

Discover SOUTHERN EUROPE

ISSUE 1 | SUMMER 2018

Cheese, Wine
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Holiday Home

in Portugal or Spain



MAURIZIO PELLIZZONI

MODERN, TIMELESS AND ELEGANT INTERIOR DESIGN

PROMOTING FRANCE, SPAIN, ITALY & PORTUGAL

Contents

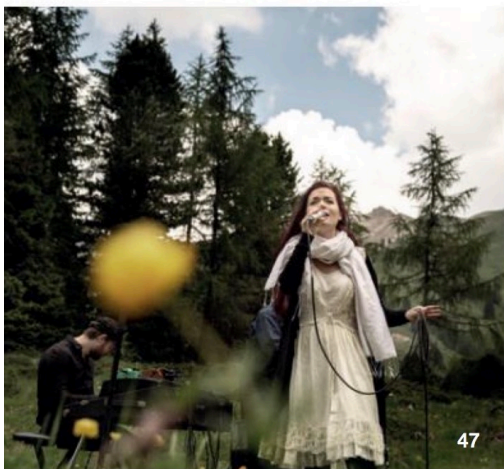
SUMMER 2018



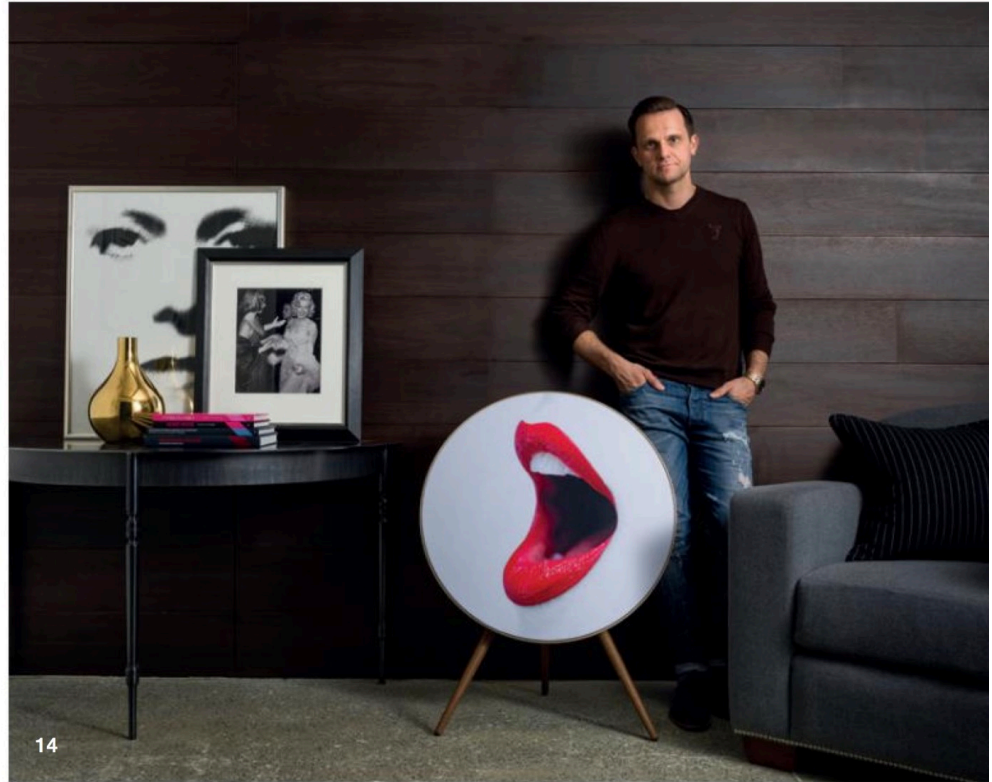
22



36



47



14

COVER FEATURE

14 Maurizio Pellizzoni: Modern, Timeless and Elegant

Combining timeless classics with modern eclecticism, Maurizio Pellizzoni grew up in a family in the furniture design industry and has become a household name on the luxury interior design scene. *Discover Southern Europe* spoke to the Italian designer about growing up steeped in design, working at Ralph Lauren, and creating an iconic design for Bang & Olufsen.

SPECIAL THEME

22 A Taste of Southern Europe

Mouth-watering cheeses, rich and fruity wines and ham made with heritage and passion - what more could you want on your culinary journey through southern Europe? From the charming streets of Lisbon to the rolling vineyards of southern France and the rich culinary heritage

of the Extremadura region in western Spain, we take you on a tasty journey to help you plan your next visit.

BUSINESS

38 Buy Your Dream Holiday Home

The property market is booming in southern Europe - but where do you even begin when considering investing in a permanent or holiday home in this region? We spoke to the experts to share some top tips about the legalities, the trends and the new hot-spots in Portugal and Spain.

REGULARS

- 6 Fashion Finds
- 8 We Love This
- 34 Hotel of the Month
- 36 Attraction of the Month
- 42 Culture Calendar

MAURIZIO PELLIZZONI

Modern, timeless and elegant

Renowned interior designer Maurizio Pellizzoni has design in his DNA, which comes as no surprise since he grew up in Italy near Lake Como in a family who work in the furniture design business. Since founding his company in 2007, he has applied his Italian appreciation of style and design to a range of residential and commercial projects with unique and characterful results. *Discover Southern Europe* invites you to discover more about the man behind some of the most luxurious properties in the UK and abroad.

TEXT: INGRID OPSTAD | PHOTOS: MAURIZIO PELLIZZONI



Photo: AC Cooper



Left: Surrey Hills Country Mansion. Photo: Jake Fitzjones Photography. Right: Ascot Lodge. Photo: Jake Fitzjones Photography

At the heart of Pellizzoni's designs is the desire to provide something unique and entirely loved by the client. From his base in London, Pellizzoni and his team designs luxurious residential and commercial home interiors, furniture, products and experiences. Over the years, he has created interiors for everything from traditional family homes to trendy city lofts. The end result is consistently a product of the client's needs, but the designer's own aesthetic, which emphasises contemporary elegance, is always the determination behind each project.

When Pellizzoni came to London nearly 20 years ago from Italy, he did not speak any English – but that did not stop him starting his career in retail, working at Ralph Lauren.

After three years of experience, he decided to go back to study and completed a Bachelor of Arts in interior architecture at London Metropolitan University. "I spent more than a decade as part of the creative team at Ralph Lauren Home, where I directed the presentation of collections in London, Milan and Brussels. So my background comes not only from studying interior architecture, but also having Ralph Lauren as a muse and teaching me about luxury and design, while making sure to pay attention to the details," Pellizzoni smiles.

Coming from the north of Italy, an area known for its long traditions within furniture making and design, Pellizzoni has a big advantage when it comes to knowledge and

understanding of the trade. "Growing up in a family surrounded by people within the business was a huge inspiration. I started visiting the furniture fair Salone Del Mobile in Milan with my father already from a young age, and I still come back each year to spot the latest trends and make new contacts," says Pellizzoni. One can say that design has been running through his veins from when he was a child, and his passion has only grown over the years, as he has fostered relationships with the most highly skilled builders, architects and specialists within the field.

Passion for home styling

Inspired by films, everyday life and fashion, Pellizzoni observes and takes notes



Left: Designed at Talisman, a collaboration with Drummonds at Talisman, for London Design Festival. Photo: Darren Chung. **Right:** Pellizzoni's Bang & Olufsen speaker design. Photo: Maurizio Pellizzoni.

on what is happening around him. Whether that is the glamour of Lake Como or his daily life in London where he lives, the interior designer combines this inspiration with his clients' tastes and wishes.

When it comes to home styling, Pellizzoni has three words to sum up his style: modern, timeless and elegant. "My work is based around those three words, but each project is always unique. At the studio, we listen carefully to what the clients want and need, and we create the home in their style while focusing on it being a functional living space for them," Pellizzoni explains. Offering a boutique service built on close relationships with his clients, the interior designer's passion is at the core of this service. "I always pay a lot of attention to the details. The final interior is not only pieces of furniture, but also what the furniture is surrounded with, whether that is vintage finds, fabrics, flowers, artwork or other accesso-

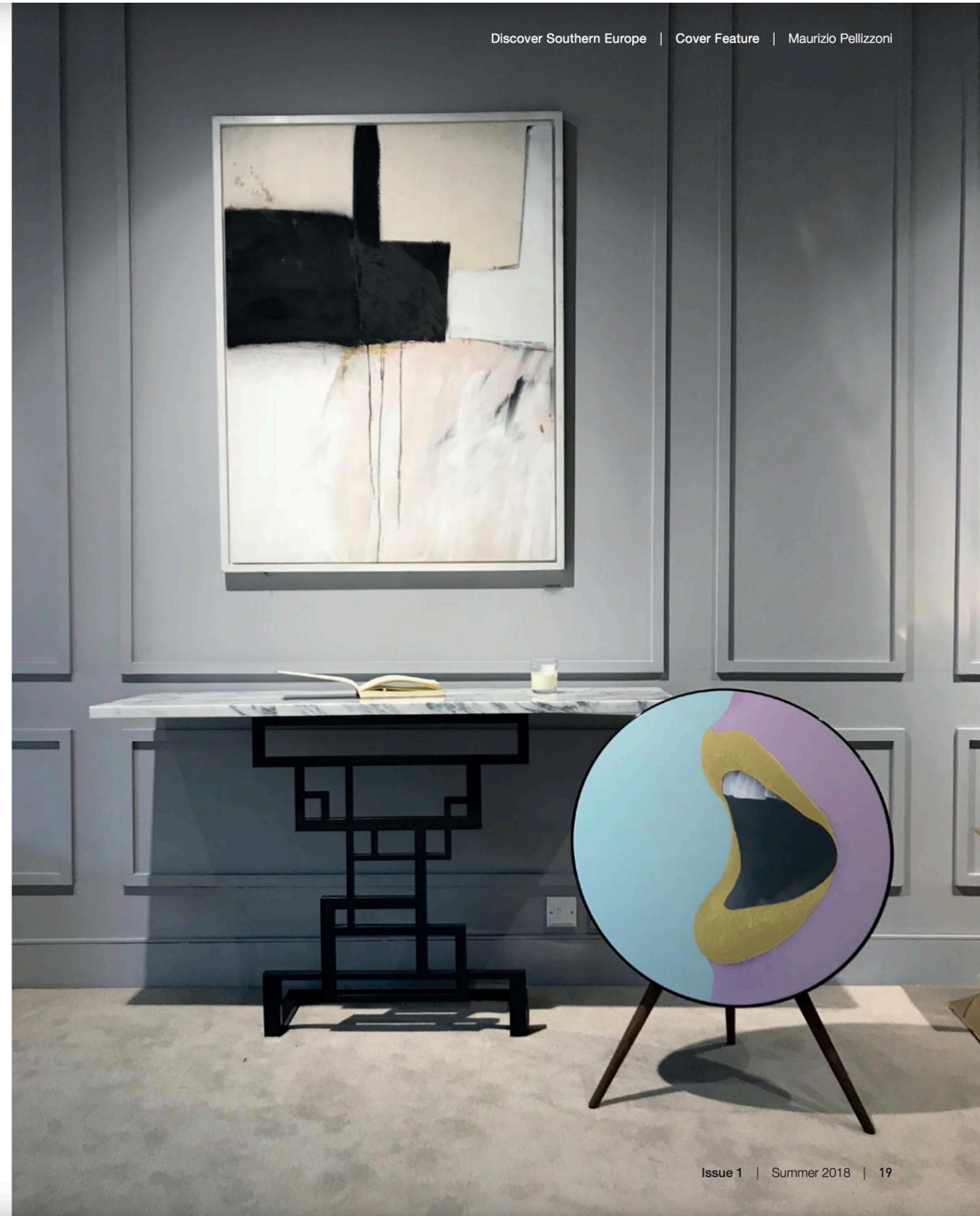
ries that tie it all together." Pellizzoni prides himself on tracking down rare antiques, textiles and fine art with which to create an original space. With a background also in fashion, he is an expert at using soft furnishings and textures to create soft, layered rooms which can be easily adapted to seasonal changes.

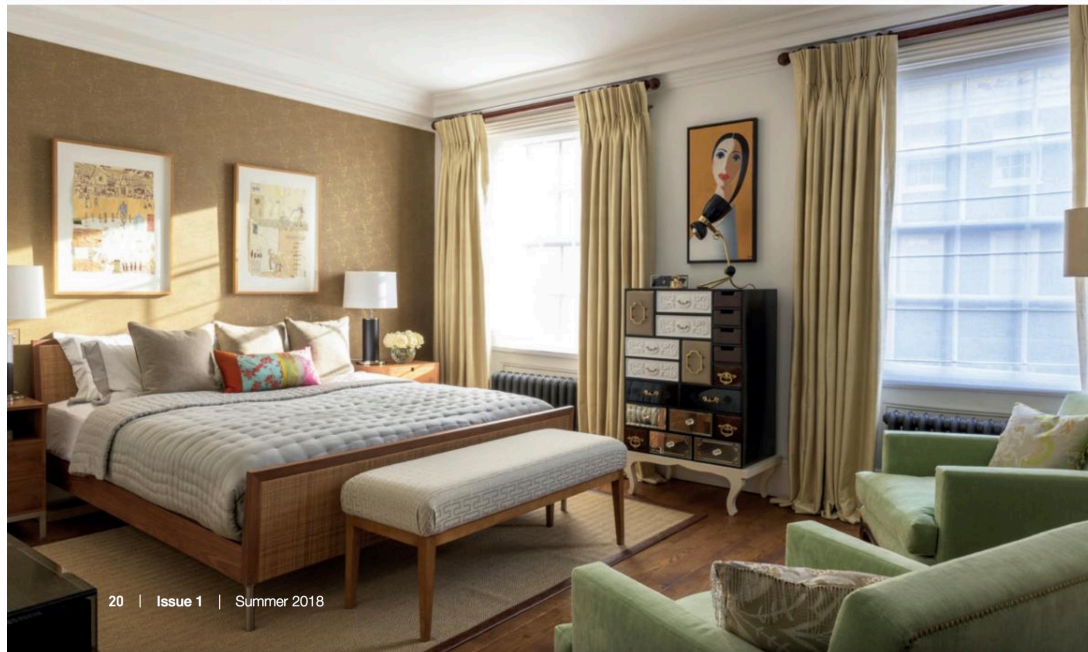
Bijou Marylebone Apartment & Belgravia Townhouse

Two of Pellizzoni's most recent home styling projects are very different from each other in terms of style, but still combine the modern, timeless and elegant elements he is known for. With the Bijou Marylebone project, this charming and small London apartment was refurbished for a young woman in her twenties in an upcoming prime spot of Marylebone. "Our vision was to create the scheme of a Parisienne boutique hotel with a vibrant, elegant, luxurious and modern style," Pellizzoni says. The colour scheme used

is feminine and stylish, achieved by adding soft pastel colours and a mixture of polished brass and chrome finishes. With a mixture of colours and textures inspired by Coachella, along with carefully selected pieces of furniture and accessories, it has a fresh and contemporary look. "The flat makes you feel like you finally have space in the very cramped lifestyle that is London. In the winter it offers the ultimate cosiness and 'hygge' ambience, and in the summer it offers airiness and light to make the most of the good weather."

The Belgravia Townhouse project was an early 19th century, five-storey terraced house located in London's Belgravia district, an area that hosts some of the world's most coveted and costly homes. This restored, pale-brown brick townhouse was styled for a professional couple, just married and with three children, that had very clear ideas about what they wanted. "They wanted a comfortable family home, not a





Top left: Surrey Hills Country Mansion. Photo: Jake Fitzjones Photography. **Bottom left:** Belgravia Townhouse. Photo: Gianni Franchellucci, Studio Immagine 3. **Below:** Limes Grove, Lewisham. Photo: Jake Fitzjones Photography. **Bottom:** Marylebone. Photo: Jake Fitzjones Photography.



showhome," Pellizzoni explains. "Contemporary items from Italian brands such as B&B Italia, Poliform and Lema were chosen for the interiors, and also some luxury and timeless pieces from Ralph Lauren Home to give an extra luxurious feel. This combination gives this five-storey townhouse a simultaneously youthful and sophisticated air, where the eclectic mixture of furnishings and art reflects the owners' interests."

Glamorous nod to classic films

Pellizzoni recently designed a new cover for Bang & Olufsen's iconic and innovative Beoplay A9 speaker, a special edition launched exclusively at Harrods and now also available in Selfridges, Bang & Olufsen stores, NuConnect and via Pellizzoni's online boutique. Featuring statement red lips on a white background, the design is fully immersed in the upper echelons of Italian style, exuding the essence of the icons of Italian cinema, where Pellizzoni drew his influences from.

"The inspiration behind this design is based on the Federico Fellini films and some of the classic, iconic imagery of the stunning Sophia Loren in the earlier days of her career. I have always been a huge fan of those beautiful Italian films and inspired by the attention to detail they pervade. Red is a very vibrant colour, full of life, and in this design portrays passion and a sense of classic glamour," Pellizzoni says, while adding: "As a designer, I am always looking for new images to use in my projects and I keep a collection of them for potential projects. I was delighted to be asked by Bang & Olufsen to collaborate on the design for this iconic speaker and I immediately knew the red lips image from my collection would be perfect. The statement design with the classic red lips brings a dimension of sensuality, the narrative glamour of iconic Italian films and classic Italian style to the speaker." The classic series has now evolved with a new addition called Going Pop, featuring the same lip motif but with bright pop-art inspired colours added for a young and fresh look.

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