

# Nel mondo di Ilaria

TESTO DI **ORLANDO PETRI** / FOTO DI **DAVIDE GIUSTI**



**Ilaria Ferraro**, interior designer, direttrice creativa e artistica, ha trasformato **il suo studio milanese** in un'oasi di design e bellezza in grado di avvolgere e conquistare tutti i sensi





*In Ilaria's World. Ilaria Ferraro, interior designer, creative and artistic director, has transformed her Milan studio into an oasis of design and beauty capable of enveloping and captivating all the senses. Milan is the city where everything happens. Its buildings often conceal oases of peace and beauty that during Design Week become places of experimentation and a source of ever-changing beauty. This is the case of Ted Suite Milano, for years a hotbed of new experimentation between art and design, which, on the occasion of the Milanese kermesse, presented the multisensory and multidisciplinary experience Blooming Visions, an event conceived and realized by Ilaria Ferraro, interior designer, creative and artistic director. Located in a 1930s mansion ascribed to Gio Ponti, beautifully preserved and located a few steps from the Arco della Pace and Parco Sempione, Ted Suite Milano is Ilaria's spacious studio and home-gallery. "The mood of this villa," explains the Milanese designer and creative, "is a fusion of romanticism and decadentism: from the creaking of the parquet floor to the enveloping smell of wood, to the soaring ceilings, to the rose garden that surrounds the villa, planted along with the foundations of the house." Her experience in the world of fashion and design, her love of art, beauty and flowers inspired her to create a timeless atmosphere that can envelop and captivate all the senses. Blooming Visions was created by combining signature contemporary furnishings, such as Gio Ponti's armchairs, with innovative and original aesthetic suggestions, ranging from the olfactory path proposed by the young maître parfumeur Nuria Du Chêne de Vère to the artistic contribution of Filippo Salerni, known for his collaborations with the maison Bulgari between Rome and Milan. The centerpiece of the project, however, was the flowers, which were present in different arrangements throughout the spaces. Inside, these evocative installations were curated by Marina Malguzzi, Flower Designer, who managed to 'listen' to the voice of the space and the flowers themselves,*

*conveying the emotion of a romantic getaway in the countryside. Without lapsing into baroque excess, an innovative, exuberant and eclectic taste emerged, embracing an Anglo-Saxon-taste sophistication that celebrates color rather than fears it. The floral theme is also the trait d'union with outdoor spaces: garden flowers blend with patterns designed by Tricia Paoluccio for the brand's outdoor capsule collection Jwana Hamdan. Through these 'visions,' which refer to a suspended and indefinite temporality, the installation also aimed to offer a reflection on the importance of nature in our lives, in which plants and flowers burst into spaces to become integral parts of them and in full harmony. At a time when interior design is influenced by the rigor of minimalism and monochromes, Ilaria Ferraro's stylistic originality has been able to create a cozy urban refuge where one can find shelter from the hustle and bustle of the metropolis and take time to contemplate and enjoy beauty. Vibrant but balanced nuances, refined materials, refined shapes and highly crafted objects have created a place of great inspiration in which, squinting our eyes and letting our imagination fly, we could imagine sipping an afternoon tea with Alice, in Wonderland. ■*

In questa pagina, il **giardino del villino** arredato con pezzi delle **collezioni outdoor** di **Jwana Hamdan**.

Le **sedute**, disegnate, come i **tavoli**, da **Lorenza Bozzoli**, sono state presentate con un inedito rivestimento floreale della **Capsule Collection**, firmato da **Tricia Paoluccio**, esperta nell'arte dei fiori pressati e nella creazione di motivi di ispirazione botanica di grande impatto visivo.

On this page, the **villa garden** furnished with pieces from **Jwana Hamdan's outdoor collections**. The **seats**, designed, like the **tables**, by **Lorenza Bozzoli**, were presented with an unprecedented floral covering from the **Capsule Collection**, designed by **Tricia Paoluccio**, an expert in the art of pressed flowers and the creation of visually striking botanically inspired motifs.