

INTERIOR DESIGN YEARBOOK

A photograph of a modern living room with large windows overlooking a city. The room features a dark wood coffee table, two light-colored armchairs, and a textured brown blanket draped over a chair in the foreground. The text 'INTERIOR DESIGN YEARBOOK' is overlaid in large white letters.

Edited by Alexandra Bushby

Foreword by Lester Bennett, President, BIID



CHELSEA FAMILY TOWNHOUSE

Sitting pretty, this picturesque 6000 sq. ft. four-story townhouse originally dates back to the early 1920s and is located in the heart of Chelsea in the north part of the famous King's Road, London. The property is situated on a corner, so the design is an exceptionally wide and an unusual contrast to a classic London townhouse. A five bedroom, six bathroom family home with all the trimmings, the owners enlisted the skills and creativity of Maurizio Pellizoni to inject elegance and life into the interior scheme. The project was a three-year renovation and refurbishment project, which included a basement excavation and major structural works undertaken in the master bathroom. The brief was to create a luxurious and practical family home that would be timeless in design. A trophy home, this elegant and impressive family house has been furnished by Maurizio to an exceptional level of finish.



Chelsea Townhouse by Maurizio Pellizoni



Maurizio Pellizoni:
 Founder and Creative Director,
 Maurizio Pellizoni Ltd

ART, ANTIQUES & DECORATIVE ACCESSORIES

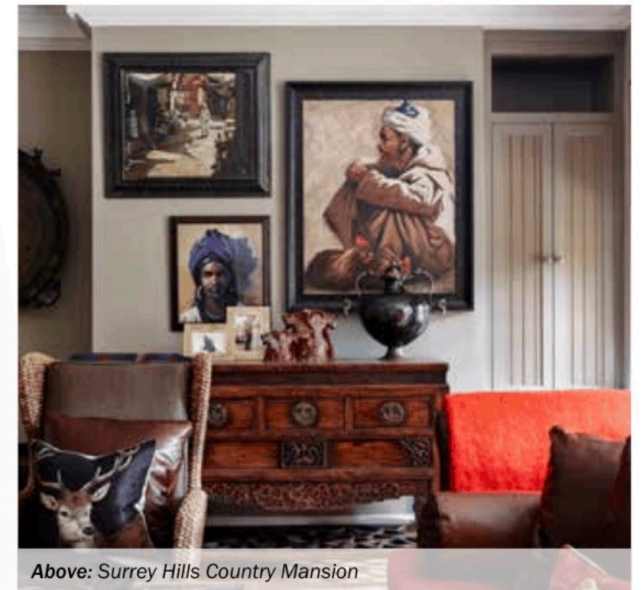
BY MAURIZIO PELLIZONI

Founder and Creative Director, Maurizio Pellizoni Ltd

*Interior designer **Maurizio Pellizoni** has design in his DNA. It's no surprise, as he grew up near Lake Como and comes from a family who work in the business. He founded his consultancy in 2007 and based in the Chelsea Design Quarter, personal relationships with clients are central to Maurizio's work ethos. Maurizio designs award winning luxurious residential and commercial home interiors, furniture, products and experiences. He has created interiors for listed, period properties, new buildings, spacious country mansions and bijou townhouses in the UK, Europe and USA. Maurizio's aesthetic is inspired by the glamour of Lake Como, cosmopolitan New York, and daily life in London where he lives. He spent more than a decade as part of the creative team at **Ralph Lauren Home** where he directed the presentation of collections in London, Milan and Brussels. Aesthetic rigour and discipline reigned, and Maurizio developed a meticulous eye for detail and a complete understanding of how to create a luxe interior. Maurizio completed a BA in Interior Architecture at **London Metropolitan University**. He has received multiple awards internationally. Here Maurizio discusses how art, antiques and decorative accessories are the most important aspect of a design project.*

I believe decorative accessories, art and antiques are the ultimate and most important aspect of a project. This is the final layer and can determine the mood of the interior. In order to create a more individual look for the client, it's important to combine new items with antiques and if possible, to incorporate some of the client's own items. People are taking a more personalised approach to their interior design schemes as opposed to the stereotypical 'copy and paste' interior, which can be seen in many magazines. As a result, clients are increasingly becoming more involved in being part of the final selection.

I believe it's important to spend time visiting art galleries and see new, emerging artists. But it's just as



Above: Surrey Hills Country Mansion

MAURIZIO PELLIZONI

important to regularly visit antique, vintage shops and markets and keep up to date with what is out there. By doing so, you keep abreast of current and new trends to use the right pieces for clients.

I find clients usually want something that has the 'wow' factor in the interior. Art that's a talking point while having family and friends over, as well as something that's unique and that can acquire value with time. Recently, I've noticed that clients are tending to want to have fewer accessories on display for a more minimal look. Art and accessories can totally change the mood of the interior, they can make a room more or less inviting, but most importantly, create a focal point in the room. Before beginning a design brief for a client that wants to include their own collection of art and antiques, it is very important to see and understand all the items they own and want to incorporate in the new interior scheme. Equally, it's necessary to learn about their history, such as why they bought those items and if they have any sentimental value.

My favourite decorative pieces to work with are Art, which can be a beautiful painting or photography. I like to finish all of my projects with such pieces as I can use them to put my own stamp on the design. I look everywhere for inspiration in the art and accessories fields. I like to look at art and accessories whenever I am out and about in London and I have some free time. During my trips abroad, whether it's for business or pleasure, I am always trying to find time to visit art galleries or places where I can browse accessories.

With the use and availability of technology today enabling everyone to see and have

everything on our phones, visuals are quickly found on social media and there's an expectation to be able to replicate everything in their own interior scheme. Unfortunately, design is not always as simple as screen grabbing pictures and quickly turning it into reality. The design industry evolves and will carry on evolving. As with the technology available, everything is now faster and this coincides with expectations of the speed to have a project completed. Of course, every project is different but designers are facing challenges as part of the design process. I spend time with the client to understand their needs

and ideas and in turn, how I can make them a reality within a realistic timescale. Clients will increasingly want to invest in something that increases in value over time. As a professional, clients expect designers to have knowledge and 'an eye' in this area and be able to suggest the next big name of a new, emerging artist, who to invest in next, the one to watch. This is why I think it's so important to visit exhibitions and art galleries whenever possible.

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Above: Bell St 27



Above: Belgravia Townhouse

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