I pensieri, le immagini vengono cullati da una ricerca profonda, sedimentati in una stratificazione di elementi che trovano concreta pie
nezza nella scelta dei materiali, nella creazione delle forme, nella cura di ogni dettaglio.”

Figlio di un'artista antiquaria e di un imprenditore nel settore del legno, MATTEO GENNARI nasce e cresce in un mondo di artigia
nalità e tradizione che si consolidano nella fondazione di un'azienda dedicata a soddisfare le esigenze del design. L'importanza di
una cultura alimentare vicinale e tradizionale e la fondamentale importanza del sapere culinario, svolgono un ruolo fondamentale
negli stessi suoni di “cucina” intesa come arredamento e tecnologia. Il pensiero innovativo e visionario di MATTEO GENNA
RI ha creato prototipi e soluzioni uniche, realizzando importanti progetti sia in Italia sia all’estero. Nel tempo, le richieste del mercato
portarono a constatare che il design non potesse essere circoscritto alla sola cucina e ad ampliare il progetto degli interni a tutti gli ambienti della casa. Da quel momento MATTEO GENNARI iniziò un importante processo evolutivo nell’azienda, che con
fluisce nella realizzazione di una struttura unica in grado di fornire un servizio completo di progettazione, produzione e montaggio
guidando internamente e sotto un unico tetto la attività produttive di falegnameria, pietra, laccatura e applicazione di pelli e tessuti.

Ideas and images are lovingly brought to life by in-depth research, the elements laid down in layers, each one fully realised, from
the choice of material, to the creation of form with utter devotion in every detail.”

With parents in the antique art and carpentry fields, MATTEO GENNARI was born into a world of craftsmanship and trad
tion, elements which form the backbone of a company created by means of intense research. The influence of local traditional cul
ture and national gastronomy is evident. MATTEO GENNARI’s innovative and visionary thinking has created unique prototypes and solutions for important projects in Italy and abroad. Over time, it be
came clear that the concept of design could not be limited to kitchens and expand to all interior spaces. From this moment on, MATTEO GENNARI began a major evolutionary process for the com
pany, resulting in a unique structure capable of providing a complete service package: design, production, and installation, as well as internally managed carpentry, stonemasonry, lacquer work and upholstery – all under the same roof.
Matteo Gennari founded “casa19 91” in 1991, and that is when he officially entered the world of interior design and direct production. Soon after that, the first showrooms opened up throughout the centre of Parma. They were not just points of sale but also meet and exchange places, to grow together and develop new projects in an atmosphere of creativity and experimentation. In the beginning, Matteo Gennari’s world was exclusively dedicated to kitchens, but as requests grew exponentially the projects started to encompass the whole home, retail shops and quite a few yachts’ interior decoration. His participation to many sector’s events had an essential role in the company’s development and growth. First and foremost the Fuorisalone in Milan, which has been a standing engagement since 2011. In particular 2012, when Brasserie, the ultimate kitchen, was introduced and became the symbol of innovation and luxury signed MG. Through the years, international relations became more and more relevant, and to meet the need for new showrooms, in 2014 two were opened in Lugano and Dubai. In house design and production are Matteo Gennari’s unique characteristics. The new 2016 collections are an opportunity to show mastery of skills and craftsmanship. The collections include a line of wall and floor coverings, walk-in closets, bathrooms and kitchens. In 2017, Matteo Gennari joins the hotel sector. While 2018 is the year in which he consolidates his presence in foreign markets with the opening of a showroom in New York (D&D Building) and another one in Beijing (Casa Vera). In 2019 a new space will be inaugurated in Los Angeles and the project “Revolutam” (evolution of the matter) will take place. Furthermore, the new headquarters in Noceto will become operational, combining the company’s different production “arteries” and allowing customers to enter “the all-round experience” that the company offers.
The ideas and creations behind each of our projects are born here, carefully developed to embody the taste of our customers, and nurtured into the fullest fruition. Taste, elegance, vision and a thorough knowledge of materials are transformed into sketches, mood boards, 2D/3D drawings and photorealistic renderings with a strong emotional and visual impact, opening the doors to a voyage of dreams, not yet solid, but moving, tangible and alive. An exclusive preview that leads the customer into the world of MATTEO GENNARI, a journey where excellence, personalized service and attention to detail is guaranteed every step of the way.

Creative studio

Bridging planning and production is the technical unit. Aesthetic taste and innovation underpin the creation of pieces that conceal strong engineering expertise and a thorough understanding of materials. The curiosity and dedication of our technicians, fuel the process of turning each concept into reality, imbuing every decision. Space is calculated in millimetres to attain perfection. Nothing is standardized, with methods of production, joinery and assembly developed especially for each new project.

Technical office

The end stages of the long and delicate process of finalising a MATTEO GENNARI creation, are dedicated to quality control and finishing, to ensure we deliver a perfect product to the customer. Every joint is tested, the hardware is primed, and product efficiency is verified. The stoneware is pre-sanded, each door is repeatedly opened and closed until it swings with just the right tension, every drawer open and closed until it slides smoothly, and every lacquered surface is polished caressed to perfection. Each piece is then hand-packed carefully, labelled and prepared for shipping.

Quality control and assembly

Research and development

Matteo Gennari currently uses different materials and finishes to achieve increasingly sophisticated and exclusive detailing effects. We start with nature and materials, followed by the harmony of ancient techniques and innovation, forming the foundation of our exploration. This was the philosophy behind, for example, splitting wheat stalks, ironing them flat and manually applying stem after stem to wooden surfaces, creating a unique geometrical effect and play of light every time.

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Wood

Resistant and “wild”, wood does not succumb lightly to the will of the craftsman. From the choice of tree, to the cut of the trunk, the application of veneer on the worktops and furnishings, wood never abandons its nature, and the living plant is palpable even at the polished end stage. MATTEO GENNARI production exploits and enhances these characteristics, shaping and working the material with respect and love, preserving its identity and quality. Many types of wood are used, including ebony, rosewood, pear, zebrano, burnt oak, olive, wengè and cedar. All woods are preferably used in their natural shades or heat treated, reinforcing the emotional aspect of each project realised with this noble material.
The “book-matched marble” manufacturing technique, in which the slab is split open like the pages of a book, creates a spectacular effect and seamlessly consistent mood, the veins in the marble running along the surfaces in perfect symmetry. In their pure state, stone and marble are mountains, matured over millions of years. Every block is different, each slab unique and unrepeatable. The choice of stone is often an intuitive decision, stemming from emotional impact and creating a sense of timelessness.

Aluminium honeycomb panels enable the use of large slabs of marble for walls, ceiling, and doors. Cutting-edge equipment turns pencil lines into utterly perfect, precision inlay work that is truly sculptural. The finest materials are used:

Stone pinnacles in the creation of works of eternal beauty. Re-energised by their new forms, the great stones integrate themselves into their new surroundings, settling into our homes. Good marble workers know their material. They sense where it will give way because the incision is already in the block, waiting only to be revealed.

In their pure state, stones and marbles are raw materials, elegant and rich in colour. Every block is different, each slab unique and unrepeatable. The choice of stone is often an intuitive decision, stemming from emotional impact and creating a sense of timelessness.

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Professionalism
Marble inlays
...releasing the intense aroma of the wood... the aroma was visible, as if the tree was still living. Still vibrant with life...

Resistant and "wild", wood does not succumb lightly to the will of the craftsmen. From the choice of tree, to the cut of the trunk, the application of veneer on the work tops and furnishings, wood never abandons its nature, and the living plant is palpable even at the polished end stage. MATTEO GENNARI production exploits and enhances these characteristics, shaping and working the material with respect and love, preserving its identity and quality. Many types of wood are used, including ebony, rosewood, pear, zebrano, burnt oak, olive, walnut and cedar. All woods are preferably used in their natural shades or heat treated, reinforcing the emotional aspect of each project realised with this noble material.
Natural straw

Raw lime

Natural straw

Raw lime
The ancient art of upholstery occupies a leading role in MATTEO GENNARI furnishings because of the way it lends itself so perfectly to customisation in every situation, as well as the sense of luxury and elegance bestowed by the materials employed. In addition to the most popular cattle hide leather, for some time now Matteo Gennari has also used parchment (sheep skin that is processed and left to dry out under tension), in different colours, for finishing doors and shutters, furniture and wood panelling.

The most sought-after finish is stingray leather, recommended for small-scale furnishing.

The staples for covering doors and furniture are fine fabrics like linens, velvets, silks, micro-fibres and even wallpapers. Silk-finish full-grain leather, velvet-effect nubuck, smooth, coloured leathers that are compact and durable and complement lacquer, marble and wood beautifully, with either contrasting or tone-on-tone customised stitching.

The painstaking attention to detail in the “sunken” piping and leather seam work once again bear witness to the artisan skill of our craftsmen.
Projects
Matteo Gennari

Leather
Living

In the evening
Living

London apartment
Photographs

04
Kitchen

London apartment
Photographs

04

BATHROOM