEMPTATION

Designed by Ni.Ko Design

Style details

Charm and elegance. Glamour and luxury. A temptation in perfect Italian style. Temptation Collection comes in different finishes: Natural with inlays of ash and maple briar, carvings in gold and silver leaf. It is also available in lacquered white finish with gold handmade decorations.

Temptation. The essence of elegance.



KITCHENS

Designed by Ni.Ko Design

Elegance in a capsule

Chablis. Médoc. Intense fragrance, full-bodied and fruity, velvety taste caressing the palate. Ecstasy of taste get along with design in Socci's kitchen collections.

Refined marble, precious details and handles with an eye for innovation with the BlueMotion technology. Classical and modern have a single soul. The Italian design.

From Haute Design to Haute Cuisine.





HOME ACCESSORIES

Designed by Samuele Mazza

From over 50 years, the core values that guided Socci furniture design are accurate choice of materials, technical perfection, search for a sumptuous style. The same principles and quality are now extended from the briar wood to light, to textiles and rugs, to the whole home styling in order to integrate the unique and enchanting ambience inspired by Socci furniture collections.

Socci Home Accessories is part of a wider vision that involves architects and interior designers as our partners in developing ambitious custom-made projects that satisfy no ordinary customers.

Lighting Set

A warm and velvety light fills the home atmosphere as an extension of gold brilliance and splendor. Socci models onyx, brass and original Murano glass as sculptures to create a collection of chandeliers and decorative lighting that evokes the golden age of Empire.

Carpets

The carpet collection "Jardin du Roi" crosses the boundaries of time and space and brings the gardens of Versailles within the halls of a modern residence to enhance the design of Socci furniture collections. The splendor and the harmonious balance of these natural artworks takes shape thanks to a clever mix of materials and colors inspired by the traditional technique of savonnerie carpets.

**When the design goes beyond the material,
the object turns into art.**

