company profile

Diemme.

Realizace interiérů

furniture to
connect people

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A HISTORY OF FRIENDSHIP AND PASSION

The Diemme story revolves around friendship and dedication. Today it is the story of 20 professionals in a single 5,000m² location, but Diemme started out much smaller: a meeting between two people.

Fortunato and Remo first met in 1985, when they both worked in the upholstery sector but in two different companies. Then, four years later, they became colleagues. Since then a collaboration has developed and grown stronger over the years, becoming a relationship of deep respect and friendship.

In 1995, after a long chat, the two decided to join forces and bring Diemme to life.
At first they worked as suppliers to the trade, but their vision all along was to create their very own seating system.

At the beginning of the new millennium they designed and created with passion their first office chair, and any doubts vanished at once: it was clear that this was the way to go. In a short time the first Diemme catalogue came out, then the first trade fair heralded early successes.

Through working with architects and designers, Diemme's visual identity was consolidated and a balanced product range perfectly combined functionality and aesthetics. The starting point was office chairs, but today Diemme explores new design worlds and targets new markets.



Fortunato Mariotto



Remo Dal Pos


CRAFTSMANSHIP
BY VOCATION
«The value of Made in Italy, for us, comes down to this: the trust we are able to place in the local network of experts who work in the surrounding area and have the Italian manufacturing tradition in their hearts.»

OUR STRENGTH IS WHAT SURROUNDS US



The strength of Diemme is what surrounds us: the area in which we were born and in which we still operate, our local partners, the people who have always been close to us.

The value of Made in Italy, for us, is precisely this: the trust we are able to place in the local network of experts who work in our territory and have the Italian manufacturing tradition at heart.

Many people have joined us on our journey, and, thanks to their support and their expertise, we have found the courage to look far ahead, to face new projects, to open up new markets.

We have always had innovation at heart and for this reason we have enthusiastically opened up to the developmental opportunities brought about by the digital age, but the creation of our products is always done in a hands-on manner, applying craftsmanship acquired over time.

Over the years we have remained humble and kept our feet on the ground, but at the same time we are ambitious to transform our collections into a system of versatile products, suited to all kinds of settings worldwide. Diemme has grown as a company because we have always been committed to looking beyond our individual differences, to find a common ground and to carry this forward. This is our thinking.

FROM VENETO TO THE REST OF THE WORLD



03

For years now, we have been contributing to making Italian design known to the rest of the world. We are present at trade fairs such as **Orgatec Cologne**, **Workspace Dubai** and **The Milan International Office Furniture Fair**, and we are sponsors of the Pordenone Soccer League BKT.

Our home market gives us the strength to invest and grow abroad, so, starting from Conegliano, in the province of Treviso, we reach out to 5 continents. We rely on more than **50 agents** who have so far helped us bring Diemme to more than **4,000 customers** around the world, including 1,000 active over the course of a year. We never stop: today we are aiming for new markets such as Central and South America and The Far East.

Exporting our products to other countries means sharing with them our high level of local craftsmanship, our expertise, and attention to our customers - no matter how far away they may be.

Many of our partners have trusted us for years now because we provide them not only with excellent products but also with customer service that is always attentive and helpful.

SAUDI ARABIA | **AUSTRALIA** | **AUSTRIA** | **AZERBAIJAN** | **BAHRAIN** | **BULGARIA** | **CANADA**
CROATIA | **DENMARK** | **EGYPT** | **UNITED ARAB EMIRATES** | **FRANCE** | **GERMANY** | **GREECE**
IRELAND | **LEBANON** | **MOROCCO** | **NEW ZEALAND** | **OMAN** | **QATAR** | **UNITED KINGDOM**
RUSSIA | **SERBIA** | **SPAIN** | **UNITED STATES OF AMERICA** | **SUDAN** | **SWITZERLAND**

A SELECTION OF OUR PROJECTS

Adecco - Austria
Bulgarian American Credit Bank - Bulgaria
Università di Zagreb - Croatia
Anderson Hotel Copenhagen - Denmark
Le Meridien El Cairo - Egypt
Banque Casino - France
Bla Bla Car - France
BNP Paribas - France
Breteuil Immobilier - France
Cite Municipale Bordeaux - France
Iceberg Atelier Moda - France
Best Western Hotel De La Paix - France
Public Senat - France
Tal Armor Novotel - France
Meridien Etoile Hotel Paris - France
OTCEX Group - France
Linder Hotel - Germany
Park Hotel Flora - Germany
Coca Cola Company - Greece
Deloitte - Greece
Bank of Ireland - Irlanda
O2 Telephone Company - Ireland
EFSS Western Insutrial Estate - Ireland
State Street Bank - Ireland
KPMG Belfast - Ireland
Banca Popolare di Bari - Italy
ING Bank N.V. - Italy
BCC - Italy
BNL Italia - Italy
Gruppo Saipem - Italy
Laika Caravans - Italy
Gruppo Sapio - Italy
NGM - Italy
Rotork - Italy
Welcome - Italy
Roccamare Hotel - Italy
Arval - Italy
Manetti Battiloro - Italy
Roccamare s.p.a. - Italy
Comitato Olimpico Nazionale Italiano - Italy
Sofitel Thalassa Agadir - Morocco
Feyenoord Pressroom - Netherlands
Harrods Estates Park Lane - United Kingdom
IGV Asticus Real Estate - United Kingdom
Vue West Cinema - United Kingdom
Le Meridien Hotel Piccadilly - United Kingdom
Jaguar Land Rover Showrooms - United Kingdom
Drektna Bank - Serbia
Clinique Du Geneve - Switzerland
Alawal Bank - Saudi Arabia
AWJ Holding - Saudi Arabia
Dr. Soliman Fakeeh - Saudi Arabia
Food&Drug Saudi Authority - Saudi Arabia
SASO - Saudi Arabia
Tyco - Saudi Arabia
Najran University - Saudi Arabia
King Faisal University - Saudi Arabia
Ryadh Bank - Saudi Arabia
Toyota - Saudi Arabia
Hilton Hotel Baku - Azerbaijan
BISB Bank - Bahrain
NBB National Bank of Bahrain - Bahrain
Al Ain Hospital - United Arab Emirates
Emirates Global Aluminium - United Arab Emirates
Emirates National Oil Company - United Arab Emirates
Mediavest - United Arab Emirates
Abu Dhabi National Oil Company - United Arab Emirates
Etihad Headquarters - United Arab Emirates
New York University - United Arab Emirates
Ministry of Economy - United Arab Emirates
Ministry of Justice - United Arab Emirates
Bin Omer Hospital - United Arab Emirates
Sharjah Performing Arts Academy - United Arab Emirates
Lebanese American University - Lebanon
American University of Beirut - Lebanon
L'Oréal - Lebanon
Salahalal Free Zone - Oman
Royal Oman Police - Oman
Aspire Academy - Qatar
Barwa Bank - Qatar
Cultural Village Building Doha - Qatar
Minister of Foreign Affairs - Qatar
Qatar Foundation - Qatar
Qatar National Bank - Qatar
Golf Administration Building - Qatar
MOAD - Qatar
Naufar - Quatar
Qatar University - Qatar
Nestlè - Russia
Heineken - Russia
Trade Centre Aquarelle - Russia

«Exporting our products to other countries means sharing with them our high level of local craftsmanship, our expertise, and attention to our customers - no matter how far away they may be.»



COMFORT AND SUSTAINABILITY



Real innovation allows us to meet both current and future needs.

We are called to face daily challenges with a reactive and proactive attitude, looking for new creative solutions. The spaces within which we move must be molded on us in order to create a synergy between thought and expression, interiority and exteriority.

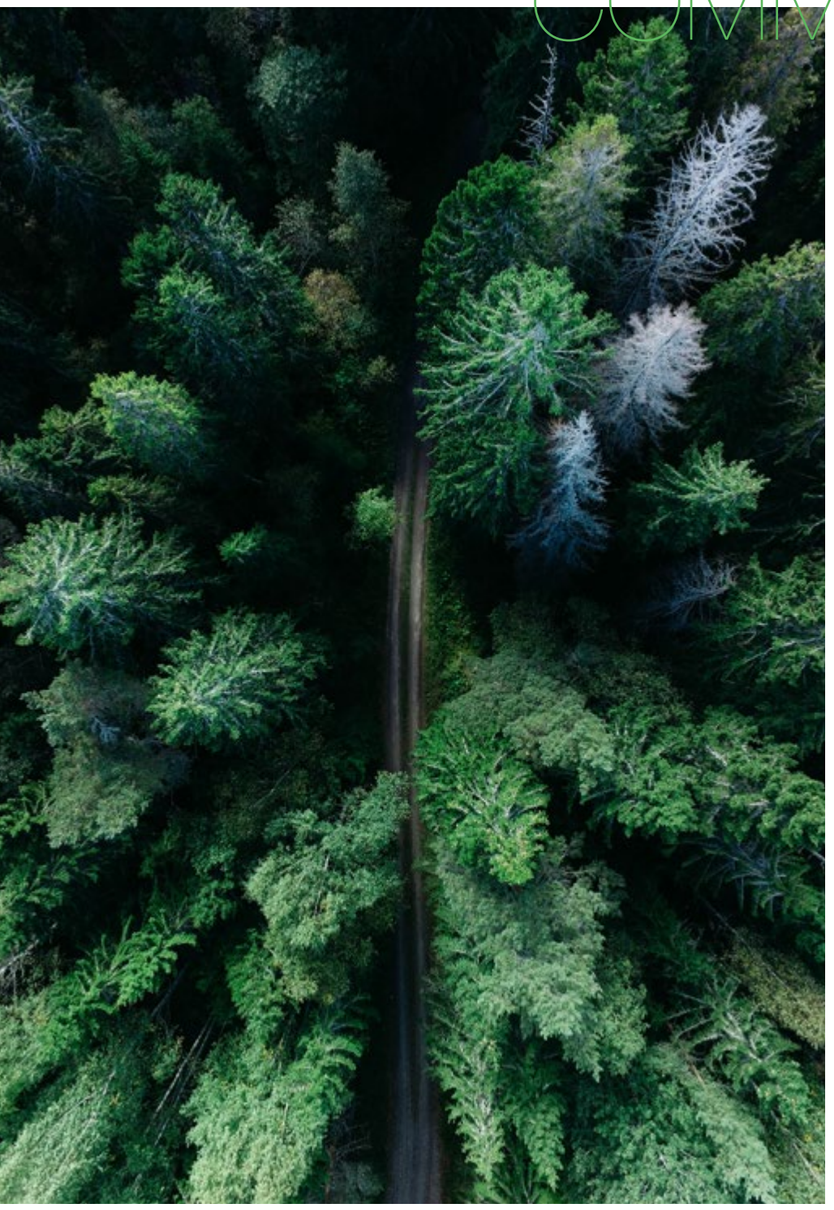
We shouldn’t perceive any discord between our desire to grow and the quality of the environment around us.

Every day we put ourselves on the line to facilitate and improve other people’s lives. For this very reason, the space around us has not only to adapt to our current needs but also to those of future generations.

Diemme has obtained CAM certification for its main products in order to be able to participate in public tenders where solutions are required that respect the environment.

The Minimum Environmental Criteria (CAM) are the environmental and ecological requirements defined by the Ministry of the Environment and aimed at directing Public Administrations towards a rationalization of consumption and purchases by providing directives for the identification of design solutions, indicating environmentally sound products.

A CONCRETE COMMITMENT



Quality Management System

We are committed constantly to optimizing our production system to keep down costs and always improve the quality of our products according to the management system ISO 9001: 2008 certification.

We use the most advanced industry technologies to create products suitable for continuous daily whilst assuring long-term comfort and well-being.

Correct support that promotes well-being

Support for the creation of a "green" market

We want to promote the development of an eco-sustainable market. Thanks to this commitment, many of our chairs have obtained CAM certification (Criteria Minimum Environmental).

80% of our suppliers are located very close by. This guarantees a low environmental impact, a high quality of raw materials, and maximum flexibility in the production phase.

Materials of local origin

Response to the human need for uniqueness and beauty

We always offer the right ergonomic support, but we never forget that the beauty of the surrounding objects also affects people's mental health.

We design our products to be versatile and dynamic. We always encourage customers to visit the Diemme showroom to view and try out the seating collections, as well as to be able to decide more clearly how to personalise them according to their needs.

Research, experience and customisation

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CUSTOMER CARE

The basic principle of Diemme is conversation: between the founders, with the craftsmen and women, with the local area. In the same way we want to build positive and lasting relationships with our customers too - before, during, and after sales. We are ready to answer questions, provide more accurate information about our products and services, and meet anyone who has a problem to solve.

Diemme was born from the meeting of two people who had learned to understand each other by working together. We approach our clients with the same empathy. In the management of feedback we practice what could be defined as "active listening".

We try to facilitate dialogue as much as possible, providing the customer with both qualified personnel and a specialized management system.



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MORE THAN MERE PRODUCT



Production guarantee.

Diemme makes seating certified according to **D.L. 81 of 2008, relating to UNI EN 1335**, which tests resistance, safety and durability, and according to **class 1IM**, which guarantees maximum fire resistance.

Dialogue with the customer in the creative phase.

The customisation opportunities are not limited to the wide range of colours and materials: in fact, we offer the possibility of covering chairs in customer-supplied fabrics, faux and natural leather.

Fast and trouble-free delivery.

We pack our products in quality cardboard, and deliver quickly and efficiently in Italy and abroad. Upon request, installation and assembly services are available.

Customer care at all stages.

Rapid telephone responses are available from our customer care team. We believe in the importance of active support at every stage, before as well as after the purchase.

Software to faciltate projects.

To communicate better with the public, we combine the experience and dexterity of our craftsmen and women with the use of industry software, such as **pCon planner**, and portals such as **Archiproducts**, **Architonic** and **IDFDESIGN**.

Trouble-shooting assistance.

We provide our customers, both in Italy and abroad, with qualified staff who can intervene if a problem arises. Requests for spare parts always have high priority.

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RESEARCH AND DEVELOPMENT



«Both when we establish partnerships with external studios and when we rely on our in-house designers, we know that we can count on the manual expertise and clinical eye of trade professionals through every step.»



DESIGN AND DESIGNER

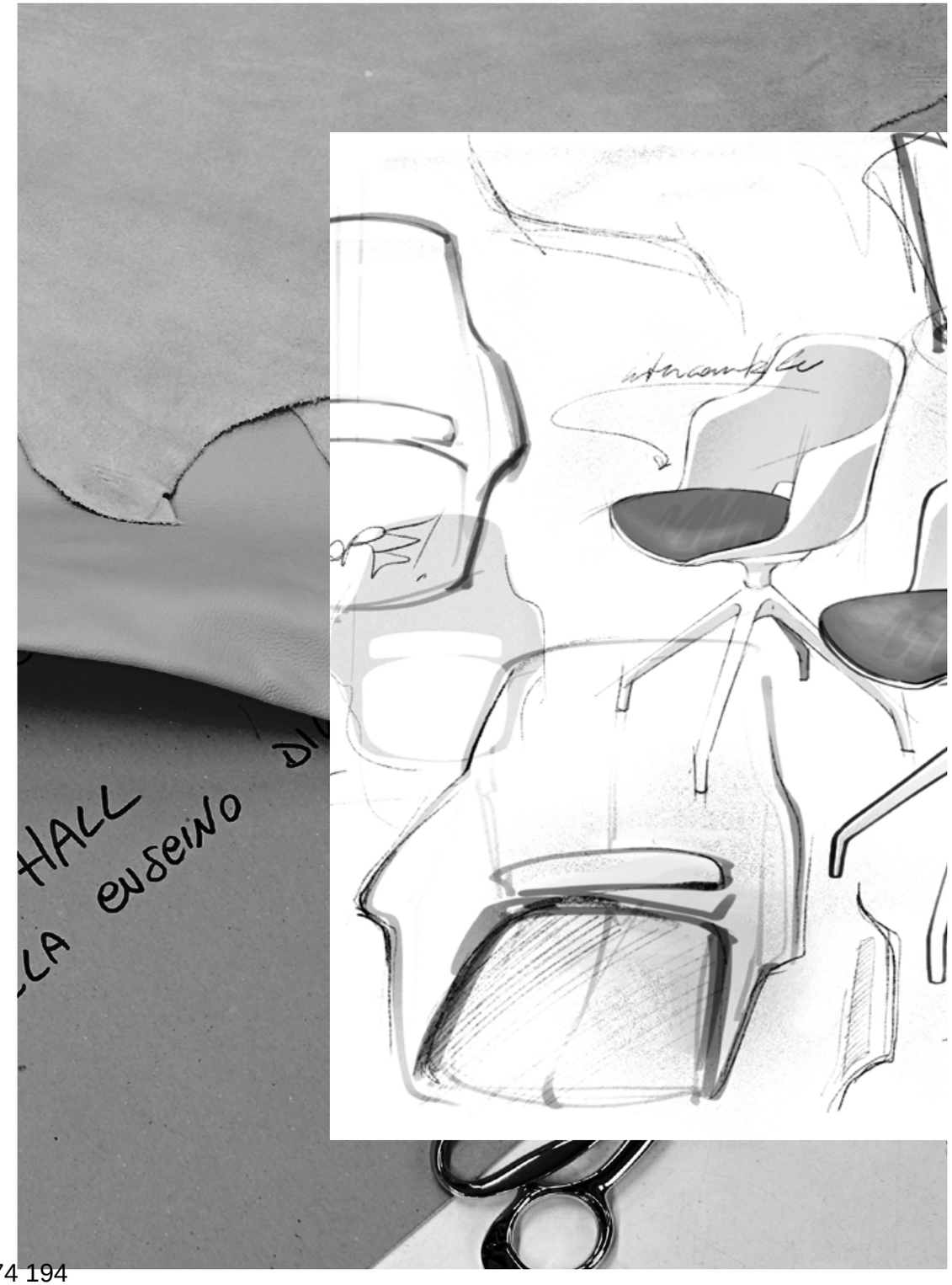
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We collaborate with leaduing Italian designers such as DorigoDesign, Plus Design by Nicola Cacco, Arch. Giorgio Topan in the fields of office and contract.

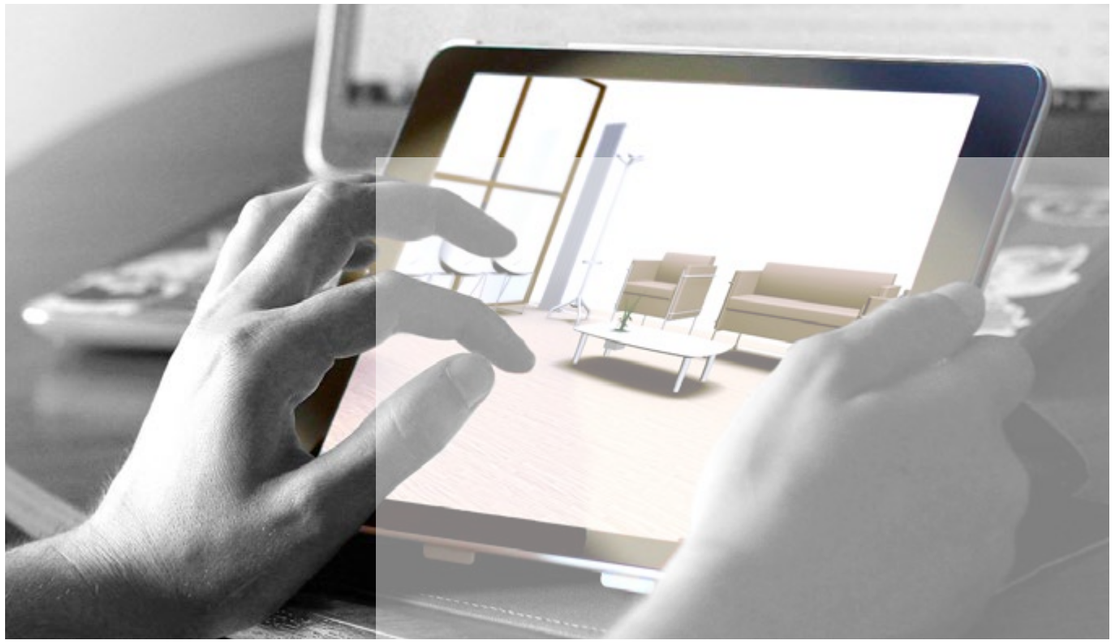
All the professionals we rely on are experts in the art of Made in Italy. Both when we establish partnerships with external studios and when we rely on our in-house designers, we know that we can count on the manual expertise and clinical eye of trade professionals through every step.

The co-operation between technology and aesthetics is fundamental for us.

In the design phase we carry out an in-depth study of trends, materials and the principles of ergonomics. Research and design are the keywords throughout our process.
Today we aim to create resistant, versatile products with contemporary and elegant lines. We constantly update our colours and fabrics according to the latest design trends but we always aim to create products that conjure up the comfort and warmth of home.



«A sobriety of design that is never the result of simplification, but, on the contrary, of a subtle search for balance.
A quality that is the selection of the best materials, careful bespoke workmanship, attention to detail, and a daily search for technological innovation. A special way of conceiving and producing our products.
Diemme is all of this.
And Diemme has chosen to collaborate with the best designers in the field of office seating.»



DorigoDesign **Arch. Giorgio Topan**









Plus Design

We collaborate with professionals also remotely: every year we invest in **pCon planner**, the specialized software that allows us to give our support to all those who have to design a space. In this way, our products and our know-how are available to interior designers, architects and our business partners.

OFFICE SPACE



07



Design is a creative process that arises from a concrete collective need.

In recent years, the way we use the workplace has evolved; the needs to which design is called to respond have therefore changed. We have freed ourselves up from a mental rigidity that penalized the office world, organised with watertight compartments, with pre-defined structures that made sharing difficult.

Thus emerges the need to flexibly creative and open environments that facilitate exchange and interaction; environments that promote an atmosphere of serenity, in which communication with each other is not only necessary but also enjoyable.

We are aware that the quality of the space in which we find ourselves affects everything, from health to work, from creativity to collaboration. Diemme chairs are different in form and function, but, in their specifics, they work together to create unique and innovative spaces.



Velvet executive chair



Clop task chair

COMMUNITY

There is no such thing as a neutral space. When we enter a place with other people in it already, the disposition of each of them towards the space is one of the factors that determine the quality of the time we spend there.

For this reason, when we design a new product, we at Diemme start from a simple principle: everyone, from the moment they enter the room to the moment they leave, must feel comfortable and relaxed.

We want to promote comfort in all collective environments: those in which people simply pass through, those in which they meet and interact, those in which they hook up because they want to spend time together.

Each space is loaded with added meanings because we carry emotions, memories and habits with us wherever we go.



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New Bonn community chair



Margarita visitor chair



Chat visitor stool

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LOUNGE AREA







Our collections reflect the essential values of mankind: connection, sensitivity, comfort and simplicity. We design to be able to welcome or be welcomed in a hospitable and relaxing environment, we want spaces to be able to offer inspiration, authenticity, stimulus for sharing.

These hybrid spaces have become more than just places where you wait: in the digital age, they are places where you work, take advantage of a conference call or a quick phone call, for a quick coffee with a friend, for after-work drinks.

This means that the environments need to be both modular and flexible at the same time, intriguing, both from a visual point of view and for the use of materials, so as to be able to accommodate both the individual and the group.



Loft soft seating



Clock coffee table



Circuit Privè soft seating

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Art direction: Priority Design
Graphic design concept: Priority Design
Photo: Arch. Prior Vinicio
Styling: Baliviera Enrica
Post production: Priority Design

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