**Institutional Profile**

**Professional Management and 100% authorial design**

Fine line- Reference in authorial furniture design in Brazil, *estudiobola* operates with six factories, 70 retailers and a product mix with over 700 items- from couches and beds to lamps and rugs.

*estudiobola* is about to open a unit in Milan, Italy

Founded in 2000 by the architects Flavio Borsato and Mauricio Lamosa- who met during the Architecture course at Mackenzie University (class of 1997) and whose family names’ initials make up the name Bola- today *estudiobola* is a reference in terms of design and authorial Brazilian furniture.

With over 700 items in the portfolio- among couches, beds and chairs, as well as decoration items such as lamps, ceramics and rugs- the company is renowned for its in-depth research on textures, materials, forms and finishes, which results in timeless pieces, steering away from fads or trends, and with new possibilities for use, form and proportion.

Besides its excellence in terms of design, over the past years *estudiobola* has also stood out for the ability of conciliating a design 100% authorial with the commercial challenges of the furniture market. Operating with six factories in tune with the concept and style of its products, the company has consolidated a network of 70 retailers, ensuring its presence in the top furniture and decoration stores in the country. After an expansion project that started to be planned two years ago, the brand is about to open a branch in Milan, Italy.

Stimulated by the favorable exchange rates for exports, the unit will be run by Borsato, whose parents are Italian. Lamosa will be in charge of the design and operation in Brazil. The aim is to be present in the Milan design circle and in international fairs within two years. The Italian branch of estudiobola will also represent partner Brazilian designers, who will have a showroom to promote their products in Europe.

**Workshop in Alto da Lapa**

Housed since 2012 in a fine workshop in Alto da Lapa, in São Paulo, (store, commercial department and creation studio share the 700 square meters of the space), *estudiobola* started in São Bernardo do Campo, city in the ABC of São Paulo, where the architect Flávio Borsato was born and where his Italian father (who loved industrial machines) had a furniture factory.

 After it was founded in São Bernardo, *estudiobola* moved to General Jardim Street, traditional design and architecture center in São Paulo old downtown area, where until today many company partners still operate, specifying furniture pieces and decoration items of the brand in their projects.

 The wish to count on an ample space to showcase products and present new collections goes way back to 2004, when *estudiobola* started to set up a wholesale network and its collection attracted attention at *Abimad* (main furniture fair in the country). With orders on the rise, in 2007 *estudiobola* started to organize closed events, renting workshops and large showrooms to display and launch their lines of products. As it turned out, after the events there was no space to put away the pieces that hadn’t been sold. The business not only needed a physical store, but also enough space to store new products, the design office and the commercial area.

 Two events are held each year at *estudiobola* workshop. The team also visits architects and retailers all over the country. Over the years, the figure of the duo of architects gave way to a modern and professional structure. Today there are 12 registered professionals at *estudiobola*, three of which work with design.

 Dealing with both wholesale and retail, since 2007 the commercial strategy has been in charge of the architect Renata Allegro, who also graduated from Mackenzie. Besides participating in products’ briefings, Renata regularly crosses the country visiting the main retailers of the brand- task that had been performed by the duo Borsato and Lamosa for many years. Besides strengthening the distribution operation, the role of personal, sincere and professional services is to make sure that storekeepers, customers and other partners get to know the products through training and feel satisfied. About 80% of the mix count on 3D modelling, which provides a detailed view of dimensions, colors, textures and finishes of the pieces and which is available at no cost for professionals.

Together with the design work, which is free from fads and rich in aesthetic references, the professional, optimized and efficient management is reflected in the entire *estudiobola* production, from designing a sideboard to a chair for the outdoor area. The concern with practical issues of the business is also evident, starting with technically viable creations in the production line.

**A more accessible line**

Optimizing processes by offering different products at accessible prices is another goal of the company. Having this in mind, *estudiobola* has decided to offer more accessible prices using a line of solid wood as a more economical alternative to the sophisticated lacquered MDF, used with excellence to finish carpentry pieces (such as buffets, shelves and tables). Made with pine and eucalyptus, the products were launched in July, 2015. They meet the needs of corporate customers (such as hotels and restaurants) and are among the investments to increase exports.

There was careful planning before launching the solid wood line. After all, more accessible products require turnover. Without constant sales, the solid wood line of furniture is neither viable nor interesting for manufacturers. Aware of this, over the past years *estudiobola* has devised a consolidation plan of distribution channels and management of specific stock to make it possible to offer the items with lower medium ticket.

Irrespective of the management merit, it’s not an overstatement to say that the creative universe of *estudiobola* is equipped to challenge the limits between design and art by presenting pieces that go way beyond their original function. Combined with the creative use of materials such as fabric, leather, aluminum, solid wood and lacquered MDF, the light and elegant trace of *estudiobola* often unfolds new perspectives for formats, proportions and uses. These very welcome small deconstructions almost always reveal more practical, elegant and timeless possibilities. Experiencing them is highly recommended.