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How The House of Pontovi Blends Art and Functionality in Every Piece



Published 2 weeks ago on November 21, 2024
By Michelle Langton



Photo credit: House of Pontovi

By: Andi Stark

The House of Pontovi seamlessly combines art and practicality in its custom furniture. Since the company has been founded, it has created visually stunning, functional pieces for notable clients, including the TransAmerica Pyramid and Maria Shriver’s residence. By offering a “one-stop shopping” experience, clients work with the same team from design through fabrication, fostering deep customization.

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“We’re creating experiences that last, with pieces designed to suit our clients’ tastes and lives,” says CEO Stephen Taglianetti. This integrated approach ensures every piece meets Pontovi’s high standards, allowing control over production timelines and materials while reducing project costs by 15-20% on average.

Functionality as Art

Pontovi believes furniture should serve a dual purpose. Each piece is crafted for functionality while acting as a unique work of art tailored to complement a client’s space, from private residences to large commercial projects. For instance, its work on the TransAmerica Pyramid incorporated mid-century motifs blended with modern ergonomic enhancements, creating a collection that honors the building’s heritage while maintaining relevance.

The company’s extensive material palette allows for truly distinct creations. By working with woods, metals, and composites, the company offers clients customized pieces designed to last. “Every material has a character,” Taglianetti notes. “It’s our job to respect that while meeting a client’s needs.”

Sustainable Design Practices

As more consumers demand environmentally conscious products, Pontovi has prioritized sustainability. The company sources certified materials and uses waste-minimizing techniques in its California workshop, repurposing scraps into smaller items or prototypes. Wood is sourced from certified forests, and water-based finishes minimize environmental impact.



The House of Pontovi also uses computer-aided design (CAD) to optimize material use and reduce waste. CAD software allows precise visualizations and adjustments, which has helped the company reduce its carbon footprint. Furniture brands with sustainable practices have seen a 25% growth in consumer loyalty since 2021, a trend Pontovi is tapping into.

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interiors is rising. The company aims to reach new markets while retaining its commitment to local craftsmanship, working closely with artisans who enhance its signature aesthetic. This balanced approach allows the brand to adapt globally while offering personalized designs for each client's culture and vision. As Taglianetti puts it, *"We want our pieces to resonate globally but still feel personal to each client's vision and culture."*

Educating Clients for Informed Design

A key feature of Pontovi's work is client education. It fosters a collaborative relationship built on transparency by guiding clients through design choices, material options, and project feasibility. Each client receives CAD renderings and status updates through an online portal, providing a clear view of the process.



Surveys indicate that 85% of Pontovi clients report a better understanding of the design process, resulting in stronger client retention and repeat business. Taglianetti highlights this approach, saying, *"Educating clients about their options isn't just part of our service—it's part of our identity."*

Notable Projects and Industry Recognition

Pontovi's portfolio includes high-profile projects like the TransAmerica Pyramid's redesign, which combined new and classic design elements. The company's work with SHVO Properties and clients like Maria Shriver and Charlie Puth further demonstrates its ability to meet exacting standards.

In 2023, Pontovi was nominated for the International Design Excellence Awards, and partnerships with top architects and designers continue to bolster its reputation in luxury design. These collaborations illustrate the company's consistent ability to meet high standards in sustainability and luxury.



With meticulous processes and a focus on design and sustainability, Pontovi's vision for blending art with function exemplifies furniture that enhances the character and story of any space.

Expanding with New Showrooms in Beverly Hills & Miami

The House of Pontovi is excited to announce its expansion with new showrooms and ateliers in Beverly Hills and Miami, along with a representative location in San Francisco. Clients are invited to schedule a visit to explore Pontovi's latest custom designs and experience their craftsmanship firsthand.

Instagram: <https://www.instagram.com/houseofpontovi/>

Website: <https://www.pontovi.com/>

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Michelle has been a part of the journey ever since Bigtime Daily started. As a strong learner and passionate writer, she contributes her editing skills for the news agency. She also jots down intellectual pieces from categories such as science and health.

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Published 1 day ago on December 5, 2024

By **Michelle Langton** 





Photo credit: Jeanette Fritsch

By: Andi Stark

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