



BottegaGhianda®

Bottega Ghianda

press kit, September 2021

SHADES OF CONTINUITY
THE MILAN SHOP, A NEW ISLAND OF CREATIVITY
THE PRODUCTS OF THE NUOVA BOTTEGA GHIANDA.
PHILIPPE STARCK AND BOTTEGA GHIANDA

*"Bottega Ghianda is very special because it is a permanent poetry.
Romeo Sozzi is from another age, another planet, he has another logic,
everything is incredibly poetic and intelligent when working with him"*

Philippe Starck



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Shades of continuity.

This wonderful story begins with three daughters and their beloved father. Their father was a woodworking maestro who spent his life tucked away in his workshop surrounded by beautiful objects and skilled, loyal colleagues. His name was Pierluigi Ghianda. His starry-eyed quest for an extremely rare wood like Cocobolo took him from Brianza to Japan and the banks of the Amazon River. When he finally got this precious wood back to his cave-like workshop, he began its ritual transformation involving a lengthy process to gradually turn the wood into a masterfully and sublimely crafted item. "These are Ghianda objects not so much because of their shape (which others before him had already created) or because of their function, but because of their intrinsic construction process, which is the real essence of his creativity. Our father liked to use this ingenious joinery to add some Ghianda flair to the way the component parts were assembled together. Some of it is really Da Vinci-like it's so complex".

Another key figure now steps into our story, to join the many other admirers of this "wood poet". Someone whose extensive skills and connections in the world of wood meant he was significantly affected by this eclectic personality and felt a certain synergy with him. After Ghianda passed away, therefore, he took it upon himself to revive the memory of this remarkable artist and bring it into the future. A wonderful example of a "correspondence of amorous senses".

Here's how Romeo Sozzi, the ideal successor to Ghianda, explained it in an interview in 2015, the year he took the baton firmly with both hands. "The respect I've always had for the work of Pierluigi Ghianda has meant that whenever possible I've tried to get near to him, always rather gingerly, and tried to suss out his secrets. Basically, it's like we've always worked together. I shall try to design and produce objects that are as legendary as his. Legends last over time if we don't get nostalgic over them; they can redevelop as we go on". This is therefore also the story of a second ingenious wood maker, one who knows the language of Ghianda's favourite woods and admires the smoothness given to these and their many remarkable joinery mechanisms concealed within.

What could be finer than the continual growth of rings in wood to oppose the unstoppable metamorphosis of Time? Both men are interested in the destiny of the product when it reaches the user, and beyond that point too. As the great Argentinian poet Jorge Luis Borges writes in his poem to Things: "They'll long outlast our oblivion and never know that we are gone". Elegant, beautiful and long-lasting, Ghianda's "things" will stand beside elegant, beautiful and long-lasting "things" from Bottega Ghianda, which have been designed and created with the same meticulous care. The legend continues with the same exquisite craftsmanship in the new collection. It's like Bruno Munari's "rule of two" for drawing a tree: start with a trunk and add two branches, then to each branch add two more branches and from each of those add two more and so on.

From this golden rule stemmed the decision, six years ago, to open a space in the Brera neighbourhood in Milan and join forces with architect Michele De Lucchi to recreate the Pierluigi Ghianda symposium workshop. An impressive, captivating space that, over time, revealed a need for a setting of much wider scope, in order to accommodate an increase in production and provide a suitable stage for this.

As if by magical coincidence, a larger, more airy space enters our story at this point. A place for bold and passionate new ventures. A place for new beginnings.

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The Milan shop, a new island of creativity.

Romeo Sozzi has therefore become lord of two neighbouring kingdoms on Milan's creative landscape (not to mention those that are scattered around the world): Nuova Bottega Ghianda in Via Pisoni (whose name bestows the store with the ancient solidity of the oak tree and a stunning logo) and the now historical Promemoria in Via Bagutta (a place where the legacy of a father has borne fruit with elegance and talent, living on in the culture of "craft"). However, like all kingdoms, each has its own features, its own shape, its own style and its own ethics.

The savvy, exacting visitor to this new realm will discover a creative atmosphere here. It is the same creative spirit that dreamt up the delightfully whimsical coming-soon idea, which was conceived to arouse the interest of passers-by and provide intriguing clues as to what the space was to be, with a new coming-soon idea presented at the start of each week and the actual concept only being revealed in the first week of September for the Salone del Mobile.

After a number of red herrings (child-like drawings of brightly coloured houses, the allusion to a potential chocolate or flower store), a sun, sky and a tree were gradually revealed, along with their dictionary definitions, etymology and related aphorisms. A crescendo of symbols that literally covered the glass and concealed what was going on inside, at the same time announcing the importance of the sun (which will always rise again and provide light), the sky (with its infinite changing shapes, incredible metamorphosis and eternal nature) and the tree (which establishes its roots in the soil, and then grows upwards to form a trunk and outwards to form branches, lasting in time and beautifully scented).

Now that the windows no longer have these cryptic messages on them, the visitor sees the result of this exploration come to life and is enticed in. Inside they can perceive the continuity, harmony and originality of Romeo Sozzi's Nuova Bottega Ghianda. It is a taste of simplicity, in its purest essence. They hear the voices of some of the greatest architects and designers, such as Gae Aulenti, Cini Boeri, Mario Bellini, Álvaro Siza, Naoto Fukasawa, Jean Nouvel, Tobia Scarpa, Patricia Urquiola, Emanuela Frattini Magnusson, Lars Beller Fjetland, Riccardo Dalisi, Pino Tovaglia, Michele De Lucchi, Philippe Starck. All around they sense the presence of the design brigade, joined together in defence of beauty. The visitor is guided by a sense of coherency, an overriding theme in this amazing spatial and temporal creation. They discover a highly personal synthesis between the teachings of fathers (who were born and raised with wood in their blood) and the learning of children (for whom this is a gem to be cherished within their heart and mind).

As Nuova Bottega Ghianda passes on the baton, its regeneration is a gentle segue. The design concept energises the chromatic dimension, inserting an innovative, nuanced light in the dark gray, soft light that looks as though it is coming from inside the walls. There is a subtle suggestion of the same idea in the soft lighting, as imperceptible as the colour of dawn.

Seen as a whole, the predominant idea seems inspired by a quote from Tao, which has been evident from the outset to those involved in this venture: "Doors and windows are created in a home; how we use that home depends on how we use the part where nothing exists". As a result, the philosophy behind the way items are displayed here favours subtraction over addition. Alternating solids and voids are ingeniously calculated to showcase each item in just the right way and surround it with an emotional and magnetic aura.

It is the perfect space for lovers of exquisitely finished objects, those who appreciate beauty through the tactility and scent of living materials. It is furnished with Ghianda's same love of detail and his same meticulous care in the creation of simple solutions that will stand the test of time. It is a space where the visitor can find a remarkable familiarity with the most precious of woods and an ability to craft these in such a way as to render them perfectly smooth, silken and velvety, and just waiting to be caressed.

SHOP

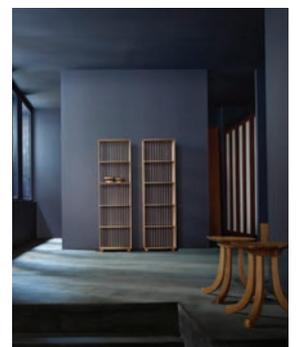
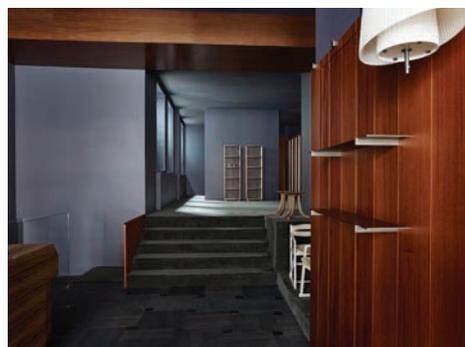
Bottega Ghianda

Via Pisoni, 2 - Milan

from Tuesday to Saturday: 10.00 am - 1.30 pm | 2.30 pm - 7 pm



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The products of the Nuova Bottega Ghianda.

This spectacular wood poetry includes the following items.

A bookcase can be seen as a piece of furniture with shelves for books. Whether just a couple of books or many, they fall in line with the structure of the bookcase and give it a functional and aesthetic sense. Take away its natural contents and it can be seen as an item with its own independent beauty, one that communicates with the surrounding space. **"Custode del tempo"** goes further than this however. This bookcase has been created as if it were a rare, limited-edition book, produced with careful consideration of the paper, the characters and the way in which it is to be bound. This book must convey an immediate sensorial pleasure, one that is a joy to see, touch and smell. To look at it, the simplicity of **"Custode del tempo"** would have us believe it was born like that. Yet from the overall architecture to the tiniest detail, the bookcase has been continuously reinterpreted, with the designer starting with a home-made prototype (when cut off from things in 2020) then arriving at the final product through a number of different stages and by continually rethinking the design. And that's what makes this bookcase just like a book, created by a writer who is in full mental flow and an editor who has their own very high standards, as part of a constant quest to find the right balance between what the artisan must construct and how the artist is free to experiment.

With its stylised form and many variations over time, the three-legged **"Arthur"** stool skips us through history. It preserves the mysterious allure of ancient Egypt, preventing it from being seen as a simple seat or at least endowing it with some sort of royal presence. We move on through history to the period from the start of the 19th century when Egyptology was a passion before it was a subject to be studied, and the stool can be seen to convey this period's desire to imitate and recreate the past. Moving through to the present day, it is a perfect symbiosis of functionality and beauty, illustrating considered manipulation of construction choices and materials. An item that is a tribute to the architect Adolf Loos and that can capture the essence of periods of time from the past and project them into the present and the future too. Like an archaeological discovery that is alive with memory.

"Lionardo" teams the light transparency of a glass top (featuring rounded sides that call out to be looked at and touched) and the solidity of a wooden base, Da Vinci-esque in the arrangement of its lines. And like a Da Vinci machine, this table retains the generative force of an idea in its design capacity and applies this in the way it is created as a whole.

The **"Minimum Max"** armchair is a tribute to Le Corbusier and the LC2 from 1929, which represented a perfect synthesis of form and function and featured a revolutionary outer metal structure to support the whole chair and an interior section designed to respond perfectly to the human body's need for comfort. With just two cushions (one for the base and one for the back) and a solid wood frame, this Nuova Bottega Ghianda Studio variation features an ingenious combination of minimalist profile and a gorgeous seat that is made for curling up in. With removable cushion, the backrest highlights this propensity to embrace the body, enticing us with its curved hollow that has been expertly smoothed, and is particularly evident when seen from above.

"Come tutto scompare" is a compact traditional chest of drawers which is divided up inside into a multitude of little drawers, as if seeking to reflect how a person may be identified as an individual by their name but their existence will comprise a huge number of different moments. And to highlight the desire to leave a trace when exploring solutions to the eternal problem of "everything changes", this chest of drawers (as versatile and original as life itself) is able to transform itself into a table, a dressing table, or a writing desk, as required by the woman it was originally designed for.

The **"Bocca socchiusa"** chair effectively sums up the creative process of the Nuova Bottega Ghianda Studio, a process which moves from abstract idea to design and actual construction via a series of progressive variations, tracking the prototype of a chair through its evolutionary stages. Its Italian title (meaning slightly open mouth) suggests that this final model tells a discreet tale of the many other models that have been created before it and that have been continuously restyled, changing the shape for subsequent approximations and adapting materials in a continuous effort to adapt. The leather of the chair steps aside and makes way for bamboo, to create a much lighter feel. The gentle curve of the backrest adds to this lightness.

When a piece of furniture strives for the perfection of a work of art, it involves this degree of arduous work. This is a place where continuity and new interpretations come together, where exquisite craftsmanship meets art and design. Everything starts again and everything revolves around a new start. After all, a wonderful story like this has no end - it just keeps on going.



BottegaGhianda®

CUSTODE DEL TEMPO Bottega Ghianda Studio

bookcase in mahogany and with rummy inlays, details in nickel-plated steel
230x46xh180 cm





BottegaGhianda®

ARTHUR

Bottega Ghianda Studio

—
stool in natural ash wood, natural oak with copper or steel detail
48x34xh45 cm



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LIONARDO Bottega Ghianda Studio

dining table in mahogany, glass top and dark bronze profile
285x98xh74 cm

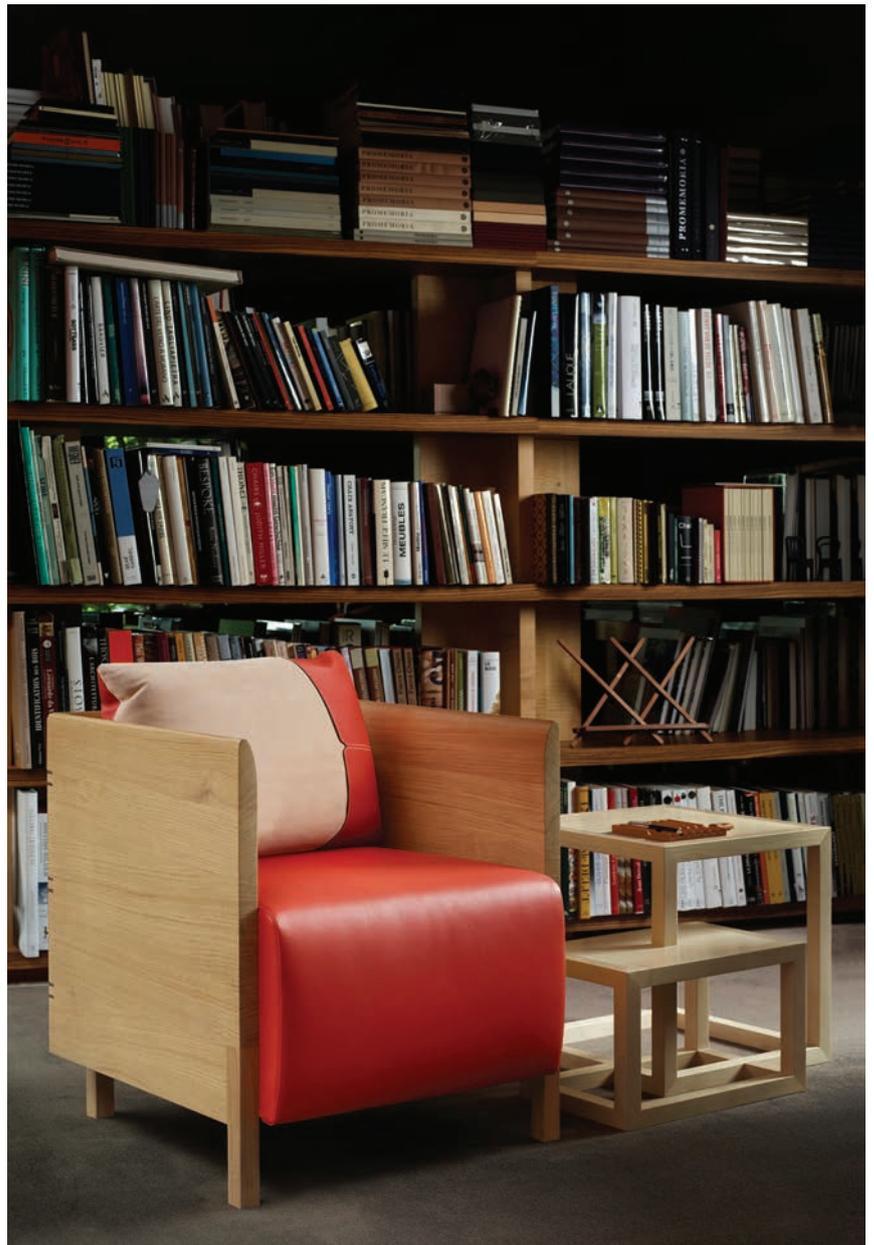




BottegaGhianda®

MINIMUM MAX Bottega Ghianda Studio

armchair in solid oak with ebony inserts, seat and cushion in leather
62x58x70 cm





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COME TUTTO SCOMPARE Bottega Ghianda Studio

chest of drawers in white ebony with bronze drawer details. Removable flap compartment with removable drawers. Upper chest of drawer with nubuck leather placemats.
140x60xh97 cm





BottegaGhianda®

BOCCA SOCCHIUUSA Bottega Ghianda Studio

chair in ash wood, with back and seat in woven rattan, leather details
58x58x75 cm



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Philippe Starck and Bottega Ghianda.

Breathing new life into the tradition of French boiserie from the 17th and 18th century, Philippe Starck's "Pieces of Styles" features solid wood modular elements, elegantly simple decorative inlay work and a versatility in its strict linearity or curved lines that makes it perfect for a range of different interior "styles".

As the name itself suggests, these panels are to be seen not just as an all-encompassing decorative frame, but as unique "pieces" that exude the essence of the space and its very soul. Starck's modern boiserie is the first creation that welcomes the visitor, ushering them in to the memory of the bois, Ghianda's green-at-heart wood, with its trees, its light and its colours.

"Louis XIV and Louis XV had hand-made sculptured panels on their castles' walls. Today with Bottega Ghianda, we create an elegant and poetic system of wood, accessible and structurally modern, to play and design your own interiors. Pieces of Styles is modern modularity for a highly classic result"

Philippe Starck





BottegaGhianda®

PIECES OF STYLES Philippe Starck

Modular boiserie in solid wood with decorative bas-relief motif, available in mahogany, teak, ashwood and oak finishing. The product is completed by accessories such as shelves, hook supports in bronze and lamps with Icosaedro technology
25x250x5 cm (single element)

