

From Milan to Mayfair

Since its inception 11 years ago, the twentieth-century art and decorative arts fair PAD London has been dominated by British and French galleries. But with the arrival of some new Italian exhibitors, the landscape is changing. BECKY SUNSHINE meets three of them



'I like to discover and grow, to give young designers possibilities'

GALLERIA ROSSANA ORLANDI

Ever since Rossana Orlandi, a former knitwear designer, opened her shop-gallery in a former tie factory in Milan in 2002, she has been labelled one of the world's great tastemakers, a visionary with an eye for the new and experimental. Her main focus is nurturing new talent, a subject for which she has boundless enthusiasm. 'I like to discover and grow, to give young designers possibilities, for them to be known,' she explains. 'I always leave my talent free to create, but then might suggest something like "bigger" or "smaller" or "higher" – something to help them from a commercial point of view. But I leave it absolutely up to them.'

Rossana was an early champion of the Dutch scene. She made stars of designers such as Maarten Baas and Piet Hein Eek, and also Italian studio Formafantasma, all of whom were educated at the influential Design Academy Eindhoven. Her first time showing at PAD London feels like a homecoming of sorts. 'I've had a house in Kensington for the past 12 years,' she says. 'And when I've visited the show in the past, I've found the atmosphere interesting: a great mix of galleries. I'm hoping to see lots of architects, private collectors and interior designers.'

Do not expect Rossana to be bringing any vintage pieces. 'I prefer to work with people who are alive,' she explains. 'I love the dialogue.' Instead, she plans to bring mostly new furniture and a little lighting. There will be a console and chair by Nacho Carbonell, a floor mirror by Damiano Spelta, and works from Guglielmo Poletti and Kiki Lopez. rossanaorlandi.com >

Guglielmo Poletti's
Corten steel and stainless-steel
'Equilibrium Console'



DIMORE GALLERY

'We have a lot going on in London at the moment, so the timing of showing at PAD for the first time is great,' says Britt Moran (pictured on right), one half of the in-demand design studio and gallery Studio Dimore. Based in Milan and co-founded in 2003 with his partner Emiliano Salci, this creative duo – along with their team of 35 – work from an eighteenth-century palazzo. They have become the go-to guys for richly coloured, decorative and delightfully off-kilter *mise-en-scène*-style interiors. 'I think we're strong in terms of our selection and juxtaposition of colours,' says Britt. 'Our creative director has the most amazing encyclopaedic memory, so we're able to choose things that perhaps people have forgotten about. Fabrics are another strong point.'

It is a modest explanation for a practice that has created interiors for Hermès and Bottega Veneta, worked with hoteliers Ian Schrager and Thierry Costes, and recently completed the redesign of the nightclub at Soho's The Arts Club, among other projects. At its permanent gallery, it shows a combination of its own pieces alongside vintage finds, many by unknown designers. 'The idea is that the gallery will



*They have become the go-to guys for richly coloured *mise-en-scène*-style interiors*

show you how we work in general – a collection of furniture we see working alongside pieces we'd develop ourselves or with other artists who share our DNA. In our gallery, we try to create an atmosphere that we then want to export.'

The plan is to bring mostly Italian design to PAD. 'I think that's important, as we are an Italian gallery, and we want to bring pieces the UK audience hasn't seen before,' explains Britt. 'There will be a mix of classic and contemporary, with pieces by Giò Ponti and Gabriella Crespi, as well as Dimore's own chandeliers, screens and tables.' dimoregallery.com >



A pair of Fifties 'Monsieur and Madame' armchairs by Pierre Guariche for Airborne, from Dimore Gallery

DANILO SCARPATI



The gallery offers what Nina calls '360 degrees in terms of international design'

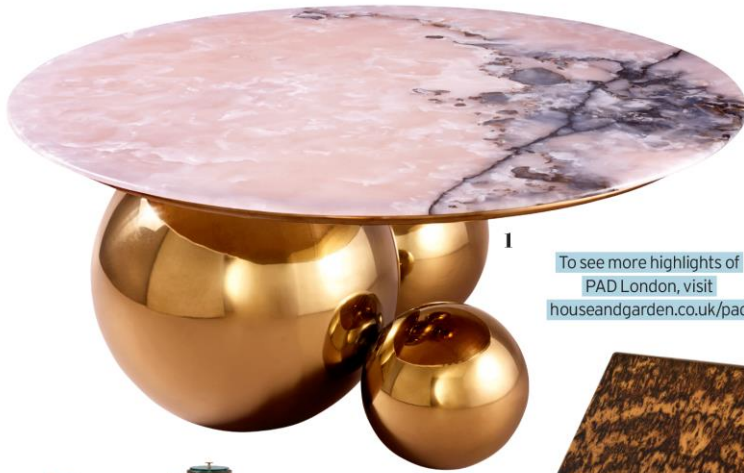
Sucupira wood
'801 Sofa' by
Jorge Zalszupin

NILUFAR

Over nearly three decades, Milan-based Nina Yashar has made a name for herself and her gallery Nilufar by creating an often thrilling and seamless fusion of contemporary commissioned works mixed with the very best vintage finds. If you explore her three-storey space on Via della Spiga in the heart of Milan's luxury fashion district (and you really should), you will discover everything from mouth-blown lighting by the New York designer Lindsey Adelman to iconic Giò Ponti and Franco Albini furniture. There may also be a Twenties Chinese rug or a neoclassical nineteenth-century marble chimneypiece. It is all curated by Nina with a connoisseur's eye.

The essence of the gallery, Nina believes, is its range; she has 40 designers who make exclusive works for her. Add to this its vintage offering and Nilufar offers what Nina calls '360 degrees in terms of international design': 'I certainly specialise in Italian design, but I also embrace other worlds – American, British, French, Brazilian. For me, it's the fusion, the mix and being able to give people the opportunity to see our many points of view.'

That is why Nilufar is returning to PAD London for the fourth time this year. Its focus will be combining Brazilian vintage, such as Sixties sofas by Jorge Zalszupin, with projects from her UK-based makers, such as a new lighting series by Michael Anastassiades, wall lights by Bethan Laura Wood and furniture by Martino Gamper. Although these names will be familiar to many, the presentation will have a distinctly Nilufar slant, with these designers' pieces juxtaposed with new octagonal bronze tables by Osanna Visconti di Modrone and mid-century Swedish carpets. 'I don't like to present all contemporary or only vintage,' says Nina. 'I think there has to be a conversation between the two for a balance of an interior at home. I really love this kind of synergy between the two worlds.' nilufar.com ▷



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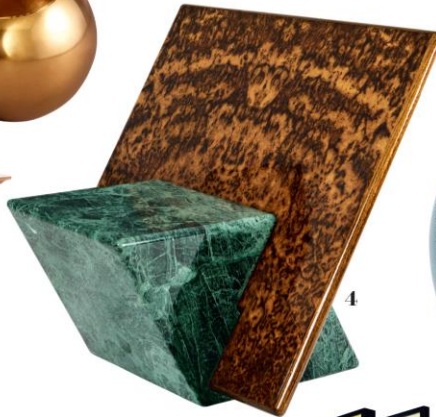
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PAD London, visit
houseandgarden.co.uk/pad



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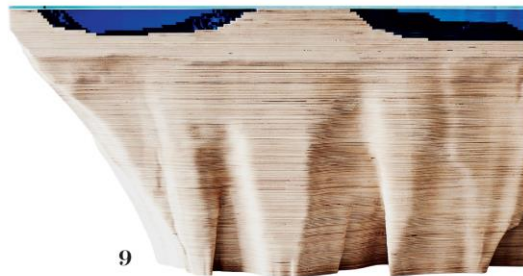


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BEST IN SHOW

With hundreds of pieces on show at
PAD London, DAVID NICHOLLS highlights
a selection that have caught his eye

1 Pink jade and brass 'Jinshi' coffee table, by Studio MVW, from Galerie BSL. galeriebsl.com 2 American white oak 'Ves-el' vases, by Zaha Hadid and Gareth Neal, from Sarah Myerscough Gallery. sarahmyerscough.com 3 Wooden desk (circa 1955), by Carlo de Carli, from Anne Autegarden. autegarden.com 4 Verde Guatemala marble and birch veneer 'Fonteyn' chair, by Brooksbank & Collins, from Gallery Fumi. galleryfumi.com 5 'Light Blue Glassweaver Vessel', by Tobias Möhl, from Adrian Sassoon. adriansassoon.com 6 Gold and ceramic 'Paille' bread plates, by Philippe Apeloig, from Sèvres. sevresciteceramique.fr 7 'Kaleidoscope' mirror, by Hervé Langlais, from Galerie Negroportes. negroportes-galerie.com 8 Brass and charred walnut cabinet, by Valentin Loellmann, from Galerie Gosserez. galeriegosserez.com 9 Wood, resin, glass and acrylic 'Abyss' coffee table, by Christopher Duffy, from Sarah Myerscough Gallery □



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