

GIOI is the new brand of luxury craftsmanship that comes from the consolidated experience of the well-known *Zanetto* artistic laboratory, a leader in the manufacture of noble metals for the table and decor.

Not only experience behind this project, but also a lot of creativity and a great desire to intrigue the new generations through a new lexicon capable of transmitting the high values of craftsmanship.

GIOI wants to combine two worlds: the rigorous one, of the meticulous search for the best materials and the most sophisticated manufacturing techniques with the most fluid one of fashions, trends and fun. The latter constantly evolving, constantly changing.

GIOI will never stop, it will be a moving brand animated by multiple personalities who will be chosen every year with the task of giving vent to their creativity, to create collections based on the concept of fun and which, due to the high difficulty of realization, will challenge the craftsmanship and skills of craftsmen.

«I imagine GIOI as a playground for creatives. A dimension in which everything is legitimate, in which creativity challenges the centenary savoir-faire of our artisans to interpret modernity. Fun is the prerogative of this project.» Enrico Zanetto, CEO of Zanetto.

Craftsmanship, luxury, fun, new generations: these are the keywords of the new *Zanetto* brand, which will be immediately appreciated with the launch of the new and first 2020 collection, scheduled for June.

BAROCK COLLECTION

The most eclectic bar accessories ever.

The Barock interprets a world in movement.

The Mobile bar does not move with simple wheels but is driven by a refined and precious pallet truck, inspired by the world of mechanics, as well as the rest of the pieces in the collection.

The mechanic is not a random choice, he is the figure who through his skills repairs and realizes everything that keeps the world moving.

The Barock collection plays with contrasts.

The candor of the white marble, then the cabinet opens and shows all its eclecticism through the Titanium bar accessories with a strong personality.

GIOI shows its new project, far from traditional canons but which preserves all the purity of craftsmanship through the *Zanetto* laboratory which opens and meets a great designer, Samer Alameen.

The insatiable search for sharing beauty that must not abandon the value of craftsmanship.

The Barock collection it's fun.

The material, titanium, is more fun than silver and simpler to use and combine. The products are fun, all inspired by the world of mechanics. From the iconic glasses with screws, to the wrench bottle opener, to the bottle holder that manages to make the rim of a car elegant and refined.

Finally, the use is fun.

The Barock bar set, unique in its kind, allows you to make exquisite cocktails with a hand-hammered shaker and to have everything you need to serve exquisite appetizers.

Movement

Color

Fun

/GIOI/