

● THE SPACE OF CREATIVITY - AESTHETIC AND FANTASY



rinocer

# traits

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## **LET'S DISCOVER THE SECRET BOND THAT TIES WRITING AND HANDCRAFT: MANUAL DEXTERITY. IN WISE HANDS, HINTS OF VALUABLE TRUTHS ARE HIDDEN.**

We'll explore what hands are able to do with their fine movements. Not only do hands operate tools, but they also activate our subconscious mind: writing is a way of expression of the human being and works through a complex functioning. Various elements interact to let hands draw words with the help of a pen. It's a collaborative work between mind—which elaborates thoughts—will, neuromuscular system and psychic system. Thanks to this interaction, identity traits coming from the inner-self take shape in the final graphic sign.

We'll embrace the world of graphology, which—in the words of Girolamo Moretti, founder of the most renowned graphology academy in Italy—

*is an experimental science which, starting from a graphic sign drawn by a human being, is able to reveal the tendencies that nature has gifted them with.*

By analysing spontaneous handwriting and handwritten strokes, graphology is able to derive an individual's biological and psychological information, as well as information on their inclinations and creative skills, thus revealing their nature and personality. Besides trusting its results, we believe that graphology also offers practical advantages. As a matter of fact, it's one of the tools we use—similarly to many organisations which share our same caring approach towards people—to discover the talents of our employees and entrust them with the most appropriate tasks, thus hitting a balance between efficiency and harmony.

## **THE ENCOUNTER BETWEEN GORETTI AND GRAPHOLOGY GAVE BIRTH TO 'TRAITS':**

a new chance to involve 'our' people, as to explore their nature and enhance their qualities.

The inspiration for 'Traits' derives from a project developed over time and realised in collaboration with the International Institute of Graphology Girolamo Moretti, located in Urbino, in the Marche region. The project was competently led by Fermino Giacometti, president of the Institute and renowned expert in the field.

We moved from our previous project—'Flows'—and worked on its same raw material, turning it into something new: the pieces of writing collected through the anonymous surveys we carried out for 'Flows' underwent a graphological analysis which transformed handwritten strokes into personal traits: through the lenses of graphology, graphic signs reveal the nature of their authors, giving us the chance to better know ourselves and the people around us.

## **IN 'TRAITS', THE FOUR ESSENTIAL PERSONALITY TRAITS EMERGING FROM THE HANDWRITINGS OF THE COMPANIES' EMPLOYEES BECOME THE PROTAGONISTS OF THE CREATIONS: CREATIVITY, RATIONALITY, SENSITIVITY AND CONCRETENESS. THESE FOUR CHARACTERISTICS ARE COMMON TO ALL THE COMPANIES OF THE NETWORK, ALLOWING THEM TO CARRY OUT AND COMPLETE PRODUCTION PROCESSES, AND ARE ALSO REFLECTED IN THEIR EMPLOYEES, THUS ENABLING THEM TO REALISE THE WONDER OF THE COLLECTIONS.**

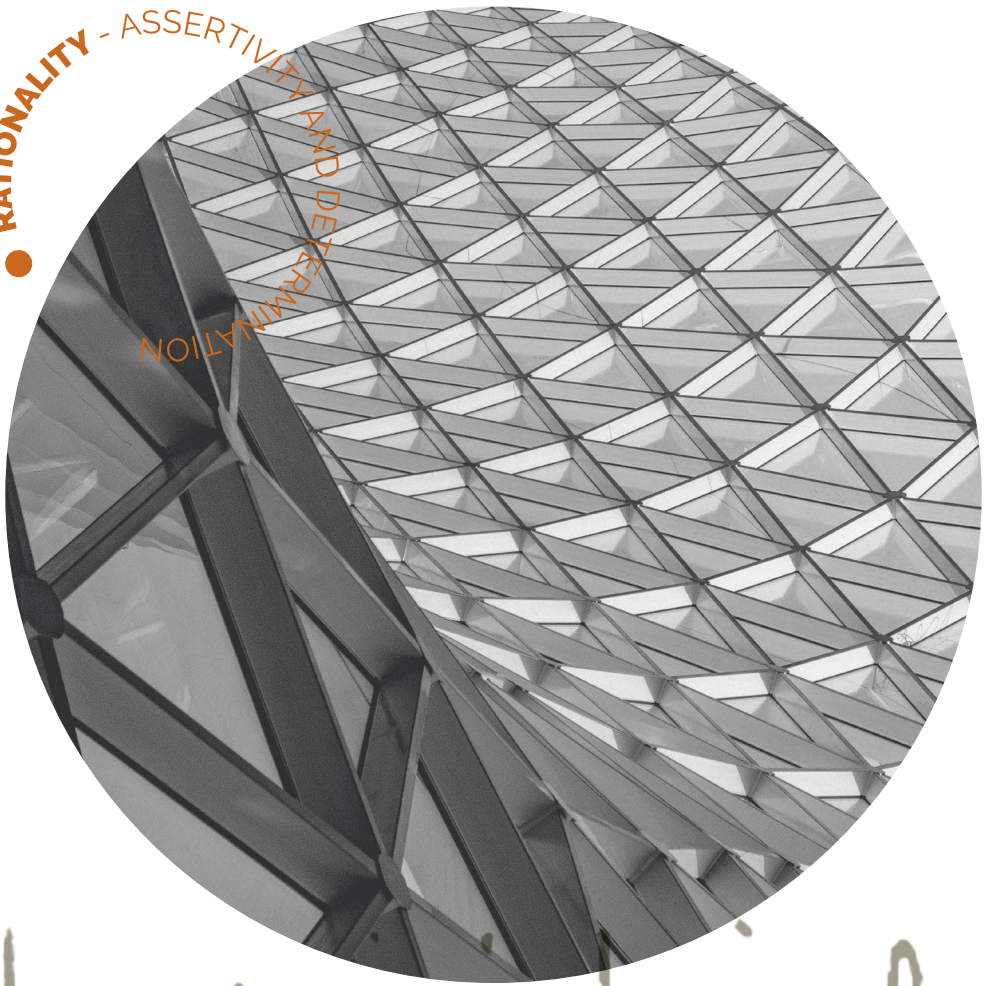
Every company of the network shows a distinctive trait which makes it unique. Goretti welcomes you in its world made of creative freedom, where style research opens up to experimentation through studs and hotfix rhinestones applications, and fantasy reconciles contrasts between winter colours and shiny touches.

**GORETTI**

**MINERVAHUB**  
partner of excellence

● RATIONALITY - ASSERTIVITY

AND DETERMINATION



l.m. like  
ev. true

# traits

RATIONALITY - ASSERTIVITY AND DETERMINATION

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Every company of the network shows a distinctive trait which makes it unique. Mabel welcomes you in its world of exact rationality, where research explores the precise geometrical shapes created by modular components and reconciles contrasts between neutral bases and shiny flashes of colours.



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● MATTER - CONCRETENESS AND PRACTICALITY



Now is the time.

# traits

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AND PRACTICALITY

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Every company of the network shows a distinctive trait which makes it unique. Atelier welcomes you in its world, where manual dexterity transforms the matter: hands create enchanting weavings and threadings and concrete colours echo the warmth of leather.

**ARTE-LIER**

**MINERVAHUB**  
partner of excellence

● IDEALISM - DREAMS AND SENSITIVITY



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