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SAUDI ARABIA'S
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DESIGN TRADE EXHIBITION

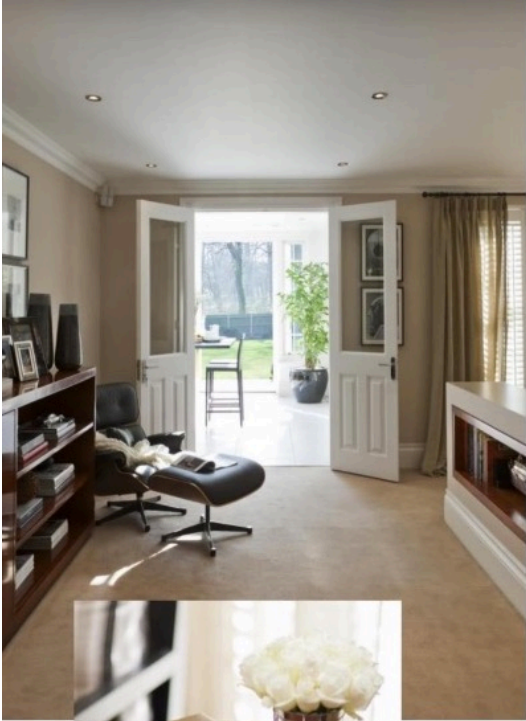
**THE EXCLUSIVE DESIGN
BY GIORGIO ARMANI**



AMERICAN
DREAM



Maurizio Pellizzoni was given carte blanche to turn a five-bedroom house in Greater London into a cool party pad for a young professional. Maurizio's starting point was the glamour of old Hollywood movies. He opted for a smoky colour palette and chunky, masculine furniture and oversaw everything from the joinery to the wallpaper to the fixtures and fittings. As a nod to boutique hotel design, he themed each bedroom, but the piece de resistance is the attic which he transformed into a 'giant playroom' -complete with a retractable cinema screen, a pool table and a bar.



The brief for this modern Greater London property was to create a comfortable space for entertaining friends and taking time out from the city. Maurizio Pellizzoni drew on the style of a classic Hollywood lifestyle that suited the modern architecture of the house and met the client's desire to create a fun bachelor escape. Maurizio Pellizzoni started with an empty but pristine shell and transformed it with new furniture, soft furnishings artwork and accessories. Some existing fixtures were kept and updated in respect of the client's budget, for example the main staircase was given a makeover with new paintwork and wallpaper to give it a more masculine edge, but otherwise Maurizio Pellizzoni was given carte blanche to ring in new changes.

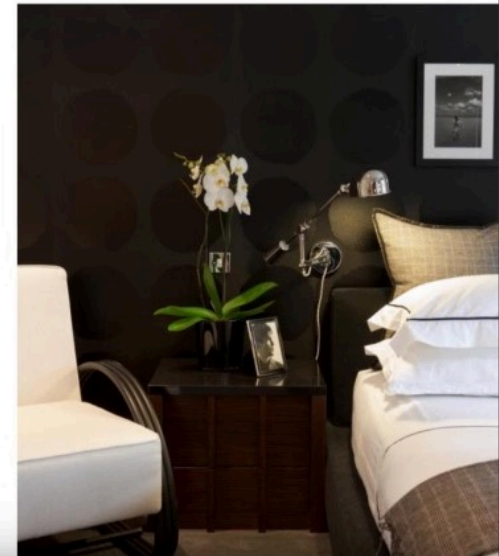
The open plan living room has double doors into the garden was large enough for a generous corner sofa from Flexiform to frame the space and create a cosy corner in front of the fire.



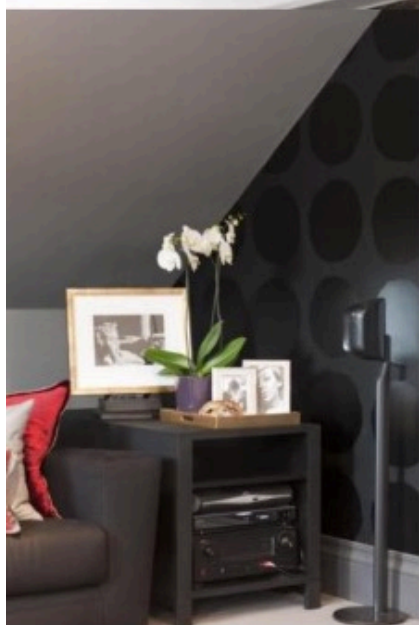
a comfortable and modern space
for living



Custom made units provide ample storage for electronics, gadgets and a large DVD collection. The client was persuaded to keep the expensive existing kitchen but it was re-styled with design accessories, modern artworks and feature lighting from Tom Dixon to give it a more up-to-date identity. The bedrooms were each designed with a different theme, a fun element borrowed from the style of boutique hotels for the client's guests.



Upstairs the large attic space was given over to a cinema room, which has a pool table, 20-seat Poliform sofa and retractable cinema screen. Two life-sized figures of Batman and Joker belonging to the client flank the entrance and add a touch of humour. References to Hollywood continue throughout and the moody colour palette provides a suitable backdrop for after hours entertaining.



Interior design
by Maurizio Pellizzoni
Photography
by Jake Fitzjones Photography
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