



Marco Poletti



## ARCADIA BY POLETTI

Arcadia by Marco Poletti is an innovative contract/home furniture project designed by the architect Marco Poletti as a "total look" furniture brand. Its all-Italian stylish offering brings together the design and contract worlds with an interior décor project based on a hotel suite that interprets

today's global marketplace. Arcadia is not merely a showcase, but a point of access and contact with the market, where collections and new products expertly merge with the ultimate aim of creating new business connections through the collaboration of all the participating



Cersaie 2013, Bologna



companies and exploiting the maximum visibility afforded by participation in international trade fairs.

The initial formula, first presented at Cersaie 2012, the International Exhibition of Ceramics for Architecture and Bathroom Furnishings, was endorsed by a number of companies with which **Poletti** has long-standing collaborations as a designer, communication manager and art director, for the most part - but not exclusively - operating in the bathroom furnishings sector. Given the formula's evident success, the core of Arcadia has since then expanded to include further companies from various furniture sectors.

The 2013 edition of Cersaie, held in Bologna on 23-27 September, witnessed, for the second time, the performance of Arcadia by **Poletti**, decreeing not only a success beyond the most optimistic expectations, but highlighting new opportunities of doing business by innovating the traditional business model. There is no doubt that the project was even more coordinated and structured at the second edition of Cersaie, honing both its exhibition approach (with new or customisable collections) and its business method, so as to appeal to the end customer with a coherent and not disjointed offering, promoting the perception of a "brand".

Confirmation of the recognition earned in Bologna soon followed at the Hotel Show in Dubai, from the 28rd to the 30th of September. Both participations, endorsed by most of the companies involved,

caught the public's attention with an exhibition designed by **Marco Poletti** on the theme of "his and hers": an exclusive environment with customised solutions under the banner of luxury, comfort, harmony and functionality, with a stylish offering for the entire home, comprising fabrics, wood, accessories and - of course - bathroom furnishings.

This new course has clearly triggered a new road map for the companies involved in the formula; one that undermines neither the past nor the present, but that highlights how this consolidated heritage may contribute to the development of a new business model going forward. Arcadia's business evolution has been capable of turning leads into customers, offering personalised designs and products.

The Arcadia "system", therefore, appeals directly to the end customer - a project-based rather than a product-based clientele - thus moving away from the traditional business model based on the company/distributor-agency/customer chain.

This has been a busy year in terms of the experiences, leads and recognition gained, the increased collaboration with the endorsing companies, and the results obtained. All this allows Arcadia to look to a future that is undoubtedly challenging, but with interesting new targets to be achieved. The priority for everyone involved is to continue believing in a truly innovative formula.

[www.polettistudio.it](http://www.polettistudio.it)

Hotel Show 2013, Dubai

