

# INTERNI

THE MAGAZINE OF INTERIORS  
AND CONTEMPORARY DESIGN

N° 3 MARZO/MARCH 2010

MENSILE/MONTHLY ITALIA € 8,0  
A € 16,0 - B € 15,0 - F € 15,0  
GR € 12,0 - P cont. € 13,0 - E € 13,0 - CH CHF 20,0

Poste Italiane SpA - Sped. in A.P.D.L. 353/03  
art.1, comma 1, DCB Verona

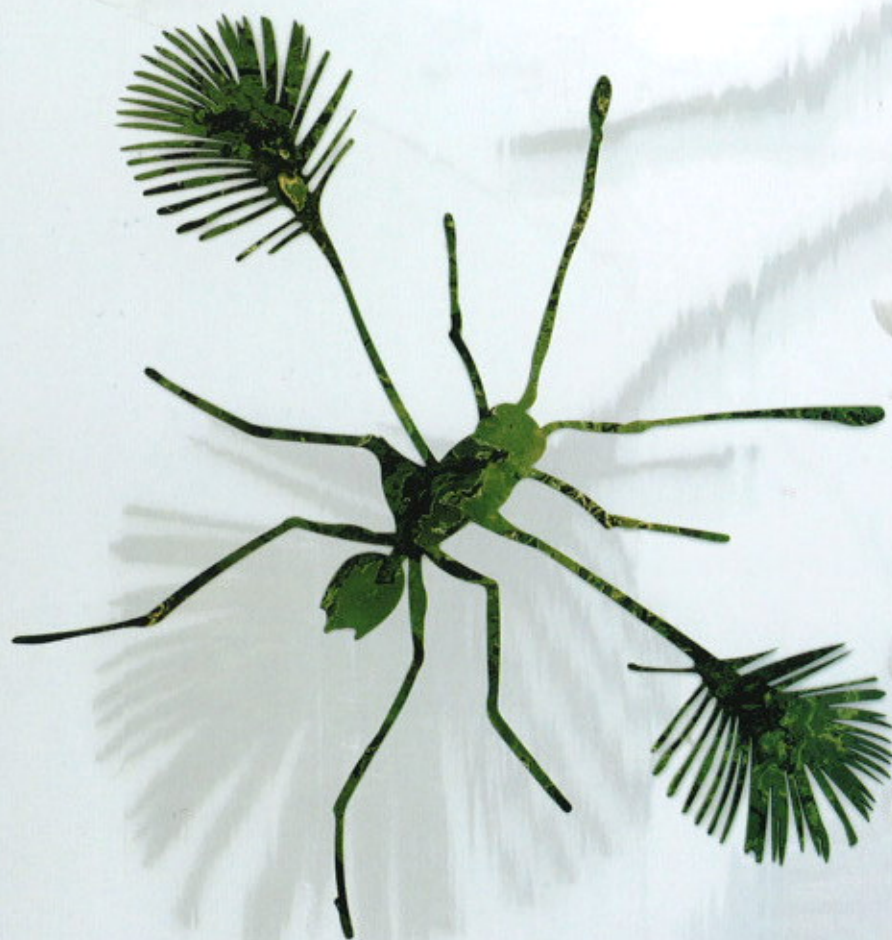
MONDADORI

*Interiors & Architecture*  
**CASE DA SPAGNA e PORTOGALLO**  
**e MUSEI DAL MONDO**

**INcontro**  
**ENZO MARI racconta PAOLO ULIAN**

**INdesign**  
**Geometrie a SPECCHIO**  
**OGGETTI BIODEGRADABILI**  
**IL BAGNO SOTTILE**

**INSERTO**  
**SPECIALE IN&OUTdoor**



**Underworld** DESIGN  
PATRICIA URQUIOLA

Mensile/MONTHLY  
WITH COMPLETE ENGLISH TEXTS



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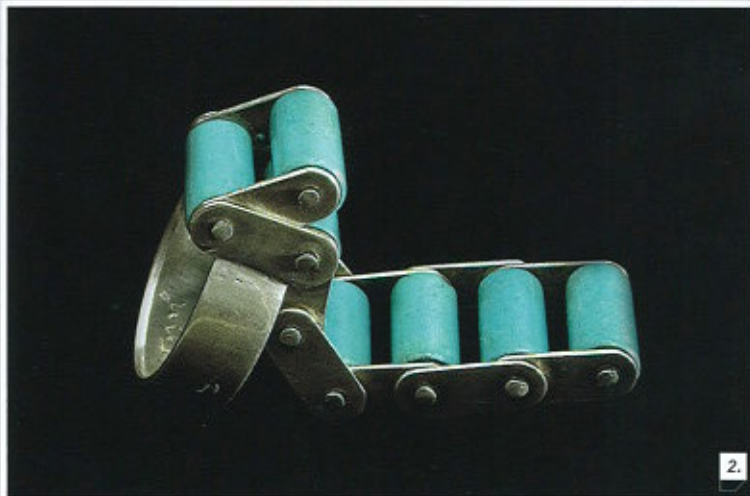




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giorno al festival, con riassunto delle puntate precedenti) per complessive 20 ore di rappresentazione. Ciliegina sulla torta, il *Napoli Teatro Festival Italia* conferma anche quest'anno la propria caratteristica di festival e impresa di produzione eco-sostenibile, riconosciuta con certificato europeo EMAS lo scorso anno.

**Il design.** Fino al 15 marzo, la fondazione Plart di Napoli ([www.plart.it](http://www.plart.it)) presenta *Andrea Branzi: tutte le epoche vengono al pettine*, mostra curata da Cecilia Cecchini, che è una peregrina incursione nel mondo dei nuovi pettini d'autore, una dozzina di esemplari appositamente progettati da Andrea Branzi: accanto, c'è una sezione storica, con oltre 150 pettini in plastica, realizzati all'inizio del XX secolo, che sono parte della collezione che Gabriella Antonimi ha raccolto in due decenni. Come spiega lo stesso Branzi, "Nonostante la lunga storia che li accompagna, i pettini sono destinati a scomparire, sostituiti dall'elettronica

o da strumenti immateriali. Sono gli ultimi oggetti meccanici che servono a mettere ordine in una parte fuori controllo del corpo umano, cioè i capelli. Ma, a ben guardare, oggi i capelli devono sembrare il più naturali possibile: spontanei, spettinati, arruffati, sapientemente disordinati, simbolo evidente della personalità originale di chi li porta in testa. Il design non ha mai avuto molti rapporti con questa merceologia, che nasce in ambienti molto sofisticati, molto creativi, ma che non appartengono alla cultura del progetto. Anche i pettini che ho disegnato non sono esattamente dei pettini, ma degli oggetti di arredamento del corpo o dell'ambiente; simboli segreti di una persona, dei suoi riti privati, di gesti più simbolici che funzionali. Omaggio



4.

alla bellezza spontanea di una donna incerta tra il pettinarsi e spettinarsi".

Ma, al di là dei pettini, Napoli è di recente stata anche suggestivo teatro per un ulteriore accessorio della vanità muliebre: il gioiello, anch'esso di design e d'autore, anzi di multipli autori, junior e senior, campani, italiani o inglesi, tutti altamente specializzati nello specifico segmento prezioso. Promossa dalla Regione Campania, a fine anno si è infatti svolta a Napoli, terra di eccellenze orafe e antiche tradizioni artigianali, la cerimonia di premiazione della seconda edizione annuale di *Italian Jewellery Awards. Passion by design*, premio dedicato al mondo del gioiello, che si pone come obiettivo la valorizzazione della leadership creativa della gioielleria italiana, nelle

CON UNA GIURIA PRESIEDUTA DA ALBA CAPPELLIERI (CATTEDRA DEL DESIGN DEL GIOIELLO AL POLITECNICO DI MILANO), LA CERIMONIA DI PREMIAZIONE DEGLI ITALIAN JEWELLERY AWARDS - PASSION BY DESIGN, SI È SVOLTA A NAPOLI ALLA FINE DELLO SCORSO ANNO, TRA I FINALISTI (NON NECESSARIAMENTE I VINCITORI DELLE SPECIFICHE SEZIONI), SEGNALIAMO: 1. UN BRACCIALE DI ROSALBA BALSAMO, NELLA ROSA DEI FINALISTI NELLA SEZIONE MIGLIOR GIOVANE DESIGNER CAMPANO '09.

2. UN'OPERA DI GABRIELE DE VECCHI, VINCITORE DELLA SEZIONE MIGLIOR DESIGNER PROFESSIONISTA ITALIANO '09.

3. UNA COLLANA DI SANLORENZO, PIÙ INNOVATIVA AZIENDA ORAFA ITALIANA '09.

4. UN ANELLO DI ANNAMARIA ZANELLA, NELLA ROSA DEI FINALISTI NELLA SEZIONE MIGLIOR GIOVANE DESIGNER ITALIANO '09.





1.

1.2.3. ALCUNE IMMAGINI RELATIVE AL ROMEO, IL PRIMO ART-DESIGN HOTEL DI NAPOLI, INAUGURATO CIRCA UN ANNO E MEZZO FA. NELLE IMMAGINI: UN ANGOLO RELAX CON LA POLTRONA PROUST DI ALESSANDRO MENDINI; SENZA TITOLO, 2008. OPERA RETROILLUMINATA DELL'ARTISTA FRANCESCO CLEMENTE, AL PIANO TERRA DELL'ALBERGO; ORDINE E DISORDINE (DETTAGLIO), 2008, INSTALLAZIONE DELL'ARTISTA LELLO ESPOSITO, AL DECIMO PIANO NELL'AMBITO DEL RISTORANTE 'IL COMANDANTE'.

4. UNO DEI PIÙ TRADIZIONALI SIMBOLI DI NAPOLI: 'NA TAZZULELLA 'E CAFÈ, NELLO SPECIFICO QUELLA DELL'ULTIMA ART COLLECTION DI ILLY, FIRMATA DA PEDRO ALMODOVAR.



2.

diverse sue espressioni, e delle sapienti tradizioni orafe dei distretti produttivi locali. Coordinata da Alba Cappellieri, cattedra di Design del gioiello al Politecnico di Milano (e formata da Luisa Bocchietto, presidente Adi, Riccardo Dalisi, architetto e designer, Ilaria Danieli, caporedattore di Vogue Gioiello, Sarah Carpin, direttore di Retail Jeweller, Maria Doulton, giornalista specializzata nel gioiello, e David Metcalfe, presidente della Federazione nazionale britannica di gioielleria), una giuria italo-inglese, resa possibile grazie alla partnership con *The Jewellery Show* di Birmingham e con i relativi *UK Jewellery awards*, ha attribuito i premi 2009 a otto categorie professionali del settore orafa: miglior giovane



4.

designer italiano Stefano Marchetta; miglior designer professionista italiano Gabriele De Vecchi; miglior giovane designer campano Mario Bottiglieri; miglior giovane designer britannico Sarah Ho; più innovativo punto vendita del settore Pomellato; più innovativa campagna di comunicazione Bulgari; miglior prodotto realizzato con materiali e tecniche proprie della gioielleria Loffredo; più innovativa azienda orafa italiana, San Lorenzo. Circa due anni fa, sul lungomare di Napoli, vicino al molo Beverello (dove ci s'imbarca per le isole), è stato aperto il primo hotel d'arte-design della città partenopea, il Romeo (85 camere, di cui 22 suite; 700 mq di spa a cura di Daniela Steiner;

sushi bar e roofgarden con ristorante panoramico). Allogato in un edificio ripartito su 12 livelli (che ospitò gli uffici della Flotta Lauro), è stato firmato da Paul N. Tange. Opere di artisti quali Francesco Clemente, Lello Esposito e Sergio Fermariello sono esposte nella lounge dell'albergo cinque stelle lusso, oltre a ulteriori di Mario Schifano e Gregorio Botta. Per celebrare Napoli, è anche stato chiesto a otto fotografi di fama - tra cui Vincenzo Castella, Mimmo Jodice, Pino Musi, Antonio Biasucci - d'immortalare il genius loci con immagini esclusive destinate alla collezione fotografica permanente dell'albergo. Con stile 'fusion contemporaneo', arredano il Romeo ([www.romeohotel.it](http://www.romeohotel.it)) pezzi di B&B Italia, Poltrona Frau, Cappellini, i lini umbri di Caprai, mixati però a pezzi importanti di antiquariato, dal XIV al XVII secolo. (Olivia Cremascoli)



3.



UK Trade & Investment has become a headline for new London restaurateurs, with an organic, extremely cool approach to food. Prince Charles has had a part to play in the invention of Duchy Originals, the food company (with charitable purposes) he calls "a virtuous circuit that produces natural-organic-sustainable products and, as a result, helps to protect and conserve the countryside and wildlife". For the 10th anniversary of the company's founding, Charles said: "I wanted to demonstrate that it is possible to produce quality food, working in harmony with the environment and nature, using the best ingredients and increasing value through aware production". The message is getting across. In recent years, apart from the rise of good English chefs - first of all Gordon Ramsey, born in 1966, approved by Michelin, inserted by Forbes in 2008 in the list of the world's 100 most influential people thanks to his television program - in the UK many people are rolling up their sleeves and making an effort to "Eat well, save the planet". UK Trade & Investment organized a tasting of eco-sustainable British food products at the English consulate in Milan (delicious stuff, from Welsh lamb to Scottish salmon, the country cider of Prince Charles to the Scotch whiskey of the Highlands). Eco-sustainable is also the buzzword for chefs, restaurateurs and public food venues in general in London. Of course the focus on ecology is still an upper-class obsession, for those with the economic punch to back up their convictions. They're doing so, with gusto, in all kinds of new restaurants, snack bars and cafes offering eco food and trendy decor. Here's a quick selection of what is considered the cutting edge of the London culinary scene.

#### Konstam at the Prince Albert

(2 Acton Street, King's Cross, London WC1X 9NA, tel. 020 78335040) - Two famous names for this restaurant (60 seats) at King's Cross, an area in full urban renewal swing (there's also the London-Paris train station). The restaurant has been inserted in a historic Victorian pub: Thomas Heatherwick did the decidedly unusual, even flamboyant interiors, and Oliver Rowe is in the kitchen, namely the Urban Chef from the TV show on the BBC. The youthful Rowe has announced that he will use at least 85% local ingredients sourced from within the M25, to cut down on transport. This limits his supply options, but stimulates culinary creativity, in keeping with the seasons. For example, when it's time for rhubarb, Rowe uses it in as many dishes as possible: "ingredients are joyfully exciting and tastier when they're in season", he says. Nevertheless, he insists he is not an eco-warrior, but just interested in flavor: "if we can manage to cook with ingredients that reach us using less fuel, with excellent flavor, fresh and nourishing, that's fantastic".

#### Sketch

(9 Conduit Street, Mayfair, W1S 2XG, tel. 020 7659 4500, www.sketch.uk.com) - Sketch pop-up sustainable café (at Royal Academy of Arts, Burlington Gardens). A good venue often has a good website. Sketch's site is fun. Located in a Victorian building (previously the home of the Royal Institute of British Architects and Christian Dior), on a street in the beating heart of West London, crossing Savile Row, Sketch is a feast for the eyes and the taste buds, which since December '09 has reproduced, in a reduced, sustainable version, at the Royal Academy of Arts during the exhibition *Earth: Art of a Changing World*. Of course the outdoor oyster bar serves only eco-responsible champagne, i.e. Pop Earth (75 cl) by Pommery, in a lighter bottle with a label in recycled paper. On different levels, the Sketch headquarters is an eccentric Wunderkammer - restructured by Mark Lawson Bell, full of fine design and crafts - offering the Parlour on the ground floor, a delightfully bizarre tea room with sublime pastries, which at mealtimes also services some of the more basic dishes that Pascal Sanchez, the favorite disciple of Pierre Gagnaire, super-Michelin chef and partner of the Algerian restaurateur Mourad Mazouz, proposes on the upper levels for the well-heeled clientele of the Lecture Room & Library, the sophisticated Franco-Belgian restaurant using British ingredients mixed with Mediterranean elements. Between the two spaces there's the Gallery, an exhibition space in the daytime and a swinging restaurant in the evening, with tables in the midst of art, and the East Bar, open only in the evening, as well as the Glade, a sort of brasserie, open only at lunch. Not to mention one of the three rest rooms at Sketch, a place of pilgrimage for shutterbugs, with fixtures that seem to have been salvaged from the sets of Kubrick's 2001. Finally, pick up a Sketch Gift Hamper, a gourmet treat for a gift or a picnic, in the form of a bird's nest, winner of a Wallpaper Design Award 2010 (Lifestyle section).

#### Daylesford Organic

(44b Pimlico Road, London SW1W 8LP; 208/212 Westbourne Grove, London W112RH, tel. 020 78818060, www.daylesfordorganic.com). Initially tied to the Gloucestershire, the sustainable farm with connected shop that won Best Organic Store in the Organic Industry Awards 2006, the brand Daylesford Organic, created by the blond Lady Carole Bamford, wife of aristocrat-magnate Sir Anthony Bamford (JCB), has quickly hit London and produced wonders in terms of food, flowers, bath and personal care articles, housewares, home and garden wear, furnishing complements. With two addresses, both absolutely traditional-chic (in the west of the city, Chelsea and Notting Hill), Daylesford Organic now also has two shops in Pimlico, a florist and a store offering groceries, and cuisine based on recipes by Tom Aikens, another Michelin favorite, to go or served on a long table in pale marble: on the upper level, you can find gifts, including food, in elegant packaging. The Westbourne Grove outlet on multiple levels includes the Larder restaurant, the Raw Bar and the Bread Bar, as well as cooked foods for takeaway and an organic produce market. Everything is organized with special eco-friendly packaging and repeat-refill containers. Beside the restaurant and the two bars there is a boutique, an oasis of fragrant relaxation and serious purchasing temptation. They've recently opened a Cookery School too (tel. 0160 731700). Daylesford Organic can also be found elsewhere in London, with corners at Selfridge's and Harvey Nichols.

#### Albion Café

(2-4 Boundary Street, Shoreditch, London E2, tel. 020 7729 1051, www.theboundary.co.uk). The Albion is the latest creation of Peter Prescott and his partners Vicki and Terence Conran. Mr. Conran, after having sold his restaurant empire in 2008 to D&D Restaurants, is retracing his steps, purchasing and restructuring a Victorian warehouse in the heart of arty East London and transforming it, last year, into the Boundary Project, which contains the cafe, a terrace-bar, a chic restaurant and about a dozen guestrooms. The Albion Café is subdivided into two parts: the casual but sophisticated cafe, where every day, from 8.00 to midnight, you can order anything from breakfast to rabbit, and a shop offering fresh and packaged foods, produce, bread and wines, a very trendy organic store, in short, with rugged wooden containers that look like they've just been unloaded at the local wholesale produce market, but also shelving almost like a supermarket for packaged foods (of all kinds: from cheeses to selected meats). Besides the regular tables, the Albion also has a long, common table for informal dining together with strangers, and a completely open kitchen. In keeping with an increasingly frequent practice, the Albion does not take reservations, thus encouraging a heterogeneous mix of customers; as a result, especially during weekends, the queue is inevitable, but you can also get some shopping done while you wait.

## fashion file

### DEMI-COUTURE p. 83

Roland Mouret reinvents the adjusted dress and transforms it into a garment for all seasons, beyond fashion. Born in Lourdes in 1961, a butcher's son, Roland Mouret was a model before he became a fashion designer. He has elegance in his blood, and with his clothes he gives some of it

to women (and soon also to men). Since his debut in 1998 he has emerged as a leading exponent of 'demi-couture', a technique of shaping the garment directly on the mannequin by draping. His sensual, sophisticated creations immediately became sure-fire seducers, winning the hearts of Hollywood stars. In 2006, in partnership with 19 Entertainment of Simon Fuller, he gave a new strategic structure to his production, accelerating delivery times. His garment-icons for all seasons, sculpted on the body but fluid, reach clients three months after the show. In 2009, to complete his range of offerings, he also began a women's knitwear line. To make his 'demi-couture' easier to view, in October 2009, in collaboration with Q-Morphic, a company specialized in the creation of new software, he put his shows online, shot by 28 video cameras, offering many different perspectives on each garment. Thanks to this original program, called Polymorphic, you can have a 3D view of the dress, similar to that of a traditional atelier presentation.

## Intertwined exhibitions

### THE REBIRTH OF NAPLES p. 84

Wedged between Mt. Vesuvius and the volcanic area of the Campi Flegrei, with a historical center Unesco has listed as part of the heritage of mankind, Naples - after the dreadful garbage crisis - is getting back into the news for better reasons: art, both old and new, design, contemporary theater. Here's a quick overview. Art. "Ritorno al Barocco" is a grand exhibition project curated by Nicola Spinosa, including six shows in six museums - Museo di Capodimonte, Castel S. Elmo, Certosa & Museo di S. Martino, Museo Duca di Martina, Museo Pignatelli, Palazzo Reale - and involving, until 11 April, the city and region, with 27 itineraries through baroque sites - churches, monasteries, schools, palaces, regional museums - documenting the cognitive progress of the last thirty years (1979-2009) on aspects, moments and 'genres' of the Baroque in Naples, chronologically defined by three moments: the arrival of Caravaggio in Naples in 1606; the presence in the city of Luigi Vanvitelli and Ferdinando Fuga (1750); the departure of Charles of Bourbon for Spain (1759). The shows mentioned above are the main route through Ritorno al Barocco (www.ritornoalbarocco.com), offering over 350 works including paintings, drawings, sculptures, furnishings, jewelry, ceramics. Besides the Campania Region's initiatives on Baroque culture, we should also mention the Museo Donna Regina, alias MADRE, a place for contemporary art. Designed by Alvaro Siza Vieira, the MADRE is in the historical center of Naples, to transmit positive energy, under the guidance of its director Eduardo Cicelyn. 42 million euros have transformed a ghost building into an excellent space of contemporary art (www.museomadre.it), which until 5 April hosts the show "Barock. Art, science, faith and technology in the contemporary age", curated by Eduardo Cicelyn and Mario Codognato, involving 28 artists and about 100 works. Catalogue by Electa Mondadori. Theater. The third annual edition of Napoli Teatro Festival Italia will take place from 4 to 27 June (www.napoliteatrotfestival.it). Begun under the artistic and organizational direction of Renato Quaglia for Fondazione Campania dei Festival, for 2010 the Festival confirms its international focus on new works. The themes, once again, are multiple and varied: the capacity of the conquered to determine the future; the new English role play, involving spectators in group games; tango and the artistic discipline of the game of soccer. The main theme is the duration of the theatrical performance (How much time is needed to narrate a story? How much time are spectators willing to devote to listening?). With works by great masters and young Italian and foreign directors, including shows that require multiple days, and others that take place in just a few minutes. Some of the productions have been commissioned and produced by the Festival, others are co-produced and others are based on fertile relationships of collaboration. Design. Until 15 March the Plart Foundation of Naples (www.plart.it) presents "Andrea Branzi: tutte le epoche vengono al pettine", an exhibition curated by Cecilia Cecchini, a journey into the world of combs, with a dozen pieces specially designed by Andrea Branzi, and a historical section with over 150 plastic combs from the early 20th century, part of the collection of Gabriella Antonini. As Branzi explains, "In spite of their long history, combs are destined to vanish, replaced by something electronic, some immaterial tool. They are the last mechanical objects used to put into order an uncontrollable part of the human body: hair. But today, hair is supposed to look as natural as possible: spontaneous, messy, in skillfully achieved disorder, an evident symbol of the originality of the head on which it grows. Design has never had much of a relationship with these products, which arise in very sophisticated, very creative contexts, yet do not belong to design culture. Even the combs I have designed are not exactly combs, but more like objects for furnishing the body and the environment: secret symbols of a person, of private rituals, gestures that are more symbolic than functional. A tribute to the spontaneous beauty of a woman who is unsure whether to dress or undress her hair". Naples has also been the place for another item of vanity recently: jewelry, by young and old, local, Italian or English designers, all specialized in this specific field. Promoted by the Campania Region, at the end of the year Naples, with its fine tradition of goldsmiths, welcomed the prize ceremony for the second annual edition of the "Italian Jewellery Awards. Passion by design". Coordinated by Alba Cappellieri, professor of Jewellery Design at the Milan Polytechnic (with Luisa Bocchietto, president of ADI, Riccardo Dalisi, architect and designer, Ilaria Danieli, editor-in-chief of Vogue Gioiello, Sarah Carpin, editor of Retail Jeweller, Maria Doulton, journalist, and David Metcalfe, president of the British National Jewellery Federation), the Italo-English jury, made possible thanks to the partnership with the Jewellery Show of Birmingham and the UK Jewellery Awards, assigned prizes for 2009 to eight professional categories: best young Italian designer, Stefano Marchetta; best Italian professional designer, Gabriele De Vecchi; best young designer from Campania, Mario Bottiglieri; best young British designer, Sarah Ho; most innovative retailer, Pomellato; most innovative ad campaign, Bulgari; best product, Loffredo; most innovative Italian company, San Lorenzo. About two years ago, on the Naples waterfront, near the Beverello pier (where you get the boats to the islands), the first art-design hotel in Naples was opened, the Romeo (85 rooms, including 22 suites; 700 sq m of spa run by Daniela Steiner; sushi bar and roof garden with panoramic restaurant). Located in a 12-story building, it was designed by Paul N. Tange. Works by artists like Francesco Clemente, Lello Esposito and Sergio Fermariello are shown in the lounge of this five-star luxury hotel, as well as art by Mario Schifano and Gregorio Botta. To celebrate Naples, eight highly acclaimed photographers - including Vincenzo Castella, Mimmo Jodice, Pino Musi, Antonio Biasucci - have been asked to capture the genius loci with exclusive images for the permanent photography collection of the hotel. With 'contemporary fusion' furnishings, the Romeo (www.romeohotel.it) features pieces by B&B Italia, Poltrona Frau, Cappellini, the Umbria linens of Caprai, mixed with important antiques

## competitions

### REWARDING BEAUTY p. 91

Pulchra is the first beauty contest for objects whose beauty makes them important in our society. Through its website Pulchra proposes 100 objects selected by a jury composed of Gilda