

ITALIAN

Interior Design

Michelle Galindo

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1st edition 2010

Project coordinator: Michelle Galindo

Text editing: Jennifer Sandner (English)

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Graphic concept: Michaela Prinz, Berlin

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Vorwort Weltweit genießt italienisches Design einen herausragenden Ruf. Armani, Ferrari, Colani, Alessi – die Designerriege Italiens ist seit Jahrzehnten in allen Sparten führend. Auch die Architekturszene des Landes beeindruckt mit großen Namen: Renzo Piano, Ettore Sottsass, Paolo Deganello, Studio Archea... Wenn das elegante und hochwertige Möbel- und Produktdesign mit der Architektur verschmilzt, entsteht einzigartige Raumkunst. „Italian Interior Design“ dokumentiert ihren aktuellen Stand. Die präsentierten Projekte sprechen eine faszinierende Formsprache. Sie erheben Offenheit zum Prinzip, überraschen durch Experimentierfreude und verzaubern mit Liebe zum Detail. Mal klassisch, mal ironisch oder verspielt, werfen sie die Frage auf, ob Stil erblich ist. Der Begriff „Design“ stammt vom lateinischen „designare“ ab, das ursprünglich „(be-)zeichnen“ bedeutet. Design scheint den Italienern tatsächlich im Blut zu liegen. Die Nachkommen der römischen Hochkultur können auf ein reiches Erbe zurückgreifen. Beeindruckende Bauten aus der römischen Klassik, Renaissance und dem Barock sind bis heute gut erhalten und zeigen, dass Schönheit und Beständigkeit in Italien schon immer eins waren. Die

Preface Italian design has an excellent reputation around the world. Armani, Ferrari, Colani, Alessi – the designers of Italy have constituted the top league in all design categories for many decades. The country's architectural scene is also impresses with many famous names: Renzo Piano, Ettore Sottsass, Paolo Deganello, Studio Archea... The merger of elegant high-quality furniture, product design and architecture results in a unique form of interior design. "Italian Interior Design" documents its current status quo. The presented projects have a fascinating expressive appeal. They declare openness as their guiding principle, present surprising experiments, and are enchanting through their great attention to details. Sometimes classical, sometimes ironic or playful, they make us wonder whether a sense of style is hereditary. The term "design" is derived from the Latin "designare", which originally means "to designate". Design really seems to run in the blood of Italians. The progeny of the advanced Roman culture can draw from a rich heritage. Impressive buildings from the Roman, Renaissance and Baroque eras have been well preserved to this day and exemplify that beauty and

Il design italiano gode di illustre fama in tutto il mondo. Armani, Ferrari, Colani, Alessi – Il design italiano è da decenni il più rinomato in ogni settore. Anche la scena dell'architettura italiana è contraddistinta da grandi nomi: Renzo Piano, Ettore Sottsass, Paolo Deganello, Studio Archea... Quando l'eleganza e l'alta qualità del design di mobilia e dei prodotti si fondono con l'architettura, il risultato è un allestimento degli interni unico nel suo genere. "Italian Interior Design" ne documenta la sua attuale condizione. I progetti quà presentati comunicano in una forma affascinante di linguaggio. Essi sollevano la possibilità al suo principio, sorprendono attraverso il loro carattere sperimentale e incantano con l'amore per i dettagli. Talvolta classici, talvolta ironici e giocosi, questi progetti portano a domandarsi se lo stile sia innato o meno. Il concetto di "Design" deriva dal latino "designare" che originariamente significava "disegnare". Il design si mostra come effettivamente legato al sangue degli Italiani. La cultura successiva alla raffinata cultura Romana poteva attingere ad una ricca eredità. Le impressionanti costruzioni che provenivano dalla cultura classica Romana, dal Rinascimento e e dal Barocco sono ad oggi ben conservate e mostrano come la bellezza e la

Introduzione

durability always went hand in hand in Italy. The architecture as well as the arts and crafts of the major seafaring and trade nation always benefited from the close contact with other cultures and the import of precious materials. Italians have always surrounded themselves with beautiful things and are to this day experts in manufacturing them. Tradition, creativity, solid craftsmanship, and high quality materials may be the basis for the impressive Italian interior design, but what is the true secret of its success? In sunny Italy, life mainly takes place outdoors, on streets and public squares. This practically gives interior spaces a secondary role. Maybe this is the reason for the amazing lightness of Italian interior design. Rooms open to the outside as much as possible. Large windows flood them with light and air, while even the most minimalist design still radiates the warmth that is indigenous to all Italians.

Architektur und das Kunsthandwerk der großen Seefahrer- und Handelsnation profitierten stets vom Kontakt zu anderen Kulturen und der Einfuhr edler Materialien. Schon immer umgaben sich die Italiener mit schönen Dingen und sie verstehen sich bis heute darauf, sie zu fertigen. Tradition, Einfallsreichtum, solides Handwerk und hochwertige Materialien mögen die Grundlage für die bestechende italienische Raumkunst bilden, worin aber liegt ihr eigentliches Geheimnis? Im sonnigen Italien spielt sich das Leben im Freien ab, auf den Straßen und Plätzen. Das macht die Innenräume gewissermaßen zur Nebensache. Vielleicht bedingt gerade das die erstaunliche Leichtigkeit des italienischen Interior Designs. Soweit als möglich öffnen sich die Räume nach außen. Große Fenster durchfluten sie mit Licht und Luft. Dabei strahlt selbst der minimalistischste Entwurf noch die den Italienern eigene Wärme aus.

stabilità siano sempre state un tutt'uno in Italia. L'architettura e il lavoro artigianale della più grande nazione di marinai e commercianti hanno sempre approfittato dei contatti con le altre culture per l'importazione di pregiati materiali. Gli italiani si sono da sempre circondati di bellezze, e tutt'oggi sanno come produrle. Possono tradizione, ricchezza di idee, solido artigianato e materiali di alta qualità costituire le basi per il convincente spazio artistico italiano, all'interno del quale risiedono anche i suoi propri segreti? Nella soleggiata Italia la vita procede all'aperto, sulle strade e sulle piazze. Questo fa degli spazi interni in un certo qual modo degli elementi secondari. Probabilmente da ciò dipende la stupefacente leggerezza del design italiano degli interni, nella misura in cui gli spazi si aprono maggiormente verso l'esterno. Grandi finestre permettono alla luce e all'aria di fluire attraverso di esse, e in questo modo lo stesso progetto minimalista irradia il medesimo calore proprio degli italiani.



office





Typical of Italian interior design is...
use of linear forms and natural
materials as a principle of
simplicity.

D&G Headquarters

piuarch.

Address: Via Broggi, 20100 Milan, Italy. **Client:** Dolce & Gabbana SRL. **Completion:** 2006. **Main function:** Office. **Additional functions:** Showrooms. **Materials:** Glass, iron and white stone.

The new D&G headquarters in Milan contain the showrooms for the collections, the offices, a restaurant and a series of image spaces, in a total area of 5,000 square meters. Two buildings dat-

ing back to the 1920s and the 1960s have access to three streets and are combined into a complex with five floors above ground as well as two basement levels. The project is based on an architectural principle of great rigor and was realized with the use of natural materials like white Namibia stone, glass and unfinished steel sheet.

Die neuen D&G Headquarters in Mailand beherbergen Ausstellungsräume für die Kollektionen, Büroräume, ein Restaurant und eine Reihe von Räumen für Bilder auf einer Gesamtfläche von 5.000 Quadratmetern. Zwei Gebäude aus den 1920er- und 1960er-Jahren mit Zugang zu drei Straßen bilden ein Ensemble aus fünf überirdischen und zwei unterirdischen Geschossen. Das Projekt folgt rigoros einem architektonischen Prinzip und wurde unter Verwendung von natürlichen Materialien, wie Namibia-Stein, Glas und unpoliertes Stahlblech, realisiert.

Le nuove sedi aziendali D&G a Milano contengono i saloni esposizione per le collezioni, gli uffici, un ristorante e una serie di spazi per le immagini, in un'area totale di 5.000 metri quadri. Due edifici risalenti al 1920 e al 1960 hanno accesso a tre strade e son combinati in un complesso di cinque piani così come due livelli di basamento. Il progetto si basa su un principio architettonico di grande rigore ed è stato realizzato con l'uso di materiali naturali come la pietra di Namibia, vetro, e lamine di acciaio incompiuto.



- ↖ Night view of the exterior. Außenansicht bei Nacht. *Dettaglio della scala.*
- ↑ View of interior courtyard. Blick auf Innenhof. *Visuale notturna degli esterni.*
- ← View of stairs from courtyard. Blick vom Hof auf die Treppe. *Visuale sul cortile interno.*
- ↗ View of the reception. Blick auf die Rezeption. *Visuale della reception.*
- Sketch. Skizze. *Schizzo.*
- Restaurant. Restaurant. *Ristorante.*