

SPRING 2019 £5.00 | \$10.00

BRIDGE

FOR DESIGN



THE INTERNATIONAL RESOURCE FOR INTERIOR DESIGNERS

DESIGN IS A WAY OF LIFE

It is all part of the Italian national culture



For anyone growing up in Italy, design is part of every day life. From fashion to furniture and interiors, it's part of the Italian culture and status quo.

This makes it easier and a natural process for Italian interior designers to create something unique and different.

It's also the ease of access to knowledge on the use of products and materials, new and traditional. It's the constant research to strive to create something new and innovative.

Italians know good design, taking pride in the essence of discreet luxury that translates into Italian homes which today has become a popular virtue for a discerning international client base.

North Italy has been the soul of the furniture industry in Italy, and has deep roots with artisans that have helped shape the design destination it is known for today.

Of course, the annual Salone del Mobile in Milan has grown to become one of the largest and undisputed as the most celebrated design shows on an international platform.

Many design empires sit in the heart of the Italian Design District, Brianza, which has helped to shape the country's credit to luxurious, high quality and innovative designs: Made in Italy.

Good design is in our DNA and it's our passion. Most of the very best furniture companies originate in Italy, often found with a deep heritage that comes from an old family generation through to the present day era with the same values.



Good design is in our DNA – it's our passion

Italian homes are often luxurious and layered in stunning detail. Renaissance design harks back to the mid 14th Century with elaborate materials and fine, ornate details.

Today, modern Italian style is far more minimalist.

However, both styles – traditional and new – still exist and both continue to portray meticulous craftsmanship, luxury and high quality materials.

These Italian companies are taste makers for a discerning clientele and always strive to create new product innovations combining elements that are the very crux that makes Italian interior design stand out.

This is also what makes Italian design unique in the industry. Stellar brands with illustrious histories encompassing vision, creative direction and stylistic principles, such as Poliform, Minotti, B&B Italia, Cappellini, Arflex, Giorgetti, Boffi and Porada to name just a few, are now well established universally with their strong heritage links.

As a concept, simplicity, luxury and detail are the main elements that make classic Italian design look effortless; synonymous with the manufacturers products that have the highest levels of craftsmanship and using traditional techniques and advances in today's technology.

What essentially sets Italian design apart from the rest is its understated, refined elegance. Design is constantly changing and manual roles are being replaced with machines.

The details and craftsmanship with these Italian manufacturers are balanced with the advances in technology, an important value that should continue to be cherished.

The luxury is in the detail and proportions. It's about downplaying the bling with accent touches of elegant materials such as brass, marble or fine woods to create timeless, discreet luxury with Italian flavour.

As a designer, I continue to strive to interpret the evolution and changes in modern lifestyles that are translated throughout these top tier brand collections. From concept to completion, the finesse of these masterpieces is all in the perfection of detail.

About Maurizio Pellizzoni

Award-winning and internationally acclaimed interior designer Maurizio Pellizzoni 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.

Since founding his consultancy in the Chelsea Design Quarter in 2007, he has applied his Italian appreciation of style and design to a range of residential and commercial projects.

He's equally comfortable working on a project from scratch, with an open brief and a blank canvas. Maurizio Pellizzoni Ltd has created interiors for listed, period properties, new buildings, spacious country mansions and bijou townhouses in the UK and abroad.

WWW.MAURIZIOPELLIZZONI.CO.UK