




SOGLIER

The luxury lifestyle






Deep, bright eyes, sparkling and lively at the same time are still the same eyes of the girl that 25 years ago left her comforts and set out to follow her dreams. Originally from Venice, Furlan is stubborn, with a strong work ethic, entrepreneurial, a woman of great honesty and with a head for business. This in short is the description of a professional that has put her immeasurable passion for her work before her private life: Annamaria Furlan, better known as the 'Lady of the Quadrilateral,' the queen of Real Estate. An exception to the rule, beautiful and intelligent, that after only a short time of opening her company,

THE QUADRILATERAL LADY

INTERVIEW WITH ANNAMARIA FURLAN – ONE OF THE MOST FAMOUS ITALIAN REAL ESTATE AGENTS



closed the most important real estate deal of Via Montenapoleone n.12; 5000 square metres of a detached property sold to an important fashion house. Discretion, confidentiality and expertise are what mark her professionalism, quality that immediately earns trust and the respect of the largest groups and, of many other illustrious clients. Her real estate transactions include via della Spiga, via Verri and via Sant'Andrea, which give backing to her name among the most famous brands from Tom Ford to Gucci, right through to a large-scale operation in the hospitality industry; the sale of Hotel Duomo, 12000 square metres in Piazza Duomo.



Earrings by Chopard with 11 (2.50 Ct) pear cut diamonds.

732 diamonds (3.00 Ct) and 4 diamonds (0.30 Ct)

Little Watch by Chopard in gold case, quick movement.

A ring of diamonds and two bracelets (1.4 diamonds)

Her ascent has been both quick and constant over time, a manager who besides the figures possesses great competency in property valuation, testimony to a wealth of experience gained on the international circuit, starting out in the construction sites of Kenya and South Africa, right through to Venice and Milan.

Today on the dawn of her 46th birthday, her high-profile real estate deals can be counted among London, New York, St Moritz, Cote d'Azur and Lake Como, where she herself resides in a charming villa.

We put several questions to her to find out a little bit more about Annamaria as a woman, in terms of her character and her world away from work, her wishes and expectations for the future also.

If you were able to add something to your life by casting an imaginary line, what do you think would come of that?

"I believe that each one of us can find happiness in our lives, when out of nothing with a lot of hard work, we manage to build something, no matter the size, it is the knowledge that we have built it. For me building is quite something, it is much like an imprint in the sand that the sea can never erase. I have really been fortunate enough to realise my career dreams and achieve great satisfaction, finding my equilibrium".

What is a 'Lady of the Quadrilateral' like in her free time?

"She is a woman who has put her career before her family, and today hopes to find a happy medium between her personal and professional life. Female entrepreneurs have to play the part of the lion, in order to not be

overpowered, but underneath the mane we hide our insecurities, our fears, the same shared by women everywhere".

What is your vision of the property market in these times of economic crisis?

"The crises are cyclical and after three years of recession there is now an upturn, in which I am convinced of a re-birth of the property market in the coming months. Bricks and mortar still remain the best form of investment and, more investment is important, the more there is, the more property values will rise over time".

Securing one's own capital is therefore an investment in your eyes?

"Certainly and the investments must be differentiated according to the property type, location, not only in terms of the city but also in country, choosing places that are always well-known and pleasant, properties and locations that have the ability to grab International interest, that is those which are easily appreciable and resalable in the mid to long term".

To conclude then, what would you define as your driving force, that which has kept you going in hard times?

"The love of beautiful things, I firmly believe that behind beauty there is a lot of hard work to obtain it and maintain it, yes I would say my driving force has been my love of all things beautiful. Properties should first and foremost be beautiful, sought after and elegant, otherwise I would certainly not be able to recommend them. I love surrounding myself with beautiful things and enjoying the small pleasures in life".



