

PRIMA DESIGN

Year Founded: 1995

Headquarters:
Via delle Conce 20R
Florence, Italy
+39-055-228-6328

Projects Completed: 300 +

Number of Employees: 20

**Specialties: Residential,
Commercial, Hospitality, Nautical**

**Projects In: United States, Italy,
UK, Russia, United Arab Emirates,
Ukraine, Czech Republic,
Kazakhstan, China**

Website: PrimaDesign.it

PRIMA DESIGN is a full-service architectural and interior design firm with industry veteran James Cavagnari at the helm. Headquartered in Florence, Italy, the firm has developed more than 300 awe-inspiring projects across the globe, ranging from residential to commercial.

The creative process at PRIMA DESIGN begins hand-in-hand with the client by conceptualizing a logical series of solutions that work together naturally.

The resulting work encourages the viewer to discover a surprising series of spaces that are not only aesthetically inimitable, but also creates an emotional connection.

PRIMA DESIGN gives power and strength to dress the body that has been created with a characteristically Italian approach. The firm works with a closely-knit group of leading Tuscan craftsmen to produce original pieces that revisit centuries-old artisanal traditions and materials, pushing the boundaries of design.

PRIMA DESIGN continuously challenges itself to redefine the experience of space with a philosophical approach to design – rooted in inspiration – and honoring the context of a project's location.

PRIMA DESIGN ultimately aims to foster a dialogue that honors the past, innovates the present, and respects the future.

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James Cavagnari, founder of PRIMA DESIGN, is an Italian-British architect whose visionary works can be found around the globe.

Establishing his studio in Florence, Italy in 1995, Cavagnari's client roster began with the iconic fashion house of Salvatore Ferragamo, spearheading the development of more than 200 stores worldwide. He was also the recipient of a prestigious design competition, which granted him the opportunity to lead the visual merchandising redesign for Bulgari, implemented in all retail locations globally.

Over the last 20 years, PRIMA DESIGN has also conceptualized tailor-made residential projects for notable personalities such as Justin Portman & Natalia Vodianova, Veronica Varecova, Petr Nedved, Ken Nahoum, among others.

With a "know-how" and "know-who," Cavagnari has fostered relationships with the most sought-after Tuscan artisans to source unique materials and create revolutionary design solutions that give a nod to centuries-old traditions.

Today, Cavagnari is conceptualizing and creating exclusive residential and commercial projects in Europe, Asia and the Americas. His design philosophy of creating a unique, contextualized soul and personality for every assignment has been praised by prestigious publications, who have lauded his works as having "emotion – and logic as well" (Architectural Digest USA).

