

D *The Art Of* DESIGN

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THE ITALIAN COLLECTIVE

The idea behind the interior design of this two bedroom penthouse was to bring something unique and exclusive to the property market in one of the most exclusive areas in London. The concept of this collaboration was to showcase the very best of 'Made in Italy' in Mayfair. Maurizio was given carte blanche to design the interior and chose one of the finest brands to champion this concept by exclusively furnishing the penthouse with Minotti London.

As a penthouse, the space is naturally filled with sunlight, so Maurizio designed a blue / grey scheme to keep the interior scheme light and airy. Polished brass and chrome finishes were used to accent the look. Artwork was selected from Maddox Gallery for the final layer of the design. He chose a selection of key pieces by contemporary artists to add a final touch to this luxurious scheme.

Approximately 740ft and originally two separate apartments, this penthouse has been completely reconfigured using the most premium of luxury furnishings and the latest air conditioning, sound proofing, upgraded insulation and underfloor heating.

The concept of 'The Italian Collective' was to create something different in a difficult market, something special that truly stands out from a typical refurbishment of a Mayfair apartment.

Maurizio was chosen as part of the collaboration to give the property a unique edge - it's very different to anything else on the market in the area in terms of appeal and style. It's also a far cry from a typically home staged show home development. Designed with luxury and lifestyle in mind, the property would appeal to the international buyer's market and will likely be used as a pied a terre.

Sweeping views of the London skyline, it's situated in the heart of London with excellent access to transport links, restaurants, nightlife and luxury shopping destinations, - perfectly suited for business professionals.

The launch is a new and exclusive luxury penthouse development that brings together the very best in Italian design to curate and offer a lifestyle concept via this new collaborative venture.

The penthouse is currently being marketed by Carter Jonas at £3.95m with contents from Minotti London to be included by separate negotiation.

Artwork is by Maddox Gallery and optional.

www.mauriziopellizzoni.co.uk