

zafferano

Company profile

design

Federico De Majo

Zafferano: the international brand animated by all-Italian passion

The Zafferano brand was founded in **2001** by the Venetian designer Federico de Majo, with the aim of embellishing and customising living spaces while fully expressing the functionality and aesthetic appeal of Italian design.

Wine-tasting glasses, colourful tumblers, glass and stoneware, indoor and outdoor luminaires and portable lamps: Zafferano products make everyday life extraordinary, bringing emotion to all the living spaces, thanks to the formidable combination of creativity, lifestyle and durability.



Zafferano brand value

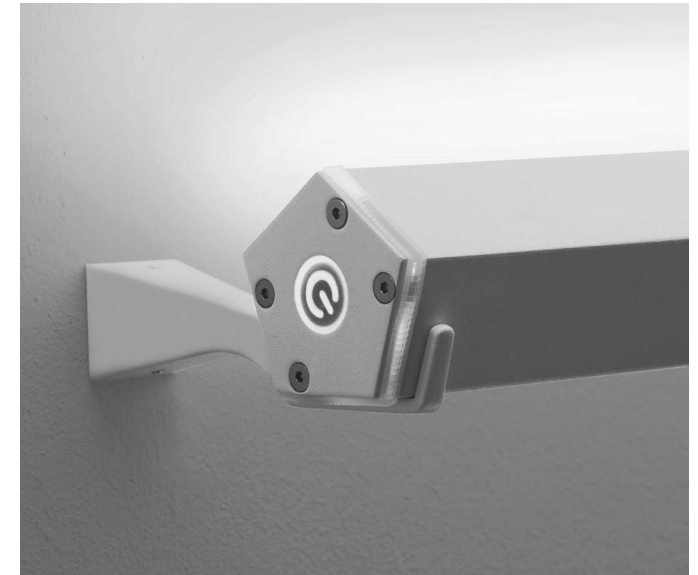
"We bring joy into everyday life"

Transform everyday living experiences by bringing joy across all living spaces; with a formidable blend of creativity, lifestyle and enduring excellence, we create products that make everyday extraordinary to everyone.

Conviviality, everyday, familiar, simple, emotional, poetical.

Pop-ness, colorful, joyful, youthful, democratic, "joie de vivre".

Excellence, versatile, functional, innovative, technical, concrete.



Zafferano brands

The collections of the three brands make up a system of unique and unmistakable products:

Zafferano Tableware, the brand of wine-tasting glasses, colourful tumblers, and glass and porcelain tableware;

Zafferano Lampes-à-porter, portable and rechargeable lamps that can be used to create a great atmosphere in any place;

Zafferano Ailati Lights, luminaires with clean-cut, minimalist lines for indoor and outdoor spaces; customisable lights for creating bespoke projects.

Zafferano products are designed to meet the needs of retail, private customers and horeca: the offer ranges from the most exclusive and excellent object to the product intended for frequent daily use, to meet the needs of each specific market segment.

zafferano TABLEWARE



zafferano LAMPES-À-PORTER



zafferano AILATI LIGHTS



Since 2001 we shape dreams and emotions

Federico de Majo has always worked in the world of glass, starting in the family's Murano glassware dedicated to lighting, and then coming to the creation of a brand of tasting glasses and objects for the table.

Zafferano was born, in fact, from the idea of the Venetian designer to develop products of Italian conception that accompany and give evidence to those **talents** thanks to which our country has acquired international fame: design, wine production and haute cuisine.

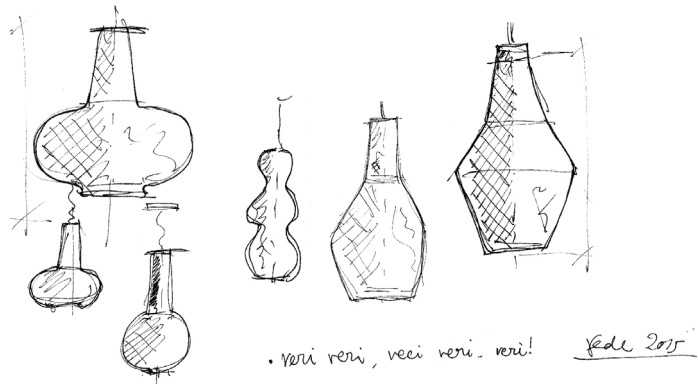
Today he designs for Zafferano products in which he makes use of his experience and devotes strict attention to research and development of new forms and uses.



Italian design and innovative spirit

With his experience gained over the years alongside skilled glassmakers and his passion for **glass** and **design**, Federico de Majo has created collections that have soon made their mark internationally due to their originality and the innovative techniques involved.

Furthermore, thanks to this heritage of expertise in design, the company is able to meet demands for **custom-made products**, adapting its catalog products according to the specifications and aesthetic details required.



Zafferano glasses: an innovative wine-tasting experience

The choice of materials, the functionality, the study of shape – refined and technical at the same time: all these elements, witnessing the attention paid to design and product research characterizes the wine tasting glasses by Zafferano.

In his search for excellence, Federico de Majo's challenge is to push the boundaries of the quality of glassmaking, applied to the technique of tasting.

Indeed, the collection **Esperienze**, characterised by the ripples at the bottom of the glass, have changed wine-tasting experiences. The **Ultralight** collection of lightweight, nimble glasses are destined to leave a mark in the evolution of the world of wine-tasting.



The charm of ancient glassmaking techniques

Wine-tasting glasses and colourful tumblers by Zafferano, including, in particular, the **Perle** and **Bilia** line, are now among the protagonists in the Italian and international world of haute cuisine.

The fact that Zafferano collections are chosen also by the most famous Michelin-starred chefs, confirms acknowledgement of the high quality of skilled craftsmanship and original design.



Civita Castellana: a historic Italian production

Creativity and an innovative spirit are in the brand's DNA. In the search for new production techniques and solutions, Zafferano has identified in the village of Civita Castellana, near Rome, a precious wealth of knowledge and a common approach that has allowed to establish an intense collaboration.

Here, the art of ceramics has been practiced since the 10th century BC, applying craft techniques to contemporary production, without losing sight of the beauty and simplicity that make an object **unique** and **"timeless"**.

In Civita Castellana, Zafferano has discovered a factory, preserving ancient traditional craftsmanship, which – like Zafferano - skilfully applies ancient **artisan techniques** to its contemporary production while retaining the beauty and simplicity that make an object unique and timeless.

This shared vision has encouraged Federico de Majo to acquire a percentage of the company's shares and begin a partnership with this factory, which has a surface area of about 6,500 square metres and is equipped with **modern production lines** that ensure high standards of quality. As a result, Zafferano can rely on the manufacturing of exclusive **Made in Italy** products, hand-decorated according to its designs.



From the Ho.Re.Ca. sector to the retail sector: Italian-style mise en place

Strengthened by this important experience in the Ho.Re.Ca. sector, which demands high-quality raw materials and services, Zafferano has also lent its dynamic design to the **retail** sector.

Also in this sector, Zafferano strives to combine the all-Italian taste and refinement of the products offered with ongoing research into details, materials and perfect functionality to bring the “beauty” of artistic glasswork to objects for **everyday use**.

At home, as in the most prestigious places of hospitality, Zafferano **mise en place** always create an emotion, thanks to the multiple function and polysensory of its glass products and ceramics.

The **wide range of products** gives the possibility to choose the objects closest to your personality and style of hospitality, but also to combine them in a creative and original way.



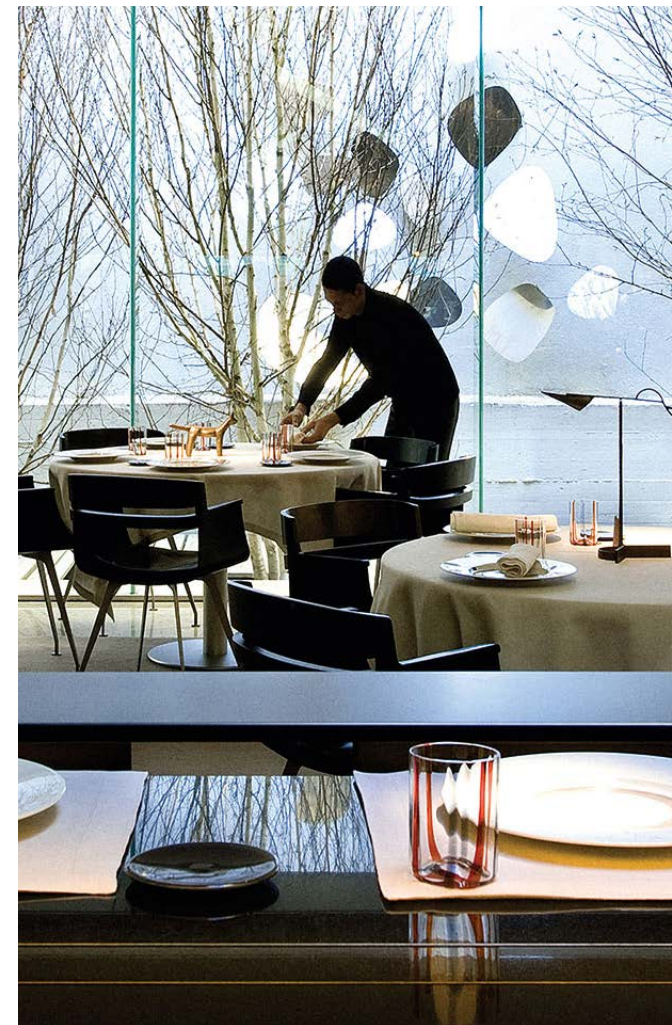
They choose us:



Quattro stagioni, Vem
[Alfio Ghezzi bistrot ↗](#)
Lago di Garda (Italy)



Party, Striche
[Dani Maison ↗](#)
Ischia (Italy)



Tirache
[Roca Moo Y Roca Bar ↗](#)
Barcelona (Spain)

They choose us:



Gessato
[Ristorante Sadler ↗](#)
Milan (Italy)



Perle
[Mori Venice Bar ↗](#)
Paris (France)



Filante
[Monastero Santa Rosa Hotel & SPA ↗](#)
Amalfi coast (Italy)

Cordless lamps: lighting up the unexpected

Since 2018, our offer has been enhanced with **Zafferano lampes-à-porter**: a collection of innovative portable and cordless LED lamps, with a rechargeable battery, allowing people to move about and live with greater freedom, intensity and completeness.

These versatile functional lamps, with touch controls and an elegant clear-cut design, provide the utmost freedom for indoor or outdoor use, so that all activities can be lit up at any time of the day: at a restaurant table, a dinner on a terrace, reading under the stars...

The first **Poldina** table lamp, available in various options and dimensions, soon led to the creation of an extensive range of new versions: a wide choice is available that varies according to areas of use, providing all the functions offered by new technologies. With such a varied collection, Zafferano is now acknowledged as a specialist in this new lighting design sector.

If you are looking for a portable lamp...
look for Zafferano!



Poldina, the original “lampe-à-porter” by Zafferano

Poldina was the first battery-operated, portable and rechargeable lamp by Zafferano. Created after listening to the needs of restaurateurs and hoteliers, Poldina can also bring light to garden tables, terraces and wherever electricity is not available.

Today, Poldina lights up the patios of some of the most prestigious catering establishments: **Gran Caffè Quadri** in St. Mark's Square, Venice, **Dani Maison** on the island of Ischia, **Ristorante San Domenico**, Imola, **Casa Maria Luigia**, Modena, **Cipriani Club 55** and **Cipriani Downtown**, New York, and many more.

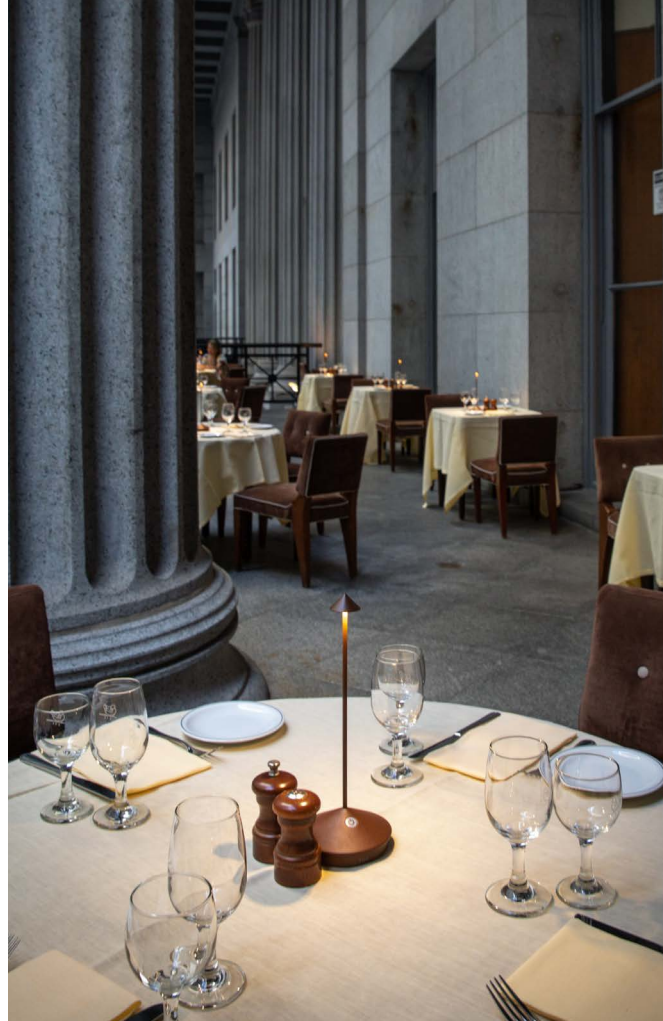
Over the last two years, thanks to its clear-cut, minimalist design, which blends in with any style of furniture, Poldina has charmed the general public, becoming a loyal luminous companion in home spaces. In addition, between 2020 and 2021, Poldina has been the protagonist of an advertising [campaign on TV](#), in Italian daily newspapers and on digital platforms, enabling increased awareness and establishing Zafferano as the leading brand in the cordless lighting sector.



They choose us:



Poldina mini
[Gran Caffè Quadri ↗](#)
Piazza San Marco, Venice (Italy)



Pina
[Cipriani Club 55 ↗](#)
Manhattan (USA)



Sister Light
[Venice Venice Hotel ↗](#)
Venice (Italy)

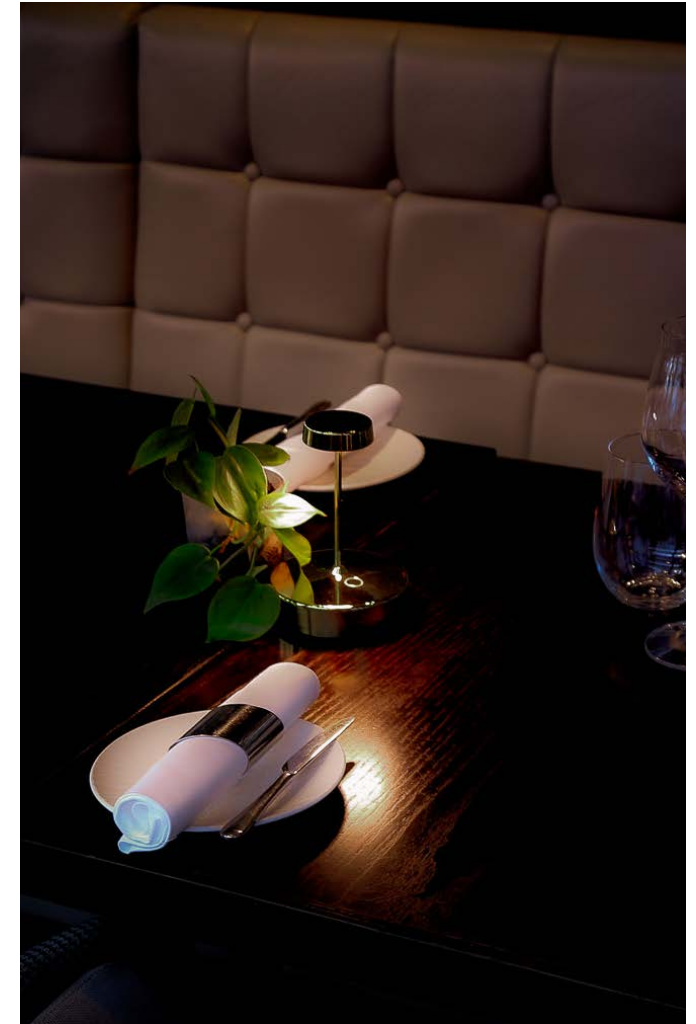
They choose us:



Dama
[Restaurant Raionul de Peste](#)
Bucarest (Romania)



Swap
[Resort IKOS ANdalusia](#)
Marbella-Estepona (Spain)

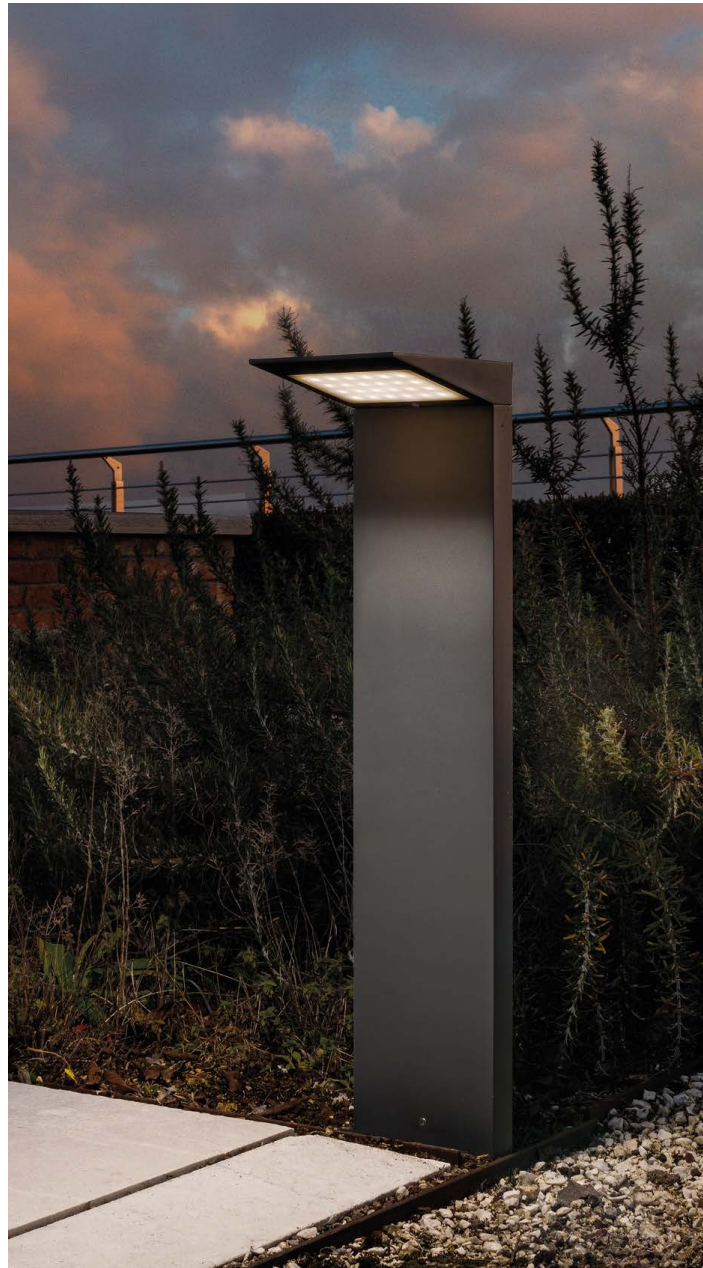


Swap mini
[Restaurant Fenchurch, Sky Garden](#)
London (UK)

From tableware to lighting

In 2005, Federico de Majo returned to the world of lighting by presenting **Ailati Lights**: a brand of luminaires for interior and exterior, **clean** and **minimalist lines**.

These models, characterized by neutral colors and geometric lines, fit harmoniously in environments of different styles. The design foresees advanced technological standards: the adoption of new generation LED light sources; the study of simple and fast systems of assembly and fixing; and the use of durable and high quality materials.



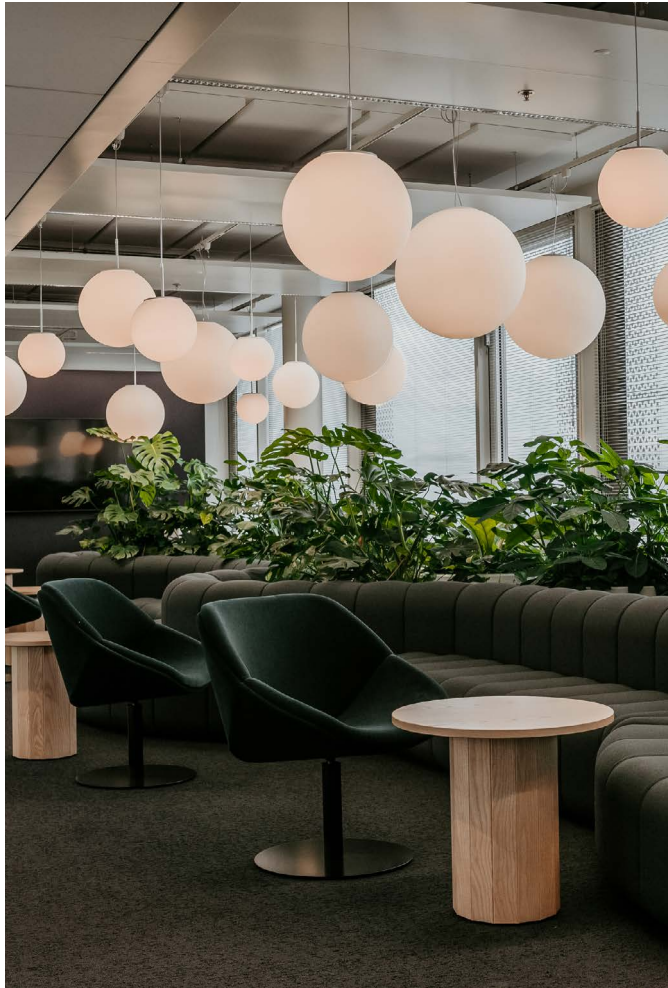
Glass, color, bespoke lighting

These are complemented by **decorative interior lighting** products, designed for the realization of custom projects. All the collections - original, colorful and with a strong personality - express Federico de Majo's thirty years of experience in designing lamps and working artistic glass, matured in the past years alongside the Murano masters, and always supported from passion and knowledge of Italian design.

Today, the new brand [Zafferano Ailati Lights](#) brings together in a single catalogue the products for indoor and outdoor lighting of the previous collections, reorganized into two product lines: architectural and decorative.



They choose us:



Sferis
[Otavamedia](#) ↗
Helsinki (Finland)



Home Solar
[Casa privata](#) ↗
Padova (Italy)



Caleido
[TAM Teatro Arcimboldi](#) ↗
Milan (Italy)

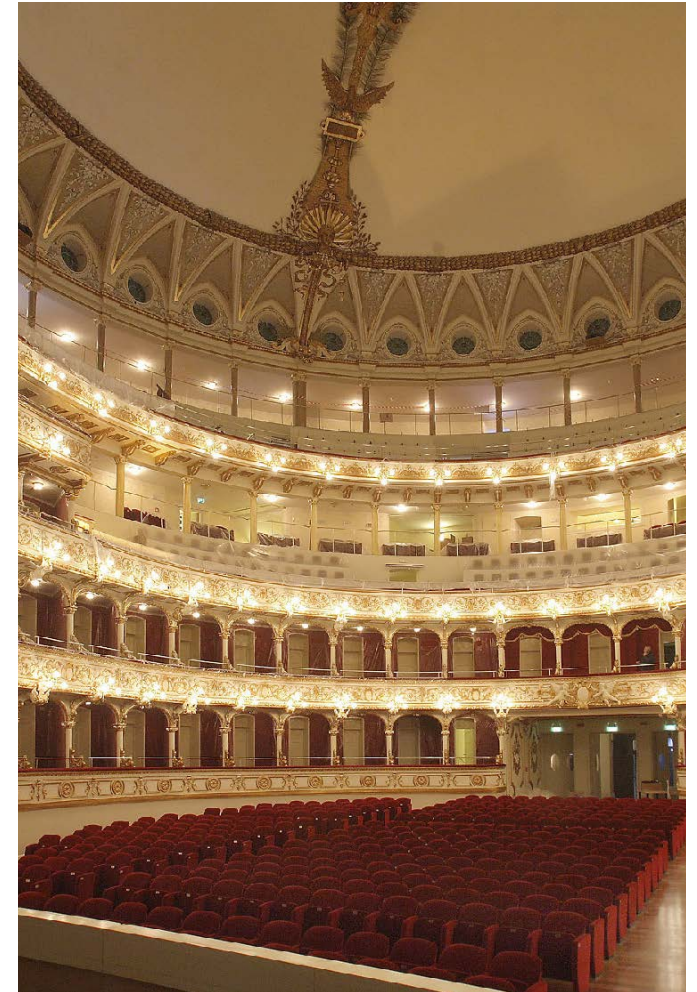
They choose us:



Giulietta e Romeo
[AC Hotel Venezia by Marriott ↗](#)
Venice (Italy)



Onda
[Residenza privata New Futura 11-02 ↗](#)
Singapore



Regolo
[Teatro Petruzzelli ↗](#)
Bari (Italy)

zafferano

TABLEWARE
LAMPES-À-PORTER

Events and TV programmes

For over 20 years, Zafferano has been applying its glassmaking skills to the restaurant and hospitality sector, closely focusing on researching and developing new products and functions with an innovative twist. Technical expertise and constant research into new solutions and designs: the results of lengthy and painstaking work were not slow in coming.

Zafferano collections have been chosen by major **food and wine events**: the company has a long-standing partnership with the Vinitaly event, and with set designers of **television programmes** and **film productions**.



Partnership: La Biennale Foundation

From May 2023, Zafferano started a collaboration with the prestigious Venetian Foundation as a Sponsor of the 18th. International Architecture Exhibition that will take place from May 20 to November 26, 2023.

Thanks to this agreement, the **Poldina** and **Pencil** lamps will enliven nine areas distributed between Giardini and Arsenale: these cordless lights, that are battery-powered and suitable for outdoor use, will be installed even in outdoor spaces that have been barely used until now.

The collaboration with La Biennale di Venezia offers undisputed visibility to the brand; gives the chance to confirm Poldina as a design icon; but above all testifies to Zafferano's commitment in supporting culture and the arts in Venice.

Photo:
Padiglione Centrale – foto Francesco Galli –
Courtesy La Biennale di Venezia

[Visit zafferanoitalia.com to discover more](https://www.zafferanoitalia.com) ↗





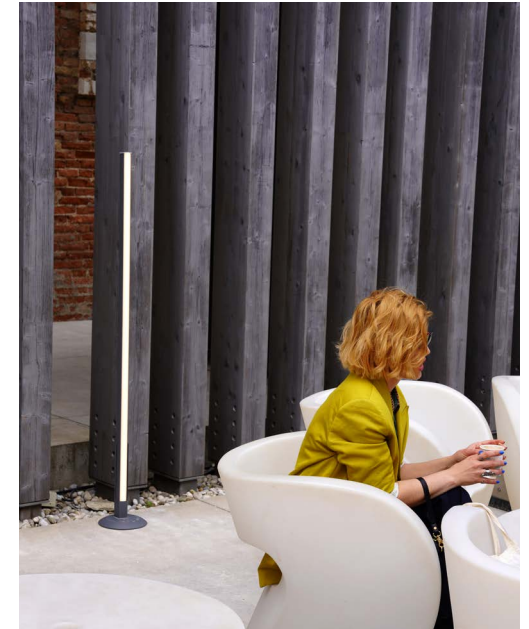
[Poldina micro table lamp pro ↗](#)



[Poldina suspension lamp ↗](#)



[Poldina XXL floor-table lamp pro ↗](#)



[Pencil floor lamp ↗](#)



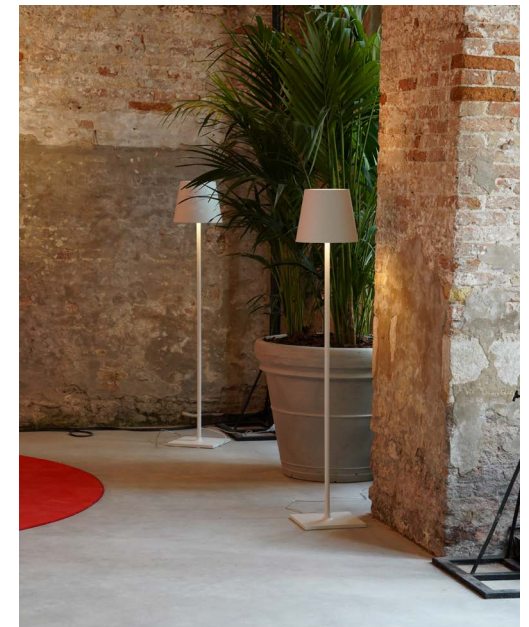
[Poldina table lamp pro ↗](#)



[Poldina lamp with peg ↗](#)



[Poldina table lamp pro ↗](#)



[Poldina230V floor lamp ↗](#)

Partnership:

LARTE

lartemilano.com



ombreblu.com



care-s.it



scuola.lacucinaitaliana.it



Partnership:



Supporting member of
[Fondazione Teatro la Fenice](#)



relaischateaux.com



dichepastasiamo.wordpress.com



labiennale.org



A dynamic international company

Zafferano products can be found on the **international** market: throughout Europe, especially in major stores in European capitals, in Australia e the United Arab Emirates.

In the USA, the products are represented and distributed by **Zafferano America**, a subsidiary of Zafferano S.r.l.

As part of the Zafferano corporate policy, a strategic role is played by its participation at major international **trade** shows and events in the tableware, food and wine and design sectors.



top
left
right

Zafferano SRL facade, Quinto di Treviso
[EuroLuce](#), Milan 2023.
Maison et objet, Paris (France), 2021.

Zafferano Store Milano

In **2021**, to mark the 20th anniversary of the company's establishment, Zafferano announced the opening of a new flagship store in the historic centre of Milan.

This retail space also aims to become a place for local corporate events and activities for professionals in the Ho.Re.ca and furniture world. The city of Milan was chosen as it is the **Italian capital of design** recognized internationally thanks to the events and institutions connected to it; furthermore, the proximity to the Brera district allows Zafferano to build partnerships with the fashion world.

The layout of the space, conceived by Federico de Majo, follows the exhibition needs of the collections, located in a neutral and bright 70 sqm space, punctuated by dark grey and red elements: a reference to the recently renewed corporate identity.



Zafferano Store New York

In 2023 **Zafferano** opened its first showroom and retail space in Manhattan, managed by the North American distributor Zafferano America; is the company's first retail space established outside of Italy, with the Company's original showrooms located in Milan and Quinto di Treviso. The store (220 mq) is located in an area – adjacent to Soho, located between Tribeca and Greenwich Village – that has recently undergone a fervent, positive transformation. In 2022 a [New York Times article](#) on the lamp Pina, further boosted the brand's profile leading the way to the opening of this space.



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Subsidiary

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Secaucus, NJ 07094
T +1 888 744 5277
info@zafferanoamerica.com

Showrooms

Zafferano Store Treviso

Viale dell'Industria, 26
Quinto di Treviso, Italy

Zafferano Store Milano

Via Fatebenefratelli, 23
Milan, Italy

Zafferano Store New York

121 Varick Street
New York, NY10013

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