

TWO FRIENDS, TWO YOUNG MANAGERS FOR A NEW GREEN PHILOSOPHY

Stefano Laprocina and Giusi Ferone are, first of all, childhood friends. He is an agriculturist, while she is an architect. His passion is nature, she loves architecture and design. They gather after different paths on approaching the same issue: how to cover vertical areas with green, and together they decided to establish Verde Profilo. Verde Profilo is a company where they can put together each others skills as well as personalities, finding the right formula in designing gardens and make them real. Basically, the company produces three different styles: **gardens**, **vertical gardens**, and the brand new world of **MOSSdesign®**

Stefano is a 32 years old creative, a bit stubborn, ambitious guy, he is always aiming a lot and in the end he is achieving all his target. Plants are always at the right place with him.

Giusi is 33 years old. She is inexhaustible and ambitious, spontaneous and instinctive.

Passion and care for the details are Giusi's right mix, as she thinks that this is what makes the difference.

Design and creativity, passion and innovation are the basis which Verde Profilo works with, to create a wide range of solutions, from private gardens to public green areas, from small metropolitan gardens to fair preparation and decorations, as well as contract.

Verde Profilo designs and builds every each **garden** with a unique style where the sense of nature is the main focus. Harmony and elegance to fascinate and feel part of the garden, as a way of life.

The **GiardinInverticale** (vertical gardens) range comes out from the past few years experiences and passion about designing vertical green areas, which allows to decorate indoor and outdoor spaces, with a very low artificial impact. Thanks to a fine fertirrigation system, gardens can live and cohabit perfectly along with the entire environment. **MOSSdesign®** is the right answer for those who loves indoor green such as completion furniture as well as vertical gardens, all made with real moss. Moss doesn't need much maintenance, and it's very easy to use decoration stuff.



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Since its introduction at the Fuorisalone 2010 it has been a constant growing success, until nowadays with a real proper collection made by young talented designers.

The idea of the collection was born at the VerdeProfilo workshop, in the 2010, thanks to various young designers selected from <http://www.lavoricreativi.com>. They ended up with many beautiful projects to decorate the everyday living with natural wood, water paints, and lacquer, all chemical free, since the main focus was to create a 100% sustainable environment to live with.

The collection will be finally showed during Milano design Week 2011.

MORE INFO:

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