



CLIMA'S PHIL TAORMINA

TEXT Kim Mosley | PHOTOGRAPHY Alexia Fodere, Miami, FL



Helmed by Phil Taormina, Clima Outdoor breathes new life into design with casual living as the emphasis of this one-of-a-kind furniture showroom that serves as an interactive design research center for designers and clients. With long-standing relationships with an international roster of designers as well as Europe's most important manufacturers of contemporary furniture, lighting and accessories including Gandia Blasco, Dedon, Manutti, Knoll, Tuuci, Vondom, Ego Paris and Brown Jordan, to name but a few, Clima embraces the desire for limitless inspiration, the necessity of design education and the requirement for impeccably detailed execution. More than anything else, however, Clima is a resource focused on creating environments that affect people's lives. For additional information, call 305/576-8181 or visit www.climaoutdoor.com. ♦

IMAGEMAKER:
Phil Taormina And His Dedicated Team Strive To Make Every CLIMA Experience A Positive One

Question: When did you first realize that you had an interest in the casual furniture business?

Answer: I started to fall in love with design many years ago when I lived in New York City. One of my best friends owned and operated the first showroom dedicated to casual furnishings around the corner from the D&D Building. I was always at the showroom and this sparked my interest in design.

Question: How did you start building your way in the business?

Answer: I had my first business when I was around 25 years old. Others followed and I learned very quickly. My strategy has always been to remain focused on the branding and on the image of my company. The two core values that my company is built on are: ethics and customer service. If you instill these two elements in whatever you do, any goal becomes feasible.

Question: When did Clima's showroom open?

Answer: Clima opened in 2001 in Merrick Park, Coral Gables, Fla. I took the reigns of the company in 2004-2005, and in 2008 I made the decision to relocate the showroom to the Miami Design District.

Question: What element of Clima Outdoor stands out as most significant?

Answer: Clima has two platforms that keeps us striving — our clientele and our products. To create the vision our clients have for their outdoor spaces, it is extremely vital that we listen to their desires and that we carry the best available products on the market.

Taormina's residence in Fort Lauderdale, Fla., designed by Britto Charette, celebrates the idea that a relaxed state of mind can be had with a couple of key ingredients: good company and a fabulously fresh living space inside and out.



AS SEEN IN
FLORIDA DESIGN