



CONCEPT



THE PLATONIC SOLIDS

THE PLATONIC SOLIDS REPRESENT THE SEARCH FOR A UNIVERSAL PRINCIPLE IN EVERYDAY LIFE, THE HUMAN ATTEMPT TO REACH A SYNTHESIS CAPABLE OF CAPTURING THE PERFECTION OF THE COSMOS IN THE SIMPLICITY OF THINGS.

These are five convex polyhedrons (Tetrahedron, Cube, Octahedron, Dodecahedron and Icosahedron) that, thanks to their symmetry, their relations and their combinations can create new solids, while still keeping their original features and at the same time getting closer to a sphere, which symbolizes perfection. Hence, for us the Platonic Solids stand for the natural possibility of changing, maintaining at the same time our original characteristics, if the change and the adaptation are supported by a project. These solids represent pure ideas through a geometrical shape: they are abstract concepts, but they still have a shape, so they do not lose their ability to be simultaneously independent from a contingent manifestation and part of the manifestation itself. Through their geometrical shapes, the solids represent extremely pure ideas, or in other words concepts that through their geometrical shapes do not LOSE their capability TO BE at the same time independent from the manifestation and part and parcel of the shape itself.

Between the 3rd and the 2nd century BC, Plato in his dialogue "Timaeus" associated each of the four classical elements with a regular solid: fire with the tetrahedron, earth with the cube, air with the octahedron, water with the icosahedron. Lastly, in the "Phaedo" he associated the dodecahedron with the shape of the universe, or more generally with the ether, where everything moves.

During the Renaissance, Leonardo retrieved the principle of the Platonic Solids to critically develop the theory of the "squaring of the circle" by Archimedes and his tables have become part of the Atlantic Code.

Scientificity, complexity and great ingenuity are at the basis of the construction of the Platonic Solids, elements that are also part of the philosophy that CFO - CORPORATE FAMILY OFFICE adopts to design effective solutions to any problem, making the needs of its clients its own, just passionately bearing in mind the client's demands, exactly like a Platonic Solid can have a physical shape without losing its capability of being an "essential idea". A process starting from ideas, studies, analyses, sketches and verifications and leading to the definition of the most suitable solution to meet the client's expectations.

KATSUSHIKA HOKUSAI

ONE OF JAPAN'S MOST CELEBRATED ARTISTS BORN IN EDO (NOW TOKYO) IN 1760.

A recurring theme in Hokusai's woodblock prints is the city of Edo depicted with its people, their habits and traditions.

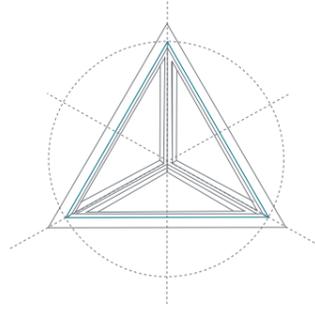
But more than that, Hokusai is interested in depicting life and landscapes far from the city's frenzy: the brightly coloured flowers and birds, as well as the peasants or fishermen engaged in their daily lives.

His artwork alternates between canaries with peonies, tigers gazing at full moon, and falcons in flight. The images are poetic, representing the beauty and evocative power as seen by Hokusai during his numerous travels and adventures roaming around the country.

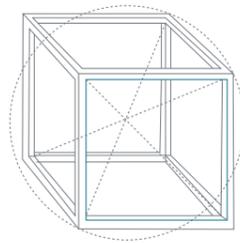
It was during one of these travels, around 1830, that Hokusai depicted "The Great Wave off Kanagawa", perhaps his most famous work.

This woodblock print is part of a series titled "The Thirty-six Views of Mount Fuji", in which the holy mountain is the main feature of 36 different landscapes.

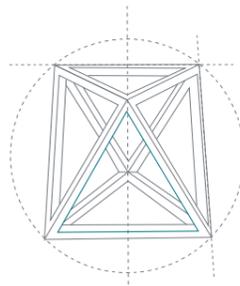
To represent the themes connected with the five Platonic Solids, we have selected and readjusted some of the landscapes depicted by Katsushika Hokusai that we feel best reflect the principles and strengths animating the Platonic Solids.



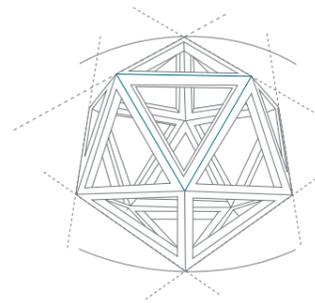
Tetraedro
The Fire
FAMILY



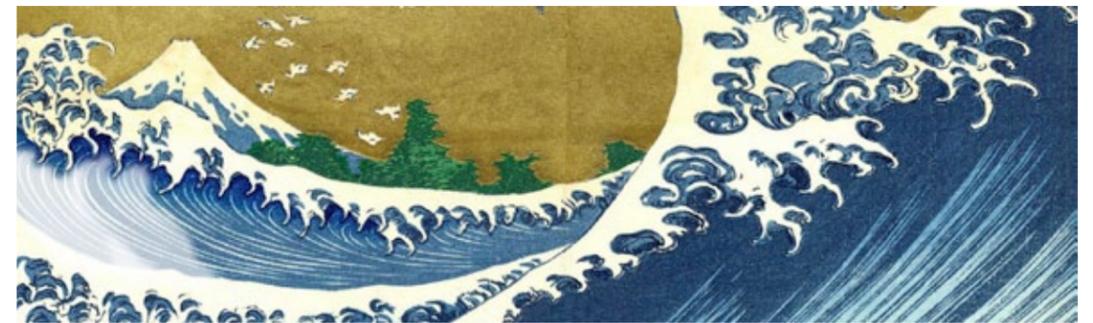
Esaedro
The Earth
CORPORATE



Ottaedro
The Air
INSTITUTIONAL



Icosaedro
The Water
PROJECTS



Dodecaedro
The Universe
CFO SYSTEM

