

STYLE BIBLE

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Maurizio Pellizzoni

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Your most treasured possession... the watch that belonged to my Dad. Your favourite holiday destination...anywhere in Italy. Your favourite hotel / restaurant / bar... Dream Downtown New York / Burger & Lobster / Shoreditch House. Your favourite book / film / song...The Picture of Dorian Gray /A Single Man / Masterpiece by Madonna. Your favourite food and drink...Mojito and Pizza

Tell us a little about your background (education, experience, etc)

I grew up near Lake Como and come from a family who work in the business. I founded my consultancy Maurizio Pellizzoni Ltd, more than seven years ago in the Chelsea Design Quarter. I completed a BA in Interior Architecture at London Metropolitan University and I'm a member of the British Institute of Interior Design (BIID) and the Society of British Interior Design (SBID). I am honoured to have received awards from SBID, the International Design Awards and the International Property Awards.

How would you describe your own personal style?

Like my own home interior, I prefer a style that embodies a comfort with eclectic luxury achieved by accenting with interesting pieces, materials and striking designs. It's important for me to combine everyday pieces with luxury items to create a welcoming yet polished home. My signature style isn't apparent with every project I undertake in the sense that I like to interpret my clients' tastes rather than imposing my own to ensure a unique and characterful end result.

Where does your inspiration come from?

I have created interiors for listed, period properties, new buildings, spacious country mansions and bijou townhouses in the UK and abroad. My aesthetic is inspired by the glamour of Lake Como, cosmopolitan New York, and daily life in London where I live.

Fashion based industries such as ours change frequently, making it imperative for us to keep ahead of the game in terms of new trends. For me, the best way to evolve and keep up with new trends is taking inspiration from fashion, movies and whatever is happening around us. London is an ever-changing and a cosmopolitan environment and it feeds my creativity naturally. Travelling to a different city is always a good way to explore a new culture

and see something new that can be used for the next design; my luggage is always packed with memorabilia from the places I visit and my mind registers the different trends that I consolidate into my work.

My interest for novelty and trends is always counter-balanced by my roots in classical Italian design and this is the skill and the eye I like to teach to my staff. The timelessness of our work lays in this classicism, while the trendy touches will make it current. Finding the balance is a difficult craft.

In what direction do you feel that design is moving towards in a general sense?

For the past few years, interiors have been very pared back and understated due to times of austerity with the state of the economy. Most people were creating organic themed interiors and also trying to re use materials - upcycling became a popular trend.

Interior design is now moving forward with the sense of a luxurious feel going back into the interior. This trend is being successfully integrated with the use of luxury materials such as marble and metal. In particular, shiny golds are definitely coming back into interiors to give a more glamorous look to the interior.

For colours I can see strong block shapes and colours like red and blue re-surfing, which harks back to the Memphis movement that dominated the scene in the eighties with its post modernist style. It'll enable us to be more playful with our interior decoration schemes with graphic prints and clashing tones.

What are your aims and goals for the next twelve months?

2015 was a great year, with some new and exiting projects including my first project in the USA. For 2016, we are planning to start some more projects in the USA, New York is one of my goals.

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