

Owl be
back...
to Milan



THE SALONE WEEKLY: EDITION



CITY, SLICKER: MILAN'S MAYOR ON BEING THE HOTTEST HOST



COLLECT CALL: ITALIAN DESIGN GOES UNDER THE HAMMER



ARCHITECTURE SAFARI: WE VISIT MILAN'S MALIGNED 'RED DINOSAUR'



POUR FORTH: OUR FAVOURITE FINDS FROM THE FIERA AND BEYOND

"ULTIMATELY WE WILL BECOME EXTINCT; WE MAY AS WELL DESIGN A BEAUTIFUL EXTENSION AND BUILD ON OUR LEGACY SO THE NEXT SPECIES WILL REMEMBER US WITH SOME RESPECT"

Paola Antonelli on curating a Triennale triumph See page 37



AN OUTSIDE CHANCE *Place in the sun*

Outdoor furniture is sitting pretty

The labyrinth of trade-fair halls at Salone del Mobile may be the worst place to soak up the spring sun this Milan Design Week but they are the spot for forecasting where the furniture industry is heading – outdoors. The alfresco market grew by more than 5 per cent last year to €14.6bn and is expected to be worth €20bn by 2024. Releases this year reflect market growth and you can expect debuts galore at Salone in 2019.

It's a bright time for this industry but crafting the perfect porch perch isn't easy business. And while traditional furniture companies are adding outdoor collections (some modifying existing products in harder fabrics) it's those who *really* know the trade making the best patio plays. Enter Kettal, the Spanish specialist (*items pictured*) which is banking big on Salone this year with releases from Patricia Urquiola and a canny re-edition from the 1950s. We profile the brand and three other firms set to shine at Salone.

— Full report on page 17



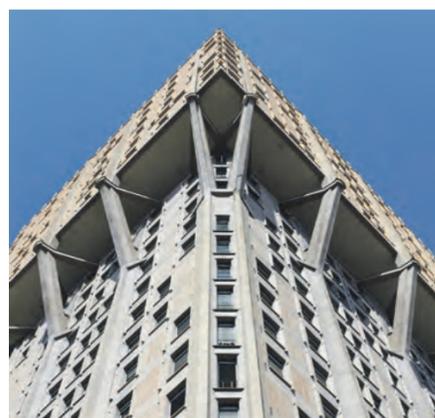
TIME FOR A SWITCH? *Bright ideas*

A spotlight on our favourite street

As visitors to this year's pendant-pushing EuroLuce component of Salone del Mobile will discover, lighting manufacturers will go above and beyond in their attempts to attract attention. Here, a dazzling array of sconces, track lights, desk lamps, chandeliers, bright bulbs and more will all jostle for air time amid an international flood of lighting-product releases. But how many of these pieces will do what good lighting should do – make people feel (and look) better and create cosy spaces worthy of an evening linger? Not as many as one might hope.

With this in mind we veered away from these twinkling display stands and made our way to Milan's most illuminating design precinct – Corso Monforte, otherwise known as the 'Street of Light'. Here, the nation's best lighting brands have joined forces and opened shops creating an attractive (and well-lit) alcove that adds to the city's growing retail might. It's a story that's more quiet but with much more longevity than many that will be told within the bustle of EuroLuce.

— Full report on page 40

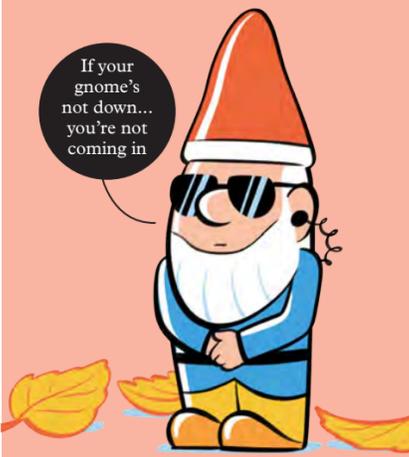


LOOKING UP *Local knowledge*

A studio visit with Locatelli Partners

From his apartment on the 24th floor of the rangy Torre Velasca, architect Massimiliano Locatelli has one of the best vantage points from which to chart the city's speedy development. His studio has been contributing to it with sensitive refits (and the odd hi-tech experiment or two) for the past 25 years. We drop in for a tour.

— Full report on page 44



If your gnome's not down... you're not coming in

A TRADE FAIR TIMELINE FOR THE YEAR AHEAD

Industry itineraries: for shows from garden goodies to bikes and bathrooms

See page 37

➔

CLOSE TIES *Three failsafe family firms*

Keep it together for the kids

Design headlines and column inches often obsess over mergers and the dull minutiae of corporate rejigs. By contrast, we've sought out three proud, independently owned firms and asked about the benefits and pitfalls of keeping a business in the family.

— Full report on page 12





The Menu: Our editors chew over the latest food scoops every Friday at 19.00 London time. Why not tune in and join them for dinner?
monocle.com/radio

monocle.com
monocle.com/radio



DAY TRIPS / ITALY

GOING OFF BRIEF

Milan may be host to the design shows but there are pleasing jaunts beyond the city to be had too. We've plotted three day trips to spots usually the preserve of design-minded Milanese —so ditch the schedule for a day and get out of town.

WRITER & PHOTOGRAPHER Victoria Cagol

Heading to Milan Design Week this year? You're not alone. The population of this city is expected to swell by some 500,000 people — which is why you should consider a brief retreat from the event's relentless agenda. Without losing the focus on design (that's why you've come to Milan, after all), we invite you to ponder the possibilities of an arcadian escape.

I. Como and Chiasso, Italy and Switzerland

Known for the luxurious villas that are scattered along its shores, Como also offers quiet and sunny streets that are ideal for a day trip. Start by dropping in on Dep Design Store, a homely shop in a courtyard off Via Paolo Carcano, that sells decorative objects and furniture from international brands.

From Como it's just a short drive into Switzerland and the municipality of Chiasso, where Demetrio Zanetti runs 20th-century design gallery Demosmobilia. He focuses on Italian work from the 1950s to the 1980s and is a passionate about the future of bricks-and-mortar retailing. "We work a lot online but I could not do without the face to face interaction and chats with people," he says.

On the way back to Milan pop into Riva 1920, a family-run business now in its fourth generation. All of the furniture on sale here is made using timber from sustainable sources and built to be passed down for generations to come.

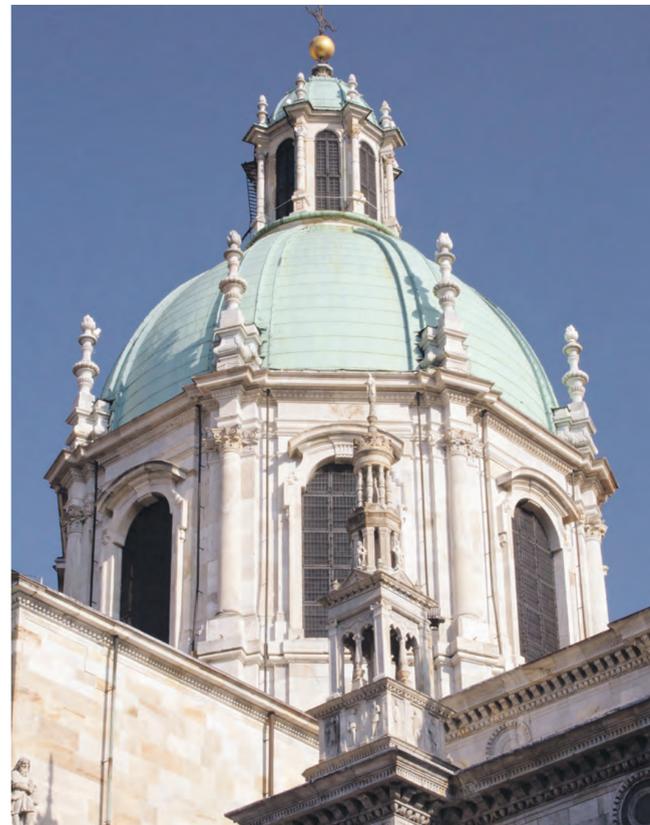


Como & Chiasso
Address book:

Dep Design Store
Via Paolo Carcano 4, Como
depdesignstore.com

Demosmobilia
Via Enrico Pestalozzi 11,
Chiasso demosmobilia.ch

Riva 1920
Via Milano 110, Cantù
riva1920.it



2. Bologna and Modena, Italy

Bologna is known as "La Grassa" or "The fat", thanks to the city's rich (in every sense) culinary culture. But there are also plenty of design treats to enjoy here. Away from the tourist path you'll find Delta-bo Project, set in a labyrinthine space and open only by appointment. The shop's speciality is lighting; its founder Davide Deserti has worked with Ferragamo, among a variety of brands, to create lamps and other bright solutions.

About an hour's drive from Bologna in nearby Modena, Capperdicasa is the place to find Nordic and Italian modernist pieces. The shop, which also boasts a fine selection of ceramics and a host of smaller objects, was opened in 2011 by former graphic designer Mirco Montorsi and fashion designer Franco Sacconi. Today the space attracts an international clientele aiming to stock up on understated interior pieces built by top-notch craftsmen. Stop by in person and you'll understand what all the fuss is about.

3. Turin, Italy

In recent years, architecture-rich Turin has become a vibrant centre for culture and design, thanks in part to investment in renovating old buildings. One example of this wave of makeovers that's worth a visit is the historic railway depot (called Docks Dora), now a hub for architecture studios, art galleries and businesses. Among its residents is Stov — Danish for dust — whose showroom offers restored furniture from the 1950s Denmark carefully selected by Mariavittoria Cervigna and Paolo Barbero. "It all started by chance, we invested in a few pieces and realised the high demand for quality Danish design," says Cervigna.

Hidden under a colonnade in the city centre, the Marco Cappello showroom displays a selection of 1970s and 1980s vintage Italian pieces. An architect by trade, Cappello now focuses on lighting and furniture. "The way that lamps were designed in the 1970s fascinates me," he says. "They are pieces that resemble works of art. It makes you stop and think to yourself, 'Why on earth would you build it that way? But they are wonderful!'"

On a Saturday, grab a *bicerin* — a favourite coffee-and-chocolate drink in these parts — and have a browse among the stalls of the Balon flea market, one of the largest in Europe and the perfect spot for picking up antiques.

Bologna & Modena
Address book:

Delta-bo Project
Via Riva di Reno 79, Bologna
delta-bo.com

Capperdicasa
Via Geminiano Grimelli 14, Modena
capperdicasa.com



Clockwise from top left: View of the Duomo di Como; exterior of the OGR redevelopment; dining at Snoda inside OGR; Mariavittoria Cervigna in the Stov showroom, Turin; vintage lights by Vistosi, Lumenform, Mazzega and Selenova at Marco Cappello in Turin; exterior of Docks Dora; Capperdicasa founders Mirco Montorsi (on left) and Franco Sacconi; big browsing at Demosmobilia; Demosmobilia founder Demetrio Zanetti; sofa by Paolo Buffa with mirrors by Veruska Gemari at Demosmobilia; lighting display at Capperdicasa in Modena



Turin Address book:

Stov
Blocco C, Via Valprato 68, Turin
stovfurniture.com

Marco Cappello
Via Palazzo di Città 21, Turin
marcocappello.com

Balon market
Via Borgo Dora, Turin



CATERING / MILAN

Pleased to meet you

A city institution since long before Milan got hooked on fashion and design, Peck has moved out from behind the deli counter to become caterer of choice to both of those industries. If you're in town for Salone, chances are you'll be sampling its delights; the least we could do is introduce you to the team.

WRITER Chiara Rimella PHOTOGRAPHER Sara Magni

Next time you're at a Salone presentation, an after-fair party or a private dinner and the *vietello tonnato* you're offered is particularly silky, or the saffron risotto especially creamy, spare a thought for the company that probably provided it: Peck. This stalwart of Milanese gastronomy has a 136-year history but of late its old-school deli has become one of the fair season go-tos when it comes to catering. The team at Peck is keen to maintain clients' privacy and reluctant to share names — what it's proud to announce, however, is that there's so many of them that the shop's services are booked up for the duration of the Milan furniture fair.

"People choose us for our Milanese identity as well as our classic dishes, which we've managed to turn into finger food," says CEO Leone Marzotto.

Peck's prawn cocktails and beef tartares pop-up at all manner of events from gala dinners to intimate soirées. "We can do catering

flagship in its current location on Via Spadari, a few hundred meters from the hulking gothic Duomo. The business passed through the hands of several families before landing with the Marzottos in 2011.

More than just a deli counter, the Marzotto family has a vast on-site laboratory where chefs make their own produce including salame, bresaola, cheese, pesto and ragù. There's also an enormous wine cellar (one of the best-stocked in a country where there's stiff competition) is manned by sommeliers who are dab hands at wine pairings. Given that Peck also runs four of its own restaurants in Italy, there are plenty of waiters available to enlist as silver-service troops.

"We're famous not just for doing everything but for doing everything well," says Marzotto. This is the kind of place that, on Christmas Eve alone, turns over about €500,000; and sells some two tonnes of Oliver salad and 12,000 panettoni over the holidays. For the Milanese, coming

Of those 160 suppliers, the vast majority are Italian and of those many are in the surrounding region of Lombardy. The plump fruit and vegetables on the shelves — as well as pasta, eggs, oil and many more products — all come from the *bell paese*. But when it comes to particular specialties, the team is not wedded to the idea of sourcing everything domestically: goose liver paté is brought in from Strasbourg; salmon is from Scotland, Norway and Ireland; the beef hails from Germany. All suppliers, though, are expected to come up with recipes just for Peck that are then sold under their sunny, bright-yellow label.

Since becoming CEO, former lawyer Marzotto still makes a point of tasting all ingredients and recipes, but knows when it's time to defer to the in-house experts, too. "[Running this business] definitely wouldn't be possible without the help of my collaborators, and that's our fortune," he says. About 130 people work for Peck — from customer-service managers and check-out assistants to chefs, butchers, bakers — and about 24 of them have worked here for 20 years. "It means knowledge is passed on but also that people like working here," concludes Marzotto. "And we're proud of that."

peck.it

The story goes that Pope Francis stopped his popemobile to accept the risotto he was being offered from Peck during a parade

from A to Z," says Marzotto. The business has pedigree: as the official caterer of Palazzo Italia at Milan's Expo, Peck fed the likes of Angela Merkel, François Hollande and Matteo Renzi — and served food to two popes (the story goes that Pope Francis stopped his popemobile to accept the risotto he was being offered from Peck during a parade).

Founded in 1883 by Prague-born Franz Peck — who moved over to Italy, taking his team of workers with him — the eponymous shop began life as a charcuterie and meat specialist. Soon, Mr Peck found himself supplying his ham to the tables of Milan's aristocracy. Over the years, the delicatessen grew and so did the business model: from being a chain of small neighbourhood outlets, in the 1970s Peck became a huge

here to stock up before Sunday lunch is a ritual.

In an ambition to safeguard Peck's mythic status by adding to the brand, Marzotto has decided to open a new, smaller location in the north-Milan development CityLife, in part to tempt a younger clientele. "Milan has become polycentric," he says by way of explaining his choice of location. "We want to be a neighbourhood deli."

While many such shops have over the years succumbed to the pressures of large supermarkets, Peck's savvy business strategy (and scale) may help guarantee the survival of the model. "People miss the values, the culture of a neighbourhood deli," he adds. "We're committed to small-scale producers and suppliers."

The Team

1. Francesca Stoppani
Customer service manager
"She's a cornerstone of this place, with the politest manner," says Leone Marzotto.

2. Galileo Reposo
Head of pastry
"He's a perfectionist. Pastry is precision"

3. Paolo Schiavone
Head of butchery

4. Maria Caruso
Check-out assistant

5. Nicoletta Calvaruso
Catering manager
"She's an example of someone who grew within the company. She started as an enterprising, competent check-out assistant."

6. Valentina Vargiu
Sommelier

7. Michele Marcotriggiano
Restaurant manager

8. Antonella Ferrari
Gastronomy counter assistant
"She's an obvious example of the style of our service. You can see she enjoys doing what she does."

9. Leone Marzotto
CEO

10. Giuseppe Cipri
Head of wine cellar
"He treats the bottles like his babies."

11. Giampaolo Chite
Head of gastronomy
"He's the most versatile — he can serve at any counter and loves giving advice to visitors."

12. Carmen Romanello
Counter assistant
"She gives us hope in being able to continue our generational handover."

TRAVEL

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