



# PRIDE IN TRADITION

The Market family can trace its entrepreneurial roots to the early 20<sup>th</sup> Century in Bolzano, when Fritz Market transformed his father's upholstery business into a furniture factory. This was the turning point that forged the model still used today: combine international design with local craft expertise.

Fritz Market exploited his German connections to become Italy's first importer of bulthaup and then leveraged this international brand to create - initially for kitchens - customized solutions for his clients. This was in an age when the general market trend was towards inbuilt kitchens and standardized production.

## FRITZ MARKET

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Fritz Market's daughter, Nora, and his grandson, Marc, took the business forward, with the latter still designing and creating living spaces that precisely match a client's brief and desires. He uses his know-how and passion to translate German precision and the craft skill of South Tyrol to produce a touch of Italian lifestyle for his clients.

Historically, the company has always had a single store in the heart of Bolzano, but in the last year it also opened a second outlet in Verona. This move went hand-in-hand with an extension in their home and outdoor furniture ranges, selecting prestigious brands like USM Haller, Vitra, and De Padova. This growth has not resulted in any loss of the company's ability to meet its clients' desires and aspirations - who are now found across the globe. It still offers a complete service that obviously includes sales, but also design, creation and assembly for big and small projects in the private sector, business, HORECA and contract industry.

The opening of this new store created an opportunity to pay homage to Fritz, naming the company after him as part of a clear sign of the importance of roots and tradition, which are also the elements that drive the firm forward.

