

ROBERTO PRIMICERI

VIVA

In praise of the living material.

A COLLECTION OF CONSCIOUS DESIGN

ROBERTOPRIMICERI.COM



01 ROBERTO PRIMICERI, ARTIST AND ARTISAN

A dialogue with *the living material.*

Roberto Primiceri is an artist, artisan and designer whose work is rooted in a personal, intimate relationship with materials. For him, wood is not just a material, it is a living organism, telling stories, holding memories, evoking emotions.

Each creation begins with a deep listening to this material, a dialogue that unfolds into unique pieces, where form honours the essence of the material itself.



02 THE COLLECTION

Forms that honour *the material.*

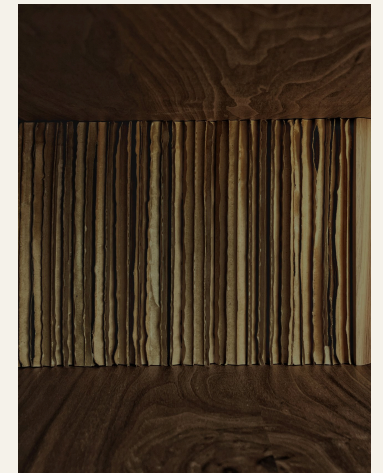
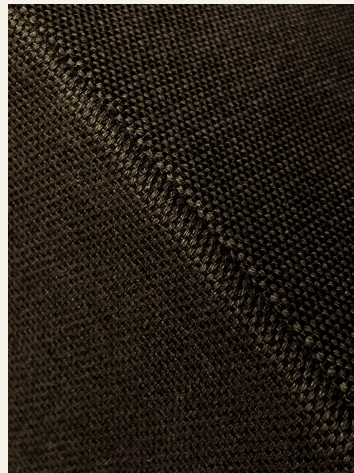
VIVA embodies Roberto Primiceri's dedication to craftsmanship and ethical design. Each piece emerges from a deep connection with materials, where black American walnut is transformed into forms that honour its essence, and embrace sustainability.



03 CONSCIOUS MATERIALS

Walnut, and the *lightness of honeycomb.*

At the core of VIVA is a focus on conscious materials, combining walnut with honeycomb panels, a sustainable byproduct of wood. A choice that reflects Roberto's commitment to reducing waste, and to respecting the natural life cycle of materials.



BLACK AMERICAN WALNUT, HONEYCOMB, AND NATURAL FIBRES, HONEST MATERIALS CHOSEN WITH CARE
VIVA

CONSCIOUS MATERIALS

04 THE HONEYCOMB

Lightness, drawn
from what would
have been waste.

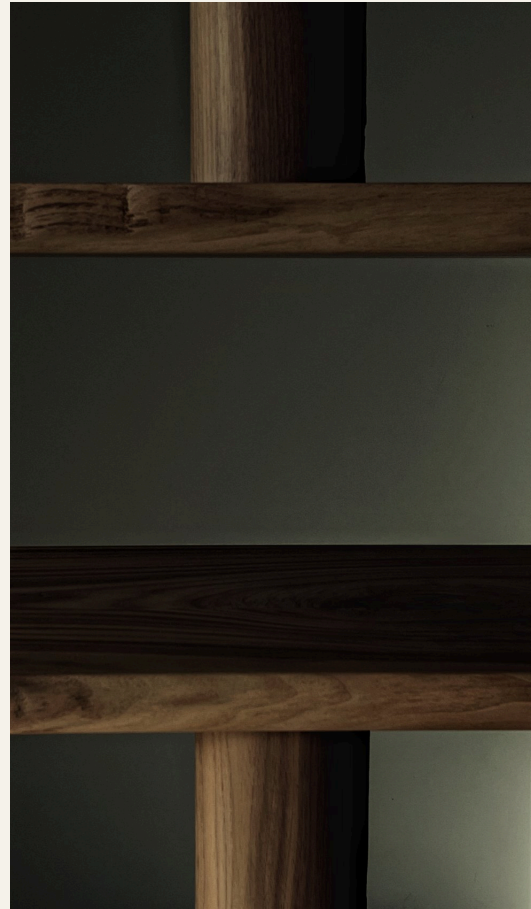
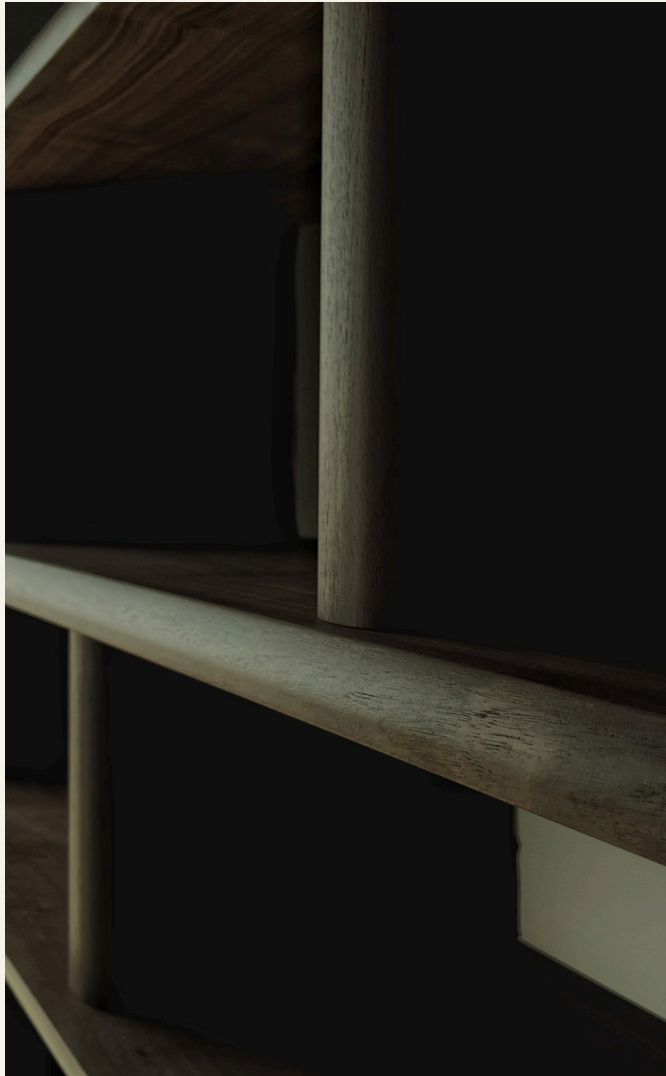




05 THE BALANCE

Lightness held
by solidity.

The collection lives in the balance between the lightness of honeycomb and the solidity of walnut. Each creation is a quiet, discreet luxury, born from a profound respect for nature, and a constant focus on quality.



Solid walnut. Hand shaped.
Joined with patience.





07 THE DETAIL

Where the grain
tells the story.

Nothing is hidden. A live edge, a vein, a knot, a quiet inlay, each mark of the wood is kept, and honoured. The hand follows the material, rather than forcing it.



VIVA

08 DISCREET LUXURY

Luxury, measured in
meaning, not excess.

VIVA offers a luxury that values enduring beauty and environmental responsibility, with objects that carry intrinsic value, and connect the past, the present, and the future. Not excess, but authenticity, crafted with care and passion.

DISCREET LUXURY

VIVA

RECOGNITION

Winner at the 2025 Clerkenwell Design Week. Best Craftsmanship, and Residential Furniture.

More than functional objects, the pieces of VIVA transform everyday experience, inviting a deeper connection with the world around us, a bridge between aesthetics, function, and nature.

COLLECTION

SIGNED, ROBERTO PRIMICERI

VIVA, ROBERTO PRIMICERI

COLLECTION	VIVA
MATERIALS	Black American walnut, honeycomb
APPROACH	Handmade, conscious, sustainable
DISTINCTION	Lightness and solidity, in balance
RECOGNITION	2025 Clerkenwell Design Week, Best Craftsmanship & Residential Furniture
ATELIER	Roberto Primiceri

For Roberto, luxury does not lie in excess, but in the authenticity of what is crafted with care, with passion, and with respect for nature.

RECOGNITION

ROBERTO PRIMICERI