

viccarbe

Fedele Armchair

Designed by Victor Carrasco

Catalogue - EN

2009



Victor Carrasco

Born in Valencia (Spain) in 1974, Victor Carrasco began his professional career after graduating Cum Laude in Industrial Design Engineering at the Polytechnic University of Valencia.

Far from fashions and trends, he develops and puts international brands in the center, with remarkable added value, thanks to his passion for synthesis, sustainable growth and his pragmatic vision of the future.

Founder and Strategic Director at Viccarbe, a role that he combines since 2007, with being one of the counselors of STEELCASE, the prestigious American multinational company, he also collaborates with many other renowned brands.

Throughout his career, he has been honored with the Principe Felipe Award for Entrepreneurial Excellence and awarded with the German Design Award.

Fedele, to be and to seem

Armchair & Ottoman
designed by Víctor Carrasco, 2009



Some collections are born thanks to an instant, an experience of their creator. There are others that also become a thank you.

It is true that we do not always baptize new products based on a creative concept. We do not always refer to the morphology of the piece because, although a good design must be explained by itself, we do not always talk about evidence, we do not always refer to the material. Is there a bigger challenge than baptizing a new piece? In this case, the Fedele family wanted to become an acknowledgment. This is what its name means in Italian: it was born from honesty, from a perfect balance between its rounded forms and its friendliness. Without going far from reality, the armchair and the pouf only wanted to be faithful and to live in the service of people. To stay at the time and place, to wait in the intermediate zones... To facilitate, to let the collaborative zones happen.

On this page, a picture of two Fedele poufs. On the right page, a picture of Fedele armchair with a Burin Mini low table lacquered in white

“Without going far from reality, the armchair and the pouf only wanted to be faithful and to live in the service of people”





Project: Newsec Advisory Firm, Norway
Interior Design: lark
Photography: Niklas Hart





Projec: K2LD Melbourne
Dealer: HUB Furniture
Pictures: Jeremy Wright



Project: Castellón Concert Hall
Pictures: Ángel Segura

