



SIMONE VIOLA

Simone Viola was born in Mendrisio, Switzerland in 1985. After a rigorous training in industrial design in Milan and through his collaboration during various architectural and design studios, he began to gain experience in Switzerland and abroad. In 2011, he founded the Simone Viola Design Studio, focusing on industrial projects for furniture and accessories.

His philosophy leans towards research on the materials and technical aspects related to the development of the project, conceptually guided by historical and artistic references. This approach produces the most natural connected to contemporary design, where the object is not the expression of a trend, but a long-lasting fusion of form and the intended use.

Soft, natural elegant shapes and an elevated attention to details characterises his work and continuous optimisation of the development phase allows the realisation of high quality and generously accommodating products.

