



AESTHETICS

design talks

DESIGN

- Fusion of Aesthetics and Functionality
- It aims to improve everyday life through the design and production of **useful and aesthetically pleasing objects**
- Design plays a key role in satisfying customer needs and creating **aesthetically rewarding experiences**



DESIGN, WHY?

- Design produces an **aesthetic experience** where **emotion** comes before reason
- An object of design can influence consumer behaviour by generating an attractive and engaging feeling in the consumer that **leads to purchase and consumption, especially** if cleverly **contextualised**



DESIGN & FASHION

Clothes are born to cover and protect the body

Design thinking has the ability to make clothes unique by creating emotion when wearing them



DESIGN & COATING

Chemistry is the science through which we are able to give physical form to an aesthetic and/or functional thought

Its roots lie in the word *Alchemia*. Alchemists dreamt of the elixir of life and the transformation of metal into gold.

Trinity is an example of an alchemical creation by Renner Italia, where chemistry wears design

The coating is the **dress** with which we can cover any surface, **protecting** it and at the same time **embellishing** it



AESTHETICS, THE DESIGN THINKING

Coating lends visual identity to surfaces.

Coating is the physical interface of design thinking

Aesthetics is the design thinking offered by Renner Italia to those who are looking for solutions to **create / innovate / position** the identity soul of their brand and of their production.

**In order to position the brand, it is necessary
to differentiate your own manufacture**

By means of Aesthetics colour studies, Renner Italia

- offers trend-related visual solutions
- provides finishes that enhance surfaces, without altering them
- lends the physicality of colour to ideas
- inspires design thinking

BORGHI ITALIA 2023

VICORBOARD



BORCHI D'ITALIA 2025

WOOD
Lacquered surfaces

Susa
RIL001

Moena
RIL002

Tarvisio
RIL003

Courmayeur
RIL004

Frascati
RIL005

Greccio
RIL006

Sovana
RIL007

Montalcino
RIL008

Stilo
RIL009

Noto
RIL010

Otranto
RIL011

Furore
RIL012

BORCHI D'ITALIA 2025

WOOD
Translucent surfaces

Susa
RIM001

Moena
RIM002

Tarvisio
RIM003

Courmayeur
RIM004

Frascati
RIM005

Greccio
RIM006

Sovana
RIM007

Montalcino
RIM008

Stilo
RIM009

Noto
RIM010

Otranto
RIM011

Furore
RIM012

THE PERFECT MATCH

The color chart composed by Renner Italia's color masters for 2025 aims at perfectly harmonizing each shade with the others.

They are all combinable. Borghi d'Italia is ideal for consistent decorative and design choices with great character. The selection offers unrivaled decorative color depth and Italian-style impact.



THE DIALOGUE BETWEEN MATERIALS

We know that while wood is a foundational element of the furniture system, it is not the sole protagonist of our spaces.

This is why Renner Italia's topcoats enhance all the materials that add value to the habitat. In this context, in its dual lacquered and transparent look, glass dialogues perfectly with the other surfaces within Borghi d'Italia 2025 color selection.



BORGHI D'ITALIA 2025

GLASS
Lacquered



Susa
RIV001



Moena
RIV002



Tarvisio
RIV003



Courmayeur
RIV004



Frascati
RIV005



Greccio
RIV006



Sovana
RIV007



Montalcino
RIV008



Stilo
RIV009



Noto
RIV010



Otranto
RIV011



Furore
RIV012

BORGHI D'ITALIA 2025

GLASS
Transparent



Susa
RIT001



Moena
RIT002



Tarvisio
RIT003



Courmayeur
RIT004



Frascati
RIT005



Greccio
RIT006



Sovana
RIT007



Montalcino
RIT008



Stilo
RIT009



Noto
RIT010



Otranto
RIT011



Furore
RIT012

SKRAFFITI

Match the colors of Borghi d'Italia 2025 to the Skraffiti selection.

Freely inspired by an ancient masonry and ceramic decoration technique that was particularly popular during the Italian Renaissance, Renner Italia's Skraffiti range is an exclusive innovation. Scratches on a metallic finish that transform melamine paper into a fine surface in a single coat.



BORCHI D'ITALIA 2025

SKRAFFINI

Cervino
SKR001

Monviso
SKR002

Pelmo
SKR003

Marmolada
SKR004

Cimone
SKR005

Fumaiolo
SKR006

Gran Sasso
SKR007

Terminillo
SKR008

Vesuvio
SKR009

Gargano
SKR010

Pollino
SKR011

Etna
SKR012

WHY BORCHI D'ITALIA PROJECT

Not far from the world's most celebrated art cities, here are the villages of the Belpaese that enchant and inspire, far from the chaos. It is to these gems of Italy worthy of wonder that Renner, as part of its Aesthetics Design Talks project, dedicates its exclusive annual color selection.



HOW WE REALIZE COLOR STUDIES

Renner Italia suggests combinations and ideas for the interior design through colour studies that come from

- the wealth of knowledge derived from direct and daily contact with major international furniture brands (development of innovative products analysis of bestseller finishes; etc.)
- the intense scouting of materials (also different from wood) and in-depth study of production processes (development of moodboards)
- the presence of our team of experts at the most important international design events to record trends and new ideas
- the contamination of our team with different expressions of beauty (art; architecture; etc.)



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