

asetti

INSPIRED BY DREAMS

CREATED BY ASETTI





“ AS AN INTERNATIONAL LUXURY BRAND, ASETTI CONSIDERS A HOME AS AN EXTENSION OF THE OWNER’S LIFE.

To design a home, is a sacred opportunity to develop an expression of who the client is and the way they wish to live. The duty of the designer is to carefully sculpt the home to perfection and create a lasting work of art. With over 50 years of combined experience, Asetti’s passion is to paint a perfect picture in solid form. Breathe life into the design and take the client on a wonderful journey of discovery.

We listen to our clients ideas, allow our imaginations to flourish and gracefully create an extraordinary home of worldwide significance.

In the end, it is Asetti’s honour, to bestow upon you, a unique property of true beauty, taste and excellence; a luxury home, which not only enhances your life, but your family’s too.”

— Asetti



ASETTI OFFER DISCERNING CLIENTS, A UNIQUE ARCHITECTURAL DESIGN SERVICE AND AN OPPORTUNITY TO CREATE ONE OF THE FINEST HOMES IN THE WORLD.

As in art, luxury cars, super yachts and high fashion, quality, originality and taste are imperative. It is with great pleasure, Asetti offer each client a truly exclusive opportunity to have a unique home of impeccable taste and splendid quality; delicately crafted by the world's finest architects and designers.

In fine home design there must always be a natural flow that permeates throughout the home, creating the perfect living environment, in addition to being a spectacular statement of human creativity.

Our passion for perfection means each Asetti home provides an unprecedented standard of design, luxury and refinement. Combined if required, with smart home systems and energy saving technology. Our designs are always unique, tasteful, graceful and stylish. In the world of Asetti, architecture is art.

BREATHE LIFE INTO
A NEW TOMORROW



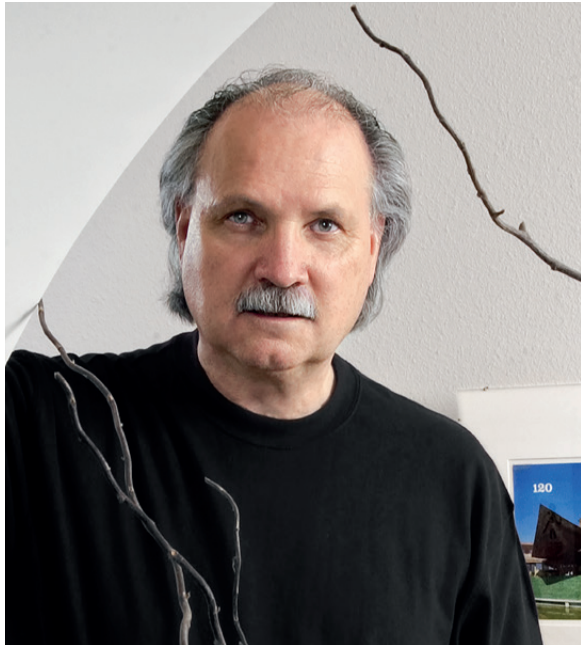
OUR ETHOS

UNIQUE LUXURY HOMES,
CRAFTED WITH EXCEPTIONAL
CARE AND A PASSION FOR
PERFECTION.

Our ethos guides us to place oneself completely at the feet of the design. Just as a great work of art, the designers must dedicate themselves to it, heart, mind, body and soul. So at the end of the process, we bestow upon you, a unique work of art and a beautiful home you love.

Each Asetti design will be carefully crafted over time, created with loving care and a passion for perfection. Our clients see it, they feel it and they know it. It is an Asetti design and a design that only we can create. This is the ethos of Asetti.





ARTHUR DYSON

SENIOR ARCHITECT (AIA, IAA, RIBA, FARA, IIDA, CID)

Asetti's senior architect is legendary American designer, Arthur Dyson. Arthur was born in California and has been practicing architecture in the USA for over 40 years. He has been recognised with numerous architectural awards and is one of a rare few, who was under the tutelage of America's most famous residential architect, Frank Lloyd Wright.

This continued with collaborations with two others great American masters of architecture, Bruce Goff and William Grey Purcell. Arthur's eclectic experience and architectural background remains unsurpassed, bringing to every Asetti project a unique

understanding of luxury home design, space, form and function.

Arthur's work has been exhibited at more than 60 venues, including museums, universities, schools of architecture, professional associations, national conventions and arts centers. This includes an international display of his drawings that took place at the London museum of the Royal Institute of British Architects (RIBA).

He is a proponent of Organic architecture, designed over 500 homes and been involved in a rich variety

of commercial projects. Arthur's incredible works have appeared in more than 400 magazines, books and publications. Together with Chris, they provide the unique design service that is Asetti.

Arthur has enjoyed a long and distinguished architectural career, that has been honoured with more than 200 architectural awards. They include among others, The American Institute of Architects (AIA) 'Presidential Award' (2006), The Lifetime Achievement Award (2014), The AIA Firm of The Millennium (1999) and The Gold Medal Society of American Registered Architects (1993).

THE ASETTI TEAM

THE ASETTI TEAM IS A
UNIQUE COMBINATION
OF **ARCHITECT
AND DESIGNER.**

IT IS ORGANIC IN NATURE AND MADE
UP OF A DIVERSE GROUP OF SOME OF
THE MOST ECLECTIC DESIGNERS AND
PROFESSIONAL ARCHITECTS IN THE
WORLD TODAY.

Asetti is headed by designer, Chris Clayton. He founded the Asetti luxury brand and has over 20 years experience in the international architectural and design industry. Chris has worked in numerous countries over the years and supervised a multitude of architectural design projects.

Originally from England, Chris is recognised for his passion for unique super homes and high end luxury houses. He has featured in many international magazines including London's 'Art of Design

Magazine', London's luxury lifestyle magazine, 'Dolce Vita Diamond' and California's 'Fine Magazine'. He has been referred to as one of the most unique home designers in the world today.

Chris gained worldwide recognition, when he launched his super home design 'Utopia', often referred to as The James Bond house. It was featured in London's luxury life style magazine 'Dolce Vita Diamond,' to coincide with the premier of The James Bond movie 'Spectre'.



CHRIS CLAYTON

HEAD OF DESIGN

Chris lives by his personal creed of 'my word is my bond' and considers each project, a unique opportunity to create a masterpiece for the client. It is through his imagination and ideas the Asetti brand was launched. He acts as Lead Designer and Head of Design on all projects.

If you would like to talk to Chris personally, you may contact him by sending an email to chris@asetti.com, or contacting direct, via the Asetti web site: asetti.com. Asetti welcomes all enquiries and looks forward to hearing from you.



DISCOVER
A NEW LIFESTYLE

Thank you to David Swann for his fabulous photographs of Arthur's design of The Hilton Residence.



“AN ASETTI SUPER HOME IS AN OPPORTUNITY TO
CREATE A WORK OF ART, EXPRESS WHO YOU ARE AND
BESTOW A LEGACY OF EXCELLENCE”.

ASETTI.COM