

ELEDECOR

ITALIA

MAGAZINE
INTERNAZIONALE
DI DESIGN E
TENDENZE
ABITARE
E STILI DI VITA
ARCHITETTURA
E ARTE

ENGLISH TEXT

ARCHITETTURE

A SAN PIETROBURGO, A MONTPELLIER
E NELLA WELLNESS VALLEY

ABITARE

BENEDETTA TAGLIABUE A BARCELONA/
NUNZIA CARBONE A SHANGHAI/
UGO ALFANO A CHICAGO/ NANCY OLINICK
E GIORGIO SPANU A GARRISON, NY

TENDENZE

LIVING COLOR BOSCO/ TAVOLI D'AUTORE

IL TALENTO ITALIANO NEL MONDO

NELLE CASE DALLA FORTE PERSONALITÀ,
NEGLI STUDI E NEI PROGETTI DI ARCHITETTI,
DESIGNER E CREATIVI SCOPRIAMO
UN NUOVO STILE DI VITA GLOBALE

ELLE DECOR

ITALIA

ATTUALITÀ+CULTURA

- 21 **PASSWORD**
Italian is better: il fil rouge di questo numero
- 22 **DESTINAZIONE**
Talenti italiani all'estero: ecco chi ha scelto Elle Decor
- 59 **IN MOSTRA A MILANO ***
70 tra artisti, fotografi, designer, video artist e registi interpretano la borsa cult della Maison francese Dior
- 217 **SAVE THE DATE**
Gli appuntamenti: arte, architettura, design, fotografia. E i libri da non perdere

DESIGN+ARCHITETTURA

- 67 **ELLE DECOR INCONTRA ***
Luca Nichetto: a lui il progetto per la Casa Ideale 2013
- 72 **A NEW YORK/SOHO ***
Gaetano Pesce, artista-designer italiano che vive in Usa
- 79 **A NEW YORK/BROOKLYN ***
Elisabetta Terragni, architetto tra Como e la Grande Mela
- 85 **A SHANGHAI ***
La China connection di Vudafieri Saverino Partners
- 91 **A PARIGI ***
Un brand di design francese, dal Dna italiano al 50%
- 98 **NELLA WELLNESS VALLEY ***
A Cesena la nuova sede Technogym, un progetto firmato dallo studio Citterio
- 107 **A MONTPELLIER ***
L'avveniristico liceo di Massimiliano e Doriana Fuksas
- 195 **DESIGNBOOK**
Bathroom & C.: tutte le novità per rinnovare il bagno
- 207 **DESIGN NEWS**
Novità su materiali, ambiente bagno, wellness, food & C.



NOVEMBRE 2012

LA COPERTINA

Servizio a pag. 144
di Rosaria Zucconi,
foto di Max Zambelli





DUE CITTÀ UNA PASSIONE

di Arlene Hirst - foto di Mark Seelen

*Progettista a sua volta, vive tra
Como e la Grande Mela: è Elisabetta
Terragni, pronipote dell'architetto
italiano protagonista degli anni Venti*

In primo piano l'architetto ritratto sul tetto del Bogart Building, a
Bushwick, un quartiere di Brooklyn a poche fermate di
metropolitana da Manhattan. Dove lavora con il marito Kurt Forster.



In alto, il Bogart Building, una vecchia fabbrica convertita in spazi di lavoro per creativi dove si trova lo studio di Elisabetta Terragni. Sotto, l'interno, con le sedute di Frank Gehry.

Elisabetta Terragni è un architetto che ha in mente di disegnare ben più che edifici esteticamente gradevoli: il suo obiettivo è trasformare siti industriali in disuso in edifici abitabili per migliorare non solo la qualità della vita ma anche il panorama urbano. Pronipote di Giuseppe Terragni, celebre architetto italiano degli anni Venti, Elisabetta sta attualmente lavorando al progetto di Porto Palermo: convertire una base di sottomarini abbandonata in Albania in un museo sulla Guerra Fredda (tema affrontato e presentato lo scorso settembre alla Biennale di Architettura a Venezia). La Terragni divide il suo tempo fra Como e New York, città nelle quali vive e lavora. La si potrebbe infatti definire una persona bi-continentale. Anche se molta della sua attività si svolge ancora in Europa, attualmente insegna al City College di New York e torna in Italia, sul lago, per lo più in occasione delle vacanze scolastiche. "Il jet lag è il mio alibi per trattarmi bene", dichiara. Nel corso della sua carriera ha viaggiato molto e vissuto in molte città straniere perché il marito, Kurt Forster (storico dell'architettura, attualmente visiting professor alla Yale University di New Haven nel Connecticut e consulente del MoMA PS1 e del MAXXI di Roma) si sposta molto. Quando la coppia è stanziata negli USA, vive a Manhattan e lavora a Brooklyn, a poche fermate di metropolitana di distanza: Elisabetta ha trovato il suo spazio a



In alto, Kurt Forster, marito di Elisabetta Terragni, entrambi architetti, circondato dalla libreria disegnata dalla moglie. Sotto, un dettaglio più intimo dello spazio.



Bushwick, all'interno di un palazzo d'epoca. Il Bogart Building, così definito, è un ex edificio industriale di grandi dimensioni scelto come luogo ideale per la creatività da artisti, designer e gente dello spettacolo. "Adoro le strutture dismesse", ammette mentre sale per le quattro ripide rampe di scale che portano al suo ufficio, un unico vasto ambiente a forma di L pieno di libri, modelli e disegni. "Non restare sempre nello stesso posto è una sfida", dichiara. L'architetto ha progettato il sistema di scaffalature (vedi in questa pagina l'immagine che ritrae il marito Kurt) partendo da semplici assi di legno, che possono essere assemblate o disassemblate con pochi e semplici gesti. I lunghi tavoli e piani di lavoro sono recuperi di porte appoggiate su cavalletti, facilissimi da smontare. Tutto sembra essere in transito, rispecchiando lo stile di vita della coppia. Unica eccezione concessa: le due sedie che occupano il posto d'onore accanto alle finestre. Si tratta di prototipi realizzati da Frank Gehry, omaggio del maestro canadese al marito di Elisabetta. La Terragni ama vivere a New York. "È un posto meraviglioso dove insegnare", dice convinta. "Questa città ospita la vera diversità", afferma. "È aperta a ogni tipo di fede religiosa, di cultura... Insomma va nella direzione giusta". Probabilmente non si sposterà da qui tanto presto. ●

www.architetti.terragni.eu

are actually very varied, demonstrating the fact that his language each time consists of new words. What do you miss about Venice when you are in Stockholm? The intimate dimension of sharing. And about Stockholm when you are in Venice? The quality of life. www.lucanichetto.com

_maestro at work p. 72

by Ana Dominguez - photos by Ricardo Labougle

With his personal exhibition of tables/landscapes inspired by water currently on show at a London gallery, Elle Decor meets Gaetano Pesce, the designer/artist with his heart in Italy and his life in the United States

With one foot in SoHo, where his studio is based, and the other in Upper East Side, where he lives, Gaetano Pesce has been an adopted New Yorker since 1981. His home overlooks the East River. And water is also one of the central themes for the architect/designer/artist; the main subject of the exhibition recently opened at London's David Gill Gallery, where it will remain until 22 December. Six Tables on Water presents a series of limited edition tables which represent various aquatic locations, such as the sea, the river and the lagoon. Gaetano Pesce moved to New York because, in his opinion, it was the capital of the world. "It still is today. It is a dynamic city, in constant movement. And it is this very quality that makes me love it". Pesce installed his studio in a former clothing factory, an open space to which he only had to add a kitchen and two bathrooms. Having overcome the first impression of entering a space that is a little chaotic, you can see the precise

organisation that subtly divides the different work areas.

Alongside the large windows overlooking the street is a workshop area dedicated to materials; continuing onwards, you come across, in succession, the area dedicated to office work with desks, computers and a library, and a little further on, the conference table and conversation area. And further still is the area which contains stacks of original models and prototypes of many of the artist's projects, some realised, others not. Gaetano Pesce is not affected by the distance from Italy: he returns at least once a month to his country.

"New York's best quality is that in order to integrate you don't have to mimic the American lifestyle - you can keep your own identity intact".

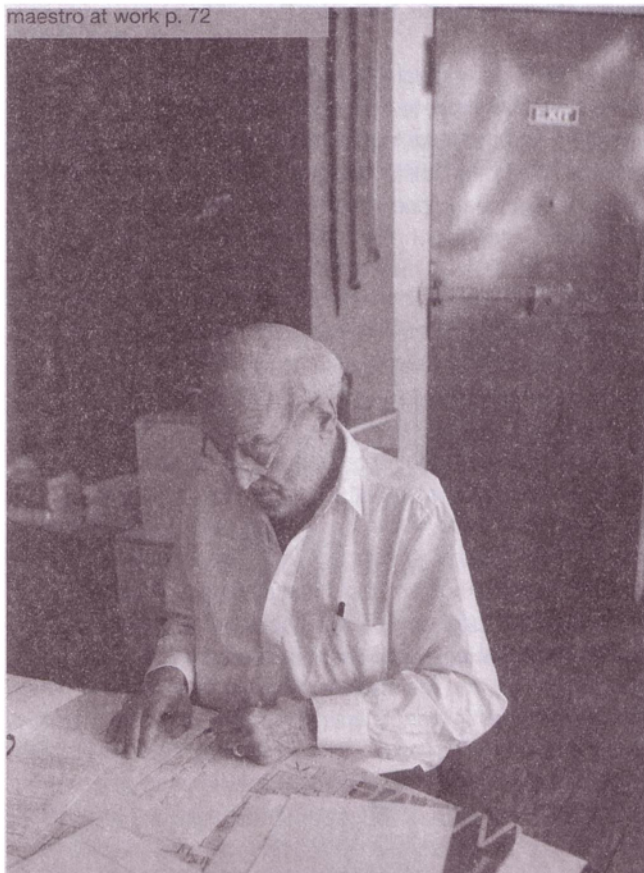
_two cities, one passion p. 79

by Arlene Hirst - photos by Mark Seelen

A designer in her own right, she lives between Como and the Big Apple: this is Elisabetta Terragni, great-niece of the master Italian architect of the 1920s

Elisabetta Terragni is an architect who has more on her mind than designing aesthetically-pleasing buildings: her aim is to transform disused industrial sites into residential buildings, not only to improve quality of life but also to complement the urban landscape. Great-niece of Giuseppe Terragni, the famous Italian architect of the 1920s, Elisabetta is currently working on the design of Porto Palermo: converting an abandoned submarine base in Albania into a Cold War museum. Terragni divides her time between Como and New

maestro at work p. 72



two cities, one passion p. 79



York, cities in which she lives and works. During the course of her career, she has travelled extensively and lived in many foreign cities, also thanks to the fact that her husband, the architectural historian, Kurt Forster, moves around a great deal. When the couple is in the United States, she lives in Manhattan and works in Brooklyn. Elisabetta has found her space in Bushwick, inside a period building. Bogart Building, as it is known, is a large, former industrial building, chosen as the ideal location to bring out the creativity of artists, designers and performers. Her office is a single large L-shaped room filled with books, models and drawings. "Not being in the same place all the time is a challenge," she states. The architect designed the shelving system from simple wood slats, which can be assembled or disassembled in just a few simple movements. Everything seems to be in transit. Terragni loves living in New York. "This city is bursting with diversity," she says. "It is open to any kind of religion, culture... let's say, it's moving in the right direction". She probably won't be moving from here any time soon. www.architetti.terragni.eu

_China connection p. 85

by Sebastiano Brandolini - photos by Paolo Valentini
Vudafieri Saverino Partners, the Milanese architecture studio with numerous vocations, has opened a base in China. Ambassador of a cosmopolitan approach to design

Milan plus Shanghai: a second base for the Vudafieri Saverino Partners which specialises in architecture, retail and interior design projects, thanks to Debelle de Montby Associates, their partner for China. Is the opening of the Shanghai studio some form of emigration? No, it is a form of cosmopolitanism. We work in different corners of the world. As we have worked in China for twelve years, it was a natural progression. Today, it is impossible to overlook China, just as it was impossible to overlook the USA in the 1980s and 1990s. You work for very famous fashion brands. **Is a design created in Milan different from one created in China?** In China we work for international fashion brands, and also for Chinese brands, which is more interesting. The Chinese brands contact us because we are Italian, but we try to see things through the eyes of a Chinese consumer who loves Europe, and that makes the difference. **So you do not export Italian style?** We strive to take over our savoir-faire, without wanting to colonise. The Chinese really appreciate this, because they understand that we value their culture. **Does luxury architecture exist?** Definitely, yes; but it is not a question of quantity or budget. In the last year, many Chinese people (the cultural and economic elite) have gone from flashy luxury to simple and minimal taste, like Japan in the 1980s. **And luxury architecture has an impact on standard architecture, made up of homes, offices and public buildings?** Yes, I have no doubt about that. For example, the last winner of the Pritzker Prize, Wang Shu from China, created an ethnographic museum from rubble, extraordinary; it is an essentially Chinese architecture which, in my opinion, has drawn much from the ideas and sensibility that come from – let's call it – luxury architecture.

_fifty/fifty creativity p. 91

by Emmanuelle Javelle - photos by Antoine Baralhe - text by Ruben Modigliani

At the home of two young entrepreneurs who are carving out a place on the French (and international) design scene. And, incidentally, one of them is Italian...

One of the brands to keep an eye on in the French design scene has – at least 50% of it – Italian DNA. This is Moustache, a company established in 2009 from an idea by Stéphane Arriubergé and Massimiliano Iorio. Iorio arrived in Paris fifteen years ago to work on his degree thesis. "In the meantime, I discovered Paris and its cultural offering. And so I stayed," he explains. **And design, when did that arrive?** "It has always been part of my life, maybe even subconsciously: I remember objects by Sottsass in my parents' house, when I was small. And, of course, I was born in Omegna, on Lake Orta, the land of companies like Alessi, Lagostina and Bialetti". Iorio and Arriubergé's home is a former garage close to Canal Saint-Martin, renovated by them with the help of the designer Matali Crasset. Felt-tip colours (cobalt blue walls, pale pink floors, fluorescent yellow touches), a large plywood structure on two levels which accommodates the bedroom (above) and the bathroom (below). And a small patio filled with greenery. Some of their pieces currently in production are dotted about, along with some prototypes. But it does not give the impression of being a show-home that changes every season. **Do you think that your roots have helped you in your work?** "In some ways, yes. It is something that is in our culture: beauty gives us pleasure, it's innate". **Do you not feel a dash of sentimentality?** "Homesickness? I wouldn't say so. I came to France because I wanted something new, and I only really started to understand my country when I moved. The distance allows me to focus better".

www.moustache.fr, www.domestic.fr.

_I want to work here p. 98

The case history of a company that is the pride of Made in Italy. Which tells the world about sport and wellness. An architecture designed by the studio Citterio: 17 hectares of parks and a gym with a spa. A very special building, which is also a philosophy of life

Arriving in Cesena by motorway, at a certain point, you notice the sparkling architecture with its undulating shape, surrounded by greenery. You take the exit marked Wellness Valley and just a few minutes later you're there: a rippling, harmonious, extremely modern structure. It is the new headquarters of Technogym, a company which, since its establishment 28 years ago, has managed to become a global success in the field of sports and fitness. The new building bears the hallmark of Antonio Citterio Patricia Viel & Partners: 17 hectares of parks, a magnificent gym for employee use, a company restaurant. **A sound mind in a healthy body?** We spoke about it with Nerio Alessandri, company president and founder. **What did you have in mind when you started this project?** Over the last 28 years we have grown a great deal; there was a logistical need to create a