

Fioredoro

Press Kit





FIOREDORO COMPANY FACT SHEET

- Mission** We believe that all starts playing!
Play Fioredoro means play with design, pretend and inspire as well, be creative.
We develop play things with an open end that allow children to fully engage with their imaginative imitation of daily life and build real life skills at the same time.
Such a design meets two needs, combining functionality and pleasantness in a harmony of shape and use. The final result is something interactive, simple and adaptable to any environment.
- Toys** Well made, practical, attractive and educational play-boards for waiting rooms and beautifully designed play things with nostalgic accessories lovingly handmade for children and designed to last for a long time with a distinctive waldorf personality whit a modern touch that makes not only children's hearts beat faster.
- Making** The label, uses local handicraft business for the manufacturing. Every play thing is designed and manufactured with love in Italy using high quality materials such as solid wood, stainless-steel and Oeko-Tex cotton. All products are tested to comply with EU safety standards.
- Online** www.fioredoro.com
- Social** @fioredoro
- Contact** hello@fioredoro.com



ANGELA CIPRIANI

Fioredoro Founder and Creative Director

Angela started the design studio and label with her mum Tonia Fioredoro in 2016, during that time they developed together many products.

They both have the ability to handle large and complex projects, they realized they made the perfect team and are by far determined in building their brand.

They're on a mission to design inspiring toys with an open end that allows children to fully engage with their imaginative imitation of daily life, build real life skills and inspire them as well.

Creativity with children in mind..

After having studied engineering, Angela started working into a carpenter workshop to be directly in touch with rough materials.

However the transition into working with toys originated when she became passionate with Waldorf pedagogy and was looking for a practical and well designed solid toy shop. She couldn't find one and therefore designed her own.

She received a patent on the way you connect the modules, from being a massive wooden stall you can easily assembly and disassembly it many times without any tools, this is what makes Bazar unique and it became the inspiration for her present brand Fioredoro.

Her latest designs -Unicorn- is a wall decor with play functions.

Toy designing is first of all an attitude, it is unlikely to see Angela anywhere without her sketchbook in hand, and she has been known to wake up in the middle of the night with the newest idea for her next Fioredoro creation.

There is no telling where her imagination will take Angela, and Fioredoro next!

ABOUT FIOREDORO

The english translation of the name Fioredoro means “golden flower”, it was a family ancient founding’s surname and today it is unique all over the world..

For the founder, Angela, it represents all she wants to convey in one word, family bond and strong sense of tradition, natural value of materials, precious beauty kept in the simplest things.

Form, function and materials of the products sense users on a creative interaction and provide room for personal taste and shaping of one’s own design, those are features of Fioredoro.

The label, uses local handicraft business for the manufacturing of toys and play-boards for waiting rooms.

In her creative work Angela pays special attention to the fact that materials and surfaces are particularly suitable for children, inviting them to play and be creative themselves.

Her designs integrate aesthetically functional play solutions into the every day family living, reinventing the traditional pretend toy design with a modern touch.

Fioredoro is a small business of fair, fabulous and funny play-things, that truly believe in cooperation between people to bring the project to life and launch a little collection.

Thanks to a friend Grazia and a local semifinished wooden products manufacturer company managed by Cataldi brothers, Fioredoro had the chance to make new playboards and open a call on Kickstarter, looking for support to test the market appreciation and raise funds to make molds and bring the toy’s production to the next level.

Imaginative play As a way to satisfy children design of experimenting and inspire their imagination.

Distinctive Design Pretend play with form, function and materials that sense users on a creative interaction and provide room for personal taste and shaping of one’s own design, those are features of Fioredoro.

All the Little Details Adorable characters come to life through the thoughtful and creative details (like glittery fringes and accessories). Materials and surfaces are particularly suitable for children, inviting them to play and be creative themselves.

Timeless Quality Fioredoro is committed to offering unique natural toys and products for children and families that are safe, healthy and encourage imaginative play. They all have been tested to meet the strictest safety standards and built to last; the kind of toys that can be passed on or handed down to future generations.

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See our full collection at
www.fioredoro.com