



CASATI



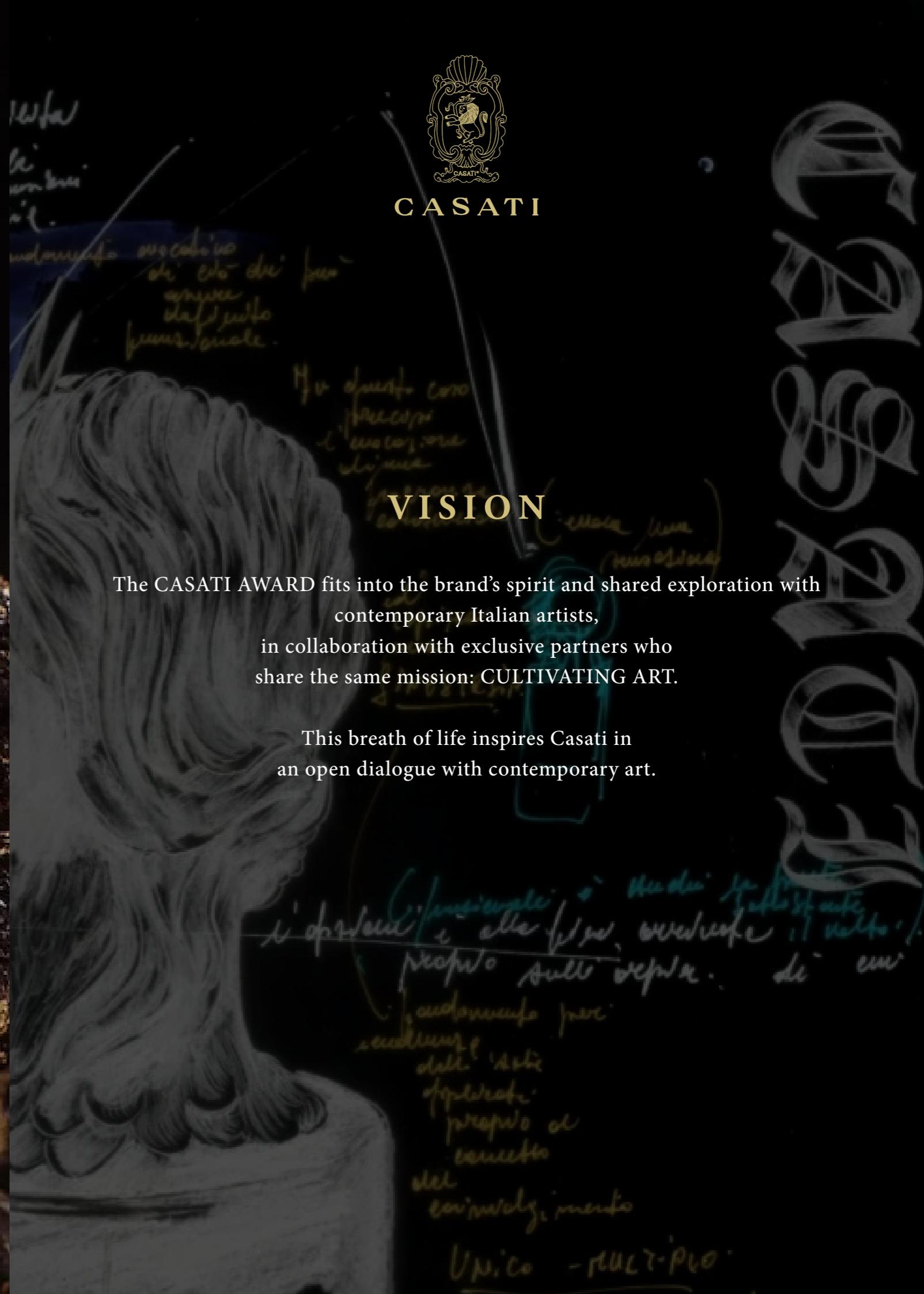
CASATI

BRAND PHILOSOPHY

“Cultivating art” is the philosophy that inspires the Casati brand, with a drive for innovation, devoted to uniqueness, taking its name from Marchesa Casati, who liked to call herself “a living work of art.” Opening up to a dialogue between art and nature, the Casati collection is an invitation to become “collectors” of contemporary art.

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CASATI

The CASATI AWARD fits into the brand's spirit and shared exploration with contemporary Italian artists, in collaboration with exclusive partners who share the same mission: CULTIVATING ART.

This breath of life inspires Casati in an open dialogue with contemporary art.



CASATI

CASATI LOGO

The Casati logo represents a lion opposed to an olive branch rising like a crown, enclosed in a frame of shells.

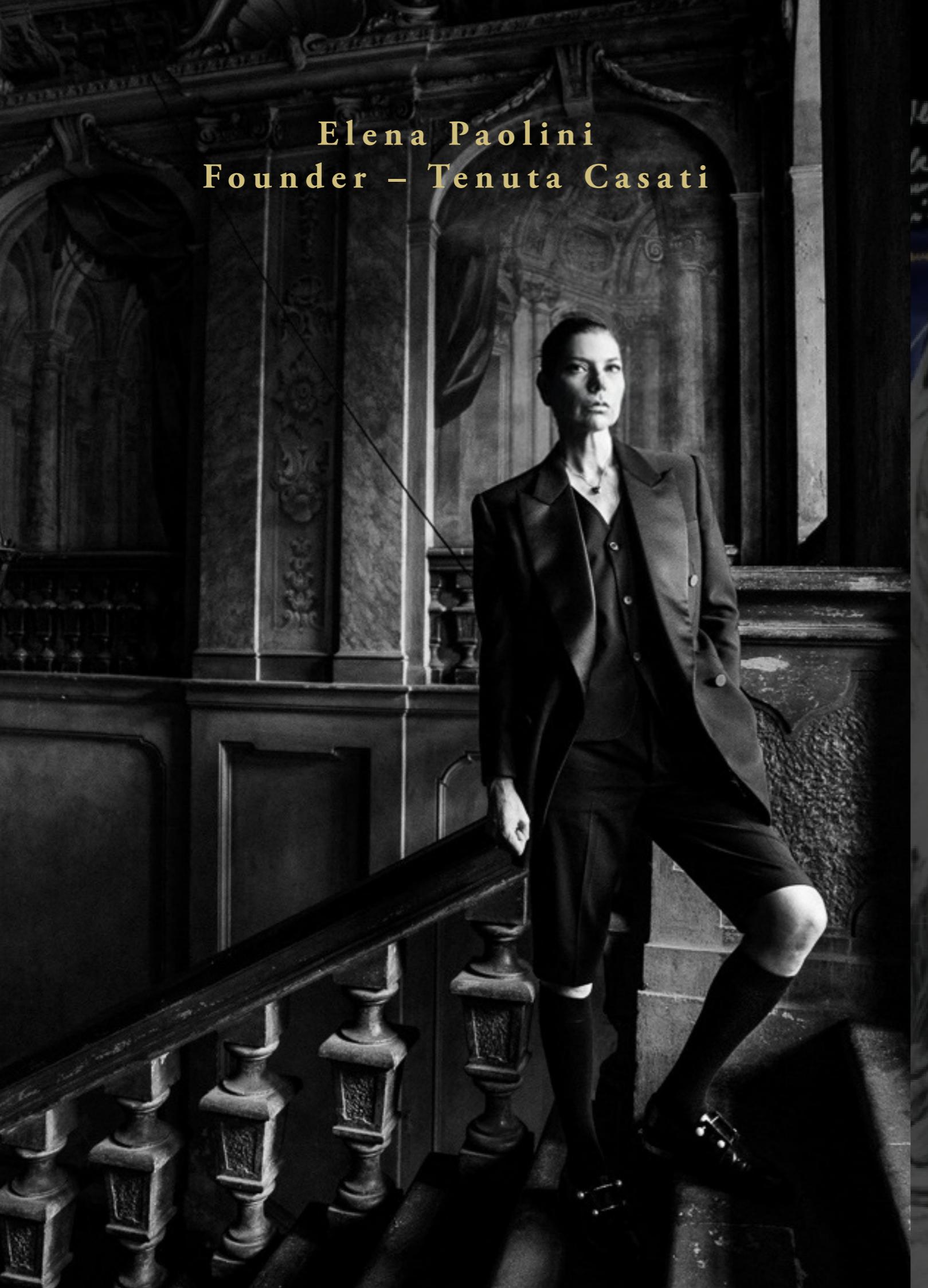
It was designed for the
Maison by a contemporary artist, a pure invention.

A striking synthesis between the lion
represented on the Estate and the
frescoes of Palazzo Bianconcini,
where the brand was born.

The feline, at the same time, recalls the
Palazzo Venier dei Leoni in Venice,
which was the home of the Casati family and later of
Peggy Guggenheim



Elena Paolini Founder – Tenuta Casati



CASATI

A jurist by profession, Elena Paolini, based in Bologna, has combined her background with a distinctive flair intertwining law, art, and culture.

Paolini's career as lawyer and published academic at the University of Bologna has been unique and unconventional.

A pupil of Francesco Galgano, one of the greatest jurists of the twentieth century—who was also a painter—Paolini inherited a *lectio magistralis*: that normative rigour can co-exist with creative freedom.

For, in the end, the legal mind is a creative mind:

to create or interpret a rule means to imagine
and invent what did not exist before, just as creating a work of art is the act that gives voice to a new language, capable of evoking presence, history, and identity.

With equal passion, she has undertaken a personal path in contemporary art with many achievements.

As President of GDA – Associazione Italiana per l'Arte, Paolini formalised the association's participation as partner at the 55th Venice Biennale and promoted the publication of dedicated monographic volumes.

Paolini has promoted exhibition projects in collaboration with major institutions and museums: the Pietro Canonica Museum at Villa Borghese, Museion in Bolzano, Mart in Rovereto, Palazzo Fortuny in Venice, MAMbo in Bologna, Macro in Rome, and Fondazione Sandretto Re Rebaudengo in Turin.

Among her most significant projects: Passages (Museo Pietro Canonica, Rome), the exhibition Identity in Difference (Bologna, in collaboration with Gucci), the cycle "The Jewels of the Collection" in partnership with Sotheby's, the performance Le Dîner d'Épicure in the 14th-century glass chamber of Bologna's Palazzo Portici, an homage to culinary art in the spirit of Auguste Escoffier.

Paolini also conceived and promoted the Casati Prize, commissioning works from contemporary Italian artists, including Francesco De Molfetta, Giulia Manfredi, Fabrizio Cotognini and Tamara Repetto.

As Honorary President of the Philharmonic of the Teatro Pavarotti in Modena, Paolini has taken part in several missions and festivals in Japan, in collaboration with philanthropic organisations and public institutions of the country.

This journey culminates in the creation of Tenuta Casati, an olfactory mastery of creations merging with contemporary art. Tenuta Casati represents the perfect culmination of a life dedicated to research: the fullest expression of a path in which law, art, and knowledge intertwine, giving rise to a creative act capable of evoking history, identity, and tradition.

"Cultivating art" is the philosophy that inspires the Casati brand, with an innovative drive devoted to reinvention, taking its name from the visionary figure of Luisa Amman, better known as the Marchesa Casati, who loved to define herself as "a living work of art."

In this spirit, Tenuta Casati transforms the creative act into a bridge between life and art, between memory and imagination, in the pursuit of authentic stories.

Paolini's vision mirrors this mission: to make beauty, thought, and creation a single, timeless language.



CASATI

THE FRAGRANCE COLLECTION

CASATI PERFUMES

Seven unisex formulations, including Black, Green, Purple, Red, Casati N.11, White and Casati N.79.

SPECIAL EDITION

Casati N.79 and Casati White, inspired respectively by gold and the moonlight glow of the Marchesa.

DISTINCTIVE INGREDIENTS

Smoky, woody and amber notes, with inspirations from night flowers such as Stramonium.

UNIQUE SELLING PROPOSITION (USP) FOR EACH FRAGRANCE

Every perfume tells a story linked to art and nature, offering a unique sensory experience.





CASATI

CREATION PROCESS

INGREDIENT ORIGINS

High-quality raw materials, with a strong focus on sustainability.

COLLABORATIONS

Partnerships with master perfumers and contemporary artists to create exclusive fragrances.

PRODUCTION

Artisanal processes combining tradition and innovation, ensuring excellence.

Casati made in Italy per il lifestyle,

abandoning the poetics tied to the personality of a single creator, embraces a “ribbon of dreams” that flows between nature and art

in search of refined essences, drawing from the higher spirit of collective consciousness.





CASATI

DESIGN E PACKAGING

BOTTLE DESIGN

Inspired by the aesthetics of Marchesa Casati, featuring artistic details and high-end materials.

MATERIALS USED

Handcrafted glazed ceramics, olive oil wax, and other sustainable materials.

DESIGN STORY

Every packaging element reflects the brand's artistic and cultural heritage.

CASATI BOX

With a classic and elegant design, made from fine paper crafted according to the centuries-old Italian papermaking tradition.



CASATI

CASATI PERFUME EXTRACT N.11
- 100 ml. - 220 euros

Sweet and woody, an intoxicating combination that celebrates the sacred nectar, evocative of the number 11, portal to the realization of wishes



Olfactory Notes:

TOP NOTES

geranium, bergamot

HEART NOTES

honey, cinnamon, mimosa, jasmine

END NOTES

tobacco, amber, tonka bean, patchouli, vanilla



CASATI

CASATI GREEN PERFUME EXTRACT - 100 ml. - 220 euros

Sensual and magnetic, inspired by Belladonna, it symbolically opens the inner eye towards imaginative and evocative dimensions

Olfactory Notes:

TOP NOTES

bergamot, orange, red fruits

HEART NOTES

mandarin, pear, rose, passion fruit, jasmine

END NOTES

cedarwood, musk, amber, vanilla





CASATI

CASATI RED PERFUME EXTRACT - 100 ml. - 220 euros

Magmatic and voluptuous, inspired by the mythological divine feline, in dialogue with the Maison's crest featuring fiery red notes, illuminated in an aura of pink



Olfactory Notes:

TOP NOTES

myrtle, juniper, raspberry

HEART NOTES

rose, saffron, geranium

END NOTES

incense, leather, oud, benzoin, ambergris, birch, patchouli



CASATI

CASATI PURPLE PERFUME EXTRACT - 100 ml. - 220 euros

Magnetic and intriguing, inspired by the “violated” colour of pure D'Annunzio invention, to sublimate the regality of metallic incense notes

Olfactory Notes:

TOP NOTES

bergamot, artemisia, lemon, nutmeg, cocoa, ferrous notes

HEART NOTES

magnolia, violet, red fruits, magnetic incense, guaiac wood, leather

END NOTES

patchouly, vetiver, muschio





CASATI

PERFUME
CASATI BLACK - 100 ml. - 220 euros

Inspired by the femme fatale Luisa Casati, the Casati essence has a strong and decisive personality that imposes itself at first perception with ardent masculine notes, to then reveal a warm amber heart, in a final olfactory illusion that intrigues the soul and the body leaving

an unforgettable sign of enveloping personality.

The perfume called "Casati" is a return to the origins, with an unusual and surprising smoky scent. An iconic perfume, one of a kind, impossible to forget



Olfactory Notes:

TOP NOTES

Lemon, Cloves, Burnt Birch Bark, Leather

BODY NOTES

Burnt Birch Bark, Amber, Vanilla, Tonka Bean, Sandalwood, Cedarwood, Cashmere Woods, Patchouli, Vetiver

END NOTES

Burnt Birch Bark, Cypriol, Cedarwood, Bois de Gaiac, Vetiver, Musk



CASATI

CASATI PERFUME EXTRACT
N.79 - 100 ml. - Special Edition 240 euro

Golden Elixir, a “quintessence” inspired by the philosopher’s stone in the alchemical transmutation of metals into gold

Olfactory Notes:

TOP NOTES

dates, red fruits, cinnamon, cardamom, pineapple

HEART NOTES

rose, jasmine, iris, pepper, coffee

BASE NOTES

sandalwood, incense, ambergris, labdanum, white musk, leather.





CASATI

CASATI PERFUME EXTRACT WHITE
- 100 ml. - Special Edition 240 euro

Mysterious and lunar, inspired by Stramonium, a nocturnal flower that blooms under the moonlight, homage to the Marchesa's lunar skin



Olfactory Notes:

TOP NOTES

milk, ambrette seeds, jasmine, violet, orange blossom

HEART NOTES

coconut, heliotrope, white musk, yellow fruits

BASE NOTES

vanilla, tonka bean, ambergris, cedarwood, sandalwood



CASATI

DISTRIBUTION AND MARKET PRESENCE

RETAIL LOCATIONS

Selected boutiques and luxury concept stores.

E-COMMERCE

Online sales through the official website.

INTERNATIONAL EXPANSION

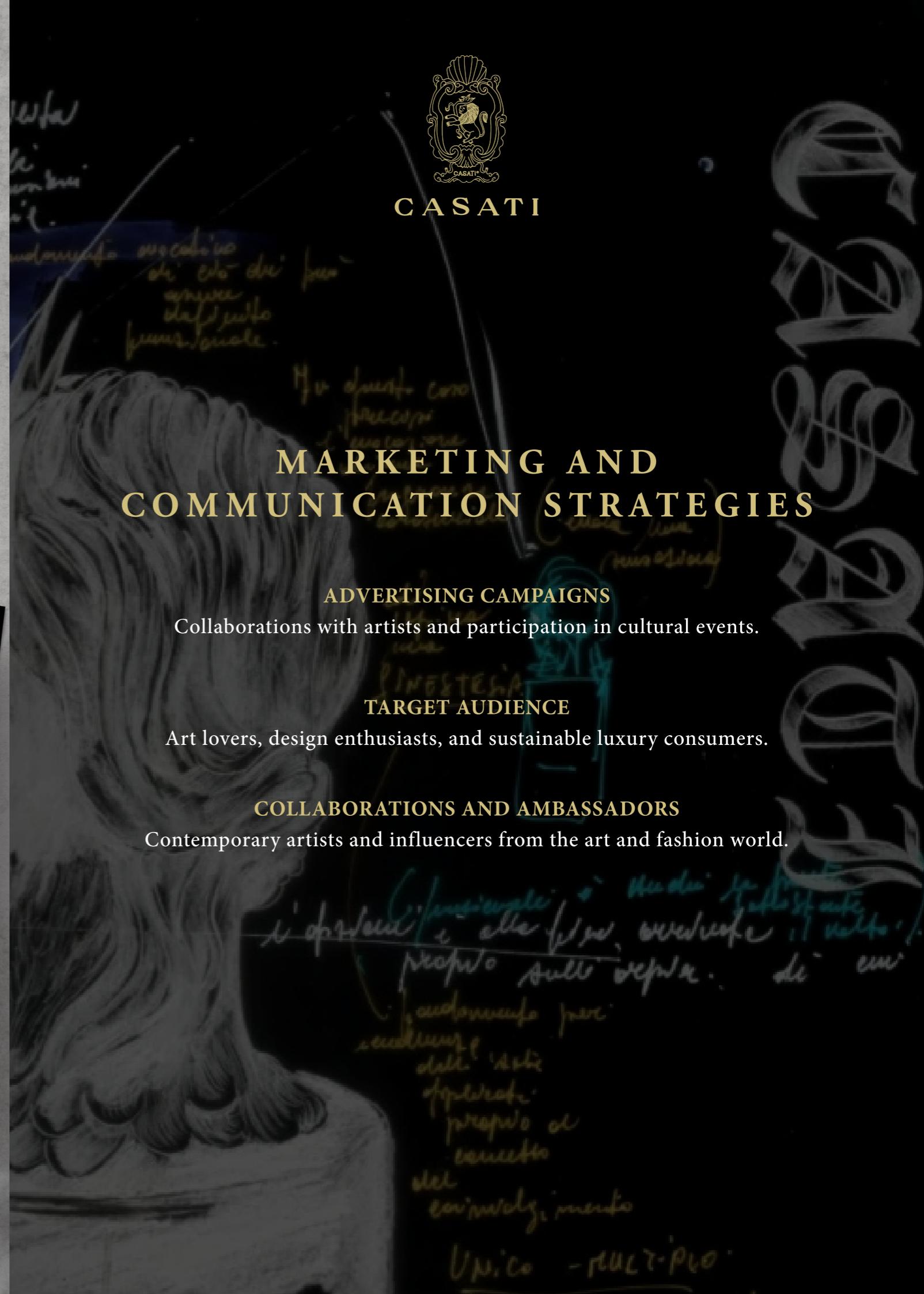
Presence in key markets such as Europe, Asia, and America.

CASATI IN THE WORLD



CASATI IN ITALY







CASATI

labor de vita formata.

CASATI PRIZE

Casati Laboratory's constant dialogue with contemporary art, stimulated by the exclusive living room framed by the estate's centuries-old olive trees, finds its highest expression in the annual Casati Prize.

Dedicated to the discovery of artists, the Concord brings out a new Artist Ampoule year, created in collaboration with exclusive partners who share the same vision and mission.





CASATI

SANTOLIO - 2022

Francesco De Molfetta

The ambition is to create a collection of limited edition glass ampoules designed and created by an annually selected artist.

The artist chosen for 2022 is the Milanese Francesco De Molfetta, aka 'DEMO', a multifaceted personality with an international curriculum - his works have been exhibited in Tokyo, Madrid and Besançon, at the Triennale in Milan and at Moca in Los Angeles - who has created a profoundly evocative work-container.

In the sign of avant-garde design, following in the footsteps of Marcel Duchamp and the Dadaist artists, DEMO chose a clasped-hand pose with a sacred evocation for the work, naming it 'SANTolio'.SANTolio".

Inspired by the Beloved Saint whose hands have remained uncorrupted over the centuries and who lived here in this land, leaving a white, magnetic, powerful energy still strongly perceptible, the work is intended to be an enlightened reading of a fluid for the soul that in the transformative asceticism between physics and metaphysics, along the phenomenology of fragrances, arrives at a chromatic symbolism.

A small gold gem, made in an edition, crowns each opaque black glass vessel. The distillate is as precious as the jewel that holds it and must be manipulated each time to access the ampoule, in the repetition of a meditative gesture to enhance the sacredness of a 'philosopher's' gold in a perfect alchemy of synthesis and senses.





CASATI

ECLISSI - 2023 Giulia Manfredi

Eclissi, gold and shadows.

Continue the project to enrich the collection of limited edition Casati
cruets created by a contemporary artist.

The Artist chosen for the year 2023 is Giulia Manfredi,
winner of the fifth edition of the Cramum Prize,
whose essential trait is material experimentation in which classical motifs and
technological innovation converge, between naturalistic metamorphosis
and abstraction, creator of microcosms in which
the possibilities of automatism, change and order coexist.

Giulia Manfredi has realised for the year 2023 Eclissi, Gold and Shadows

Eclissi, which gives the work its name, is the otherwise impossible union
of light and shadow, a portentous marriage of dichotomies.

The cetonia aurata, a winged being, symbolises the union of
the terrestrial and celestial spheres.

The moon and the sun, light and darkness that in working together generate life.

From the universal, to the intimate, in the words of Carl Gustav Jung
the ego depends on its shadow, the conscious on the subconscious,
the visible on the invisible.

The path of the human being is not towards perfection but towards
the union of opposites, precisely in the reconciliation of light
and darkness lies a state of spiritual elevation and true identification of the self,
only by incorporating the shadow can we find the gold it conceals.



GIULIA MANFREDI, Eclissi, Poro e le ombre, 2023, brass sculpture, golden cetonia.



FABRIZIO COTOGNINI, *Ocypete*, 2024, bronze microcasting wax disposable polished gold.



CASATI

O C Y P E T E - 2 0 2 4

Fabrizio Cotognini

The 2024 edition of the Casati International Art Prize, awards the work *Ocypete*, 2024 by Fabrizio Cotognini, an artist from the Marche region, born in 1983, and former winner of the Cairo Prize.

Prometheus of collectors for that essential *je ne sais quoi*, capable of combining archeological alchemical symbology with a modern attitude by charging it with a galvanic energy by restoring a vibrant chromaticism, Cotognini has paid homage to an ancestral feminine spirit, a complex artifact such as that of the harpy, a powerful figure linking worlds, here designing a capsule for ampoules that "procures the emotion of a fragrance (...)" that evokes a sensation and inspires a synesthesia," presented in shades of shiny gold, matte gold, matte silver blue, gunmetal silver and matte copper.

Cotognini has thus managed to place himself in direct consonance with the meditative spirit of the Maison, in that *credendo vides* that moves its initiatives.

In the sphere of feminine worldliness, of that impetuous and sublime elegance that characterizes Casati's creative light,

Cotognini evokes indirectly, the Marchesa Casati, whose flânerie hovers among the languages akin to her elective style.



CASATI

NUMERO 11 - 2025

Tamara Repetto

Drawing inspiration from the ancient pomander, secret treasure chest of fragrances, guarded over the centuries by and aristocracies to protect the body and spirit with essences such as ambergris and musk.

The cap of the ampoule, the true aesthetic and conceptual focus of the work, recalls the delicate structure of the morille, an evocative French term for morel, an earthy fruit with a sinuous and archaic shape, a symbol of rebirth and transformation.

Oil, a primordial and sacred element, dialogues with the perfumed cap, creating a synaesthetic experience in which art, nature and fragrance intertwine in a refined and visionary unicum.

Further embellishing this creation is the fragrance No. 11 Casati perceptible inside the cap with a sweet, woody accord, an intoxicating combination celebrating the sacred nectar. This fragrance is evocative of the number 11, an esoteric symbol linked to creative energy, intuition, sensitivity, a portal for the fulfilment of desires, as well as the artist's date of birth.



TAMARA REPETTO, *Numero 11*, 2025, bronze microcasting to golden.



CASATI

TESTIMONIALS AND SUCCESS STORIES

CUSTOMER REVIEWS

Positive feedback on the quality and uniqueness of the products.

PRESS COVERAGE AND AWARDS

Features in industry magazines and participation in art exhibitions.

CASE STUDIES

Successful collaborations with artists for limited-edition collections.



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