

BRAVACASA

III

TENDENZA

67

IL COLORE GIALLO

Solare, energetico, luminoso.
Dopo aver conquistato la moda, diventa
protagonista di mobili e oggetti. Per ambienti
che mettono di buonumore.



Da sinistra, di forma irregolare il **CONTENITORE** in ceramica dipinta a mano, disponibile in diverse dimensioni (in vendita da Jannelli&Volpi a partire da € 49). **VASO GRIGIO** con collo a imbuto di Ceramiche Milesi (prezzo su richiesta). In silicone flessibile l'**INNAFFIATOIO** con capacità da due litri (in vari colori, € 55), che si acqui-

sta da Jannelli&Volpi come il **NUMERO** due e la **BOTTIGLIA** in ceramica realizzati a mano (da € 25), e la **SFERA** sul fondo, del diametro di cm 20, in ceramica smaltata (prezzo su richiesta). Accanto alla bottiglia, una scatola di Waferini Babbi (da La Rinascenza, € 9,50). Di Ceramiche Milesi il vaso **A DUE COLORI** (prezzo su richiesta).

servizio di
ANNA CONGIU
foto di

ENRICO CONTI
ha collaborato

ROBERTA BELTRAMINI
testi di

ARMANDO GIOVANNI VALSANIA

68

III TENDENZA

BRAVACASA

Ha struttura in legno massello e rivestimento in stoffa arricciata o plissettata il **DIVANO** Ruché Citron, creato da Inga Sempé per Ligne Roset (cm 170x85x82 h, da € 3.296). Sulla seduta, **RADIO** Cubo TS522 di Brionvega, design Marco Zanuso e Richard Sapper (€ 239), **MUG** Meccano (da Jannelli&Volpi, € 12,50) e **POSATA** di Variopinte (distr. P&M Promotion, € 11). Davanti al divano, il tavolino Fontable a forma di **LETTERA DELL'ALFABETO**, in ferro laccato (da Jannelli&Volpi, € 190). Sul suo piano, **VASO-SFERA** di Ceramiche Milesi. Con riflettore a cono in alluminio la **LAMPADA DA TERRA** Lite 5 Imbuto di Luigi Caccia Dominioni per Azucena (h cm 192, € 865). Davanti alla lampada, il **TAVOLINO** Angelo in abete giallo di Atipico (Ø cm 45, h cm 40, € 238), su cui sono appoggiati il **VASO** Pantone di Serax e il piccolo **VAS-**

BRAVACASA

III

TENDENZA

69

SOIO Kaleido di Clara von Zweigbergk per Hay (entrambi da La Rinascente) insieme a **UN'OPERA DELL'ARTISTA** Matteo Giuntini (da L'Affiche, € 140). Di Bruno Rainaldi per Opinion Ciatti la **LIBRERIA** verticale self standing Ptolomeo, in lamiera o acciaio inox (da Entratalibera, h cm 215, € 1.130). Sui ripiani, altre opere di Matteo Giuntini (sempre da L'Affiche). A destra, rivestita in tessuto o pelle, la **POLTRONA** Tight dalla seduta avvolgente, disegnata da Nicola Gallizia per Molteni (cm 89x91x73,4 h, da € 2.087), con accanto il tavolino in acciaio verniciato DLM di Thomas Bentzen per Hay (Ø cm 38, h cm 58, da Trend-House a € 169). Sul suo piano, **SCATOLA** Organizer, design Hay Studio per Hay (da La Rinascente, due moduli a partire da € 29,50), e trio di **QUADERNI** Notes di Fabriano Boutique (€ 9,80).

ABITARE IL COLORE GIALLO SIGNIFICA RIVOLGERSI A EST E APRIRSI AL NUOVO; quel nuovo che ci sorprende e ci stimola a dare una svolta significativa al vissuto personale. Le vibrazioni calde e avvolgenti del giallo procurano un vero rilassamento psicologico, che si esterna in una sensazione di piacevole benessere sperimentata a pelle, perché le stesse entrano in risonanza con il sistema nervoso simpatico e parasimpatico.



70

III

TENDENZA

BRAVACASA

NELL'AMBITO MUSICALE IL COLORE GIALLO È ABBINATO AL SOL, il quinto suono della Scala Maggiore, chiamato Dominante perché collocato al centro della stessa scala. Per i musicisti dell'antica Grecia, come per quelli romani, il Sol era la nota fondamentale del modo Misolidio: una scala musicale dal piglio deciso, in grado di stimolare dinamismo e forza di volontà. A quel tempo, Salpinx e Buccine eseguivano brani musicali in Sol per incitare i guerrieri alla battaglia.

Con cassettera e mensole il **BANCONE** da cucina Helsinki Kitchen di Caronni + Bonanomi per Desalto (cm 180x78x90 h, da € 2.852). Sul suo piano, da sinistra: **CANOVACCIO** Mix Color (da Jannelli&Volpi, € 15); **ROBOT** da cucina Mini Plus di Magimix (distr. da Maino Rappresentanze, € 200); **PIATTI** Circle di Pagnossin; **BARATTOLO** Store di Established&Sons (da La Rinascente, € 66,70); **TEGAME** in ceramica (da Jannelli&Volpi); maccheroni toscani (da La Rinascente); **PENTOLA** in acciaio KnPro di KnIndustrie (€ 69). Sulla mensola in alto: **TAGLIERE** Moby Dick (€ 89), **WOK E CASSERUOLA** (da € 33, coperchio in mogano € 24), tutti di KnIndustrie; **TAZZE** Prisma di Pagnossin. Sulla mensola in basso: piatti Circle di Pagnossin e **TOSTAPANE** Toaster Vision di Magimix (distr. da Maino Rappresentanze, € 200). Disegnato da Jasper Morrison per Cappellini lo **SGABELLO** Tate Color (€ 410). Pouf basculanti (da Jannelli&Volpi, da € 68), **CESTO** Wire Basket di Ferm Living (da Trend-House, da € 58). In vetro soffiato e metallo la **LAMPADA A SOSPENSIONE** Glas di Diesel by Foscarini (€ 685).



BRAVACASA

III

TENDENZA

71

Bianca la **SEDIA** Cream creata da Mr. Studio, in faggio e Restilon® (€ 149); le altre due sono il modello Skin disegnato da Archirivolto, impilabile e adatto anche per outdoor (€ 89): tutte di Calligaris. In lamiera d'acciaio il **TAVOLO** allungabile Wally di Andrea Lucatello per Miniforms (cm 220/280x100x76 h, da € 1.524). Sul tavolo: in primo piano, **PIATTO** bianco della coll. Same same but different di Massimo Castagna per KnIndustrie (€ 39); piatti (€ 80 il set da sei) e **POSATE** (da € 11) di Variopinte (distr. P&M Promotion); **BICCHIERI** Colour Concept di Villeroy&Boch (da € 14,90); a sinistra, **VASSOIO** Gallery (€ 29) e **INSALATIERA** Hot Summer (€ 35 il set da tre) in melamina, entrambi di Zak! (distr. da Maino Rappresentanze); al centro, con i fiori, **CONTENITORE** Il Sacchino F di Essential, in fibra cellulosica (da Jannelli&Volpi, € 9,50); a destra, in legno il contenitore Les Montgolfières di Fx Balléry per Y'a pas le feu au lac (da La Rinascente, € 72,50). **LAMPADA A SOSPENSIONE** Rock di Diesel by Foscarini, in policarbonato e dalle sfaccettature asimmetriche (Ø cm 50, € 470).



72

III : TENDENZA :

BRAVACASA

Imbottito e sfoderabile il **LETTO** Molton di Letti&Co., design Paola Navone (cm 178x230x88 h, da € 2.113). Color senape le **LENZUOLA** Origami di Somma in percale di puro cotone (€ 46 il lenzuolo sopra) e il **PLAID** Iride di Atipico in misto cachemire (cm 130x180, € 351). Di Society e in 100% lino le **FEDERE** della linea Rem (€ 110) e il plaid Nid (€ 275). Fanno parte della collezione Chele creata da Antonino Sciortino per Atipico i **TAVOLINI** in ferro lavorato a mano con piano tondo e trapezoidale (rispettivamente Ø cm 30x30 h e cm 48x46x35 h, da € 138). Sul più alto dei

due c'è l'**OROLOGIO** da tavolo Non là, di Studio Klass per Diamantini&Domeniconi, in ceramica e di forma conica (da La Rinascente, € 59). Ideata da Mattias Ståhlbom per Muuto la **LAMPADA A SOSPENSIONE** E27 in silicone (da Trend-House, € 59). Si può fissare a parete o a soffitto l'**APPENDIABITI** in corda nautica intrecciata, La Cima, progettato da Lapo Ciatti per Opinion Ciatti (da Entratalibera, da € 770). Con seduta rivestita di tessuto e struttura in legno e metallo la **POLTRONA** Werner di Lema, design Roberto Lazzeroni (cm 73x64x79 h, € 733). Tutti i **LIBRI** sono di Skira.



BRAVACASA

III

TENDENZA

73

GIALLO E MUSICA

La tonalità musicale corrispondente al Giallo è quella di Sol Maggiore. Tonalità vivace, molto amata dai compositori del Barocco, che ne apprezzavano la spumeggiante freschezza; qui visivamente rappresentata dalle nuance di questo colore. "Vestire" gli ambienti e gli arredi tintati di Giallo con brani di musica barocca, avendo cura di preferire quelli scritti in Sol Maggiore, crea una vera e propria sinergia rappresentativa. Tra le varie possibilità suggerisco: di Antonio Vivaldi il Concerto per Archi "Alla Rustica" oppure il Concerto per Archi RV 310; di Johann Sebastian Bach il Concerto Brandeburghese n° 3 e n° 4; di Georg Friederich Haendel il Concerto Grosso n°3 o la Suite per Orchestra HWV 353.

GIALLO E STORIA

L'oro della conoscenza è la rappresentazione concettuale del Giallo.

Colore che favorisce l'elevazione al di sopra degli istinti primordiali e lo slancio sincero senza alcun vizio di natura istintiva.

Associato al sole, fonte di energia germinativa, il Giallo rappresenta la rivelazione.

Già nell'antichità, divinità "solari" come Apollo o Zeus venivano invocate e adorate dal popolo per ricevere da loro grandi poteri e grandi qualità come il coraggio, l'eroismo e la passione.



ENGLISH TEXT BY ED TYRELL TREND - HOME REPORTAGE

TREND

YELLOW TALE pag. 67

feature by Alessandro Pasinelli, photos by Enrico Conti, with Roberta Beltramini, texts by Armando Giovanni Valsania
Sunny, energetic, bright. The colour which this year has conquered fashion and design becomes protagonist in furniture and objects. For rooms that put you in a good mood.

From left, irregular shapes for the hand painted ceramic **BOWL**, available in various sizes (from **Jannelli&Volpi**, from € 49). **GREY VASE** with funnel shaped neck by **Ceramiche Milesi** (price on request). In flexible silicone, a two litre **WATERING CAN**, available in various colours (from Jannelli&Volpi, € 55). The handmade number two and the **BOTTLE** in ceramics (from € 25) are for sale at Jannelli&Volpi, as is the **BALL** in the background, cm 20 in diameter, in painted ceramics (price on request). Beside the bottle, a case by Waferini Babbi (from **La Rinascente**, € 9,50). By Ceramiche Milesi, a two coloured **VASE** (price on request).

page 68-69 The **SOFA** Ruché Citron, created by Inga Sempé for **Ligne Roset** has a structure in solid wood and covering in gathered or folded fabric (cm 170x85x82 h, € 3.296). On the seat, the **RADIO** Cubo TS522 by **Briovenga**, designed by Marco Zanuso and Richard Sapper (€ 239), the **MUG** Mecano (from Jannelli&Volpi, € 12,50) and **CUTLERY** by Variopinte (distr. **P&M Promotion**, € 11). In front of the sofa, the **COFFEE TABLE** Fontable shaped like a letter from the alphabet, in lacquered iron (from Jannelli&Volpi, € 190). On it, a **BALL SHAPED VASE** by Ceramiche Milesi. The **FLOOR LAMP** Lte 5 Imbuto by Luigi Caccia Dominioni for **Azucena** has a cone shaped reflector (cm 192 h, € 865). In front of the lamp, the **SIDE TABLE** Angelo in yellow spruce by **Atipico** (Ø cm 45, cm 45 h, € 238), on which sit the **VASE** Pantone by **Serax** and the small **TRAY** Kaleido by Clara von Zweigbergk for **Hay** (both from La Rinascente) together with a piece by the artist Matteo Giuntini (from **L'Affiche**, € 140). By Bruno Rainaldi for **Opinion Ciatti**, the vertical stand-alone **BOOKCASE** Ptolemeo, in sheet metal or

stainless steel (from **Entratalibera**, 215 cm h, € 1.130). On its shelves, other pieces by Matteo Giuntini (also from **L'Affiche**). On the right, covered with fabric or leather, the **ARMCHAIR** Tight with snug seat, designed by Nicola Gallizia for **Molteni** (cm 89x91x73,4 h, from € 2.087), and next to it the painted steel side table DLM by Thomas Bentzen for **Hay** (Ø cm 38, cm 58 h, from Trend-House, € 169). On it, the **CASE** Organizer, by Hay Studio for Hay (from **La Rinascente**, two modules from € 29,50) and a trio of Notes **NOTEBOOKS** by **Fabiano Boutique** (€ 9,80).

LIVING WITH THE COLOUR YELLOW MEANS FACING EAST AND OPENING TO THE NEW; that newness which surprises us and stimulates us and carries with it a significant turning point to our personal lives. The warm and cosy vibrations of yellow provide true psychological relaxation, which expresses itself through a sensation of pleasurable wellness felt on your skin, because they resonate with our sympathetic and parasympathetic nervous systems.

page 70-71 IN MUSIC, THE COLOUR YELLOW IS ASSOCIATED WITH SOL, the fifth note (G) of the Major Scale, called Dominant, because it is located at the centre of this scale. For musicians in ancient Greece, as for the Romans, Sol was a fundamental note of the Mixolydian mode, a musical scale with a decisive expression, able to stimulate dynamics and force of will. At that time, Salpinxes and Buccinas played musical tunes in Sol to incite warriors to battle.

With drawer unit and shelves, the kitchen **COUNTER** Helsinki Kitchen by Caronni + Bonanomi for **Desalto** (cm 180x78x90 h, from € 2.852). On it, from left: the **DISHCLOTH** Mix Color (from **Jannelli&Volpi**, € 15); **KITCHEN MACHINE** Mini Plus by Magimix (distributed by **Maino Rappresentanze**, € 200); **PLATES** Circle by **Pagnossin**; the **JAR** Store by Established&Sons (from La Rinascente, € 66,70); **SAUCEPAN** in ceramics (from Jannelli&Volpi); Tuscan macaroni (from La Rinascente); steel **POT** KnPro by **KnIndustrie** (€ 69). On the shelf above: **CUTTING BOARD** Moby Dick (€ 89), **WOK AND SAUCEPANS** (from € 33, mahogany lid € 24), all by KnIndustrie; **CUPS** Prisma by Pagnossin and **TOASTER** Toaster Vision by **Magimix** (distributed by **Maino Rappresentanze**,

€ 200). Designed by Jasper Morrison for **Cappellini**, the **STOOL** Tate Color (€ 410). Leaning **POUFS** (from Jannelli&Volpi, from € 68), **BASKET** Wire Basket by **Ferm Living** (from **Trend-House**, from € 58). The **SUSPENSION LAMP** Glas by **Diesel by Foscarini** is in blown glass and metal (€ 685). The white **CHAIR** Cream created by **Mr. Studio**, in beech and Restilon® (€ 149); the other two are the model Skin, designed by Archirivolto, stackable and also suitable for outdoor use (€ 89) – all by **Calligaris**. In sheet steel, the extending **TABLE** Wally by Andrea Lucatello for **Miniforms** (cm 220/280x100x76 h, from € 1.524). On the table: in the foreground, a white **PLATE** from the collection Same same but different by Massimo Castagna for **KnIndustrie** (€ 39); plates (€ 80 per 6-piece set) and **CUTLERY** (from € 11) by **Variopinte** (distr. **P&M Promotion**); the **GLASSES** Colour Concept by **Villeroy&Boch** (from € 14,90); on the left, the **TRAY** Gallery (€ 29) and **SALAD BOWL** Hot Summer (€ 35 per 3-piece set) in melamine, both by **Zak!** (distr. by **Maino Rappresentanze**); in the middle, with flowers, the **CONTAINER** Il Sacchino F by **Essent'ial** in cellulose fibre (from Jannelli&Volpi, € 9,50); on the right, in wood, the container Les Montgolfières by Fx Balléry for **Y'a pas le feu au lac** (from **La Rinascente**, € 72,50). The **SUSPENSION LAMP** Rock by Diesel by **Foscarini**, in polycarbonate and with asymmetrical facets (Ø 50 cm, € 470).

page 72-73 Padded and with removable cover, the **BED** Molton by **Letti&Co.**, designed by Paola Navone (cm 178x230x88 h, from € 2.113). In the colour mustard, the bed **SHEETS** Origami by **Somma** in pure cotton percale (€ 46 for the top sheet) and the **BLANKET** Iride by **Atipico** in mixed cashmere (cm 180x130, € 351). By Society and in 100% linen, the **PILLOW CASES** from the line Rem (€ 110) and the blanket Nid (€ 275). The **COFFEE TABLES** in hand crafted iron are part of the collection Chele, created by Antonino Sciortino for Atipico – with round or trapezoid top (cm 30x30 and cm 48x46x35 h, respectively – from € 138). On the highest of them is the table **CLOCK** Non là, by studio Klass for **Diamantini&Domeniconi**, in conically shaped ceramics (from La Rinascente,

BRAVACASA

ENGLISH TEXT :

173

€ 59). Created by Mattias Stålbom for **Muuto**, the **SUSPENSION LAMP E27** in silicone (from **Trend-House**, € 59). The **CLOTHES HANGER La Cima**, in braided maritime rope, can be fastened to the wall or ceiling. By Lapo Ciatti for **Opinion Ciatti** (from **Entratalibera**, from € 770). The **ARMCHAIR Werner** by **Lema**, designed by Roberto Lazzeroni has a seat covered with fabric and a structure in wood and metal (cm 73x64x79 h, € 733).

All the **BOOKS** are from **Skira**.

YELLOW AND MUSIC

Yellow = G major, or Sol Maggiore. A vivacious key, much loved by the composers of the Baroque, who appreciated its sparkling freshness, here visually represented by the nuances of this colour. "Dressing up" yellow painted rooms and furniture with baroque musical pieces, taking care to choose those written in Sol Maggiore, creates a true representative synergy: Concerto per Archi "Alla Rustica" or Concerto per Archi RV 310 by Antonio Vivaldi; Brandenburg Concerto no. 3 and 4 by Johann Sebastian Bach; Concerto Grosso no. 3 or Suite for Orchestra HWV 353 by George Frideric Handel.

YELLOW AND HISTORY

The gold of knowledge is the conceptual representation of Yellow. A colour that favours the elevation beyond primordial instincts and a sincere leap without any kind of vice of instinctive nature. Associated with the sun, the source of germinal energy, Yellow represents revelation. Already in ancient times, sun gods like Apollo and Zeus were invoked and adored by the people to receive great powers and qualities from them, like courage, heroism and passion.

HOME REPORTAGE

SECOND NATURE pag. 76

feature by Anna Maria Eustachi

photos by Andrea Vierucci

texts by Silvia Piermattei

Surrounded by the countryside near Treviso, a home built entirely out of wood. Dedicated to eco-compatibility, but also to a lifestyle that blends Nordic sobriety and oriental rigour.

«To convince me to come and live in the midst of nature, I only needed a short period as a guest at some friends' in the countryside», explains Maria

Grazia Martinelli, architect and partner – with Martina Monti and Silvia Pesavento – at the Treviso design studio MMP (www.mmpstudio.it, ph. 335/709835).

«On that occasion I understood how direct contact with nature was good for my mood, but also for my creativity and ability to concentrate». Having found the land – a thousand square metres in the tranquillity of Parco del Sile – the architect commenced the design. In this house she wanted everything to be in harmony with the outdoor environment and the idea of "living healthily". Starting with the structure, made with X-Lam plywood panels, developed for eco-compatible buildings and capable of guaranteeing notable energy saving (for info, www.woodbau.it). Also the floors, walls and window and door frames - many of which are sliding doors - are in larch. Most of the 160 square metres, in fact, are developed on the ground floor, where various functional areas, from the kitchen to the living room, to the owner's studio, find the ideal mediator with the garden in a large veranda, also floored with wood, here the hard and very resistant ipè, a wood that is particularly suitable for the outdoors. As for furnishing, Martinelli has focused on the blending of essential design, often designed by herself and made by craftsmen, with vintage furniture and lamps, family heirlooms or found at markets. But direct references to the nature the house is immersed in are not missing either, like the tables, the bases, the trays cut from age-old trunks.

HOME REPORTAGE

BETWEEN GARDEN

AND DESIGN pag. 92

feature by Anna Maria Eustachi

photos by Andrea Vierucci

texts by Elena Papa

In Pesaro, a house from the 30s, overlooking an ample garden, has been restructured to bring out more brightness. The project has opened new passages and created different relationships between the rooms. Connecting the outdoors and indoors fluidly.

Fluid spaces, plenty of light and the continuity between outdoor and indoor. These are the objectives that guided the restoration of this single

house, surrounded by a centuries-old garden. The distribution of the two levels (120 sq.m on the ground floor and 80 on the first plus a 40 sq.m terrace) is still that of the original from the 30s, when a central corridor led to the rooms. A solution that the owners after the purchase of the house in the 80s originally kept, but then decided to modify, charging the Pesaro architect Paolo Marconi (studio.marconi@sestante.net) with the new design and restoration of the house.

The work that was carried out was more of a structural than distributional nature, but it notably modified the perception of space on the whole, which now appears brighter and more open towards the garden.

To reach this goal it was fundamental to move a bathroom that was located right opposite the entrance on the ground floor. Getting rid of it, the entrance is flooded with natural light coming from the window of the former bathroom, now transformed into a French door like the other two in the dining and sitting rooms, where another window was made, mirroring the existing one facing the street. Lastly, the three rooms, kitchen, dining room and living room were connected with ample openings in the supporting walls. However, in the three bedrooms and the bathroom on the first floor, just a few modifications to uniform the levels. French oak herringbone parquet, white walls and door/window frames. In the context, important pieces of design are introduced, together with contemporary pictures.

BRAVACASA

is also on iPad and
Zinio, to glance
through like a book.



At your disposal also
the previous numbers.