

INTERNI

THE MAGAZINE OF INTERIORS
AND CONTEMPORARY DESIGN

N° 633 LUGLIO-AGOSTO
JULY-AUGUST 2013

MENSILE/MONTHLY ITALIA/ITALY € 8
AUT € 16,30 - BE € 15,10 - CANADA Cad 27
CH CT Chf 20 - F € 15 - D € 19 - PTE CONT € 15
UK £ 12,10 - E € 15 - CH Chf 20 - USA \$ 27

Poste Italiane SpA - Sped. in A.P.D.L. 353/03
art.1, comma1, DCB Verona

MONDADORI



LIVING *creativity*
by FABRIZIO PLESSI





1. UN MANUFATTO REALIZZATO CON MATERIALI DI RICICLO E RECUPERO, PRESENTATO DA RE(F)USE, SHOWROOM ROMANO DI CARMINA CAMPUS CHE COMMERCIALIZZA ANCHE ALTRI DESIGNER O AUTO-PRODUTTORI ECO-SOSTENIBILI.

2. SI PREGA DI TOCCARE, CORNER DI ESPERTI A DISPOSIZIONE DEL PUBBLICO, A CURA DI ELVIRA IMBELLONE E DELL'ASSOCIAZIONE PER LA DIFFUSIONE DI PIANTE PER AMATORI.

3. DELLO STUDIO DESIGNTRASPARENTE, NIWA BOX, VASI DA GIARDINO E DA DÉCOR, IN PLEXIGLASS, ESPOSTI A FLORACULT.



I CASALI DEL PINO: FLORACULT e ALTRO



4. ILARIA VENTURINI FENDI AI CASALI DEL PINO, NEL ROMANO PARCO DEL VEIO, SULLA CASSIA, CON UNA BORSA DELLA COLLEZIONE DI CARMINA CAMPUS, REALIZZATA IN AFRICA CON SOLI MATERIALI RICICLATI (FOTO DI PATRIZIA SAVARESE).

5. UNA VISTA A PERDITA D'OCCHIO DE I CASALI DEL PINO (FOTO DI GIULIO DI MAURO).

Natura è cultura: questo lo *statement* di FloraCult (www.floracult.com), mostra-mercato di florovivaismo, organizzata ogni primavera a I Casali del Pino (nel parco romano del Veio) da Ilaria Venturini Fendi e curata da Antonella Fornai. 181 ettari di tenuta agricola e biologica, acquistata dieci



anni fa alquanto malandata e che da allora viene rimessa in sesto quale *work in progress* grazie al progetto di ristrutturazione conservativa di Domenico Straface (che si è avvalso di Dottor Group, www.dottorgroup.it), vale a dire bio-architettura che prevede la qualità sociale del vivere, il senso di

appartenenza al luogo e la salvaguardia dell'ambiente, basandosi su strategie di efficienza energetica e risparmio, nonché il ricorso a fonti rinnovabili. Ma in quella che fu una sede Coldiretti, oltre ad esserci una fattoria biologica, la casa di campagna di Ilaria e la sede di Carmina Campus



(www.carmina campus.com), la sua azienda di borse e accessori realizzati con materiali di recupero, ci sono anche ulteriori corpi di fabbrica in fase o di restauro o in attesa: il primo che verrà inaugurato, in autunno, è quello dell'agriturismo, un bell'edificio ristrutturato da Straface con un tocco di *interior décor* di Anna Fendi, che ha già arredato, con gusto sopraffino, Villa Laetitia (www.villalaetitia.com) di Roma; l'albergo-residenza di famiglia, Pleonastico sottolinea l'anima green di Ilaria Venturini Fendi (che, nel 2012, è stata invitata a Rio de Janeiro per parlare di modelli di *business* sostenibili a Rio+20 Corporate Sustainability Forum organizzato da United Nations Global Compact), il cui impegno ha fatto in modo che una rassegna come *FloraCult* si distinguesse dalle decine di altre italiane per l'imprinting eco-sostenibile. A questa istanza s'è rifatta buona parte del programma culturale della mostra, che prevedeva laboratori (tra cui *Victory Garden* per creare sistemi idroponici, domestici ed economici, utilizzando materiali di riciclo, che permettono di risparmiare fino al 70% d'acqua), esposizioni (una personale dedicata a Costanza Algranti, designer di pezzi d'arredo unici, che ricava da ferro, rame e legni di recupero, e *La scuola per reinventori*, di Clara Tosi Pamphili e Alessio de Navasques, che proponeva un contemporaneo giardino contemplativo dove re-imparare a vivere il proprio tempo lentamente); presentazioni di libri, tra i quali spiccava *Verde Brillante* di Stefano Mancuso, docente dell'Università di Firenze, dov'è direttore del Laboratorio internazionale di Neurobiologia vegetale. (Olivia Cremascoli)



1. ARREDI ONE-OFF CHE L'ARTIGIANA-PRODUTTRICE MILANESE COSTANZA ALGRANTI RICAVA DA MATERIALI DI RECUPERO (TRA CUI IL RAME DI MOLTE GRONDAIE), E CHE HA ESPOSTO ALL'ULTIMA EDIZIONE DI FLORACULT.

2. UN ANGOLO ESPOSITIVO DI FLORACULT (26-28 APRILE SCORSO) AL PARCO DEL VEIO, SULLA CASSIA, A ROMA.

3. IN UNA VECCHIA E SUGGERIVA STALLA PRIVA DI TETTO DE I CASALI DEL PINO, LA SCUOLA PER REINVENTORI DI FLORACULT, VALE A DIRE UN GIARDINO CONTEMPORANEO CONTEMPLATIVO E ORIENTALISTA, CURATO DA CLARA TOSI PAMPHILI E ALESSIO DE NAVASQUES. (FOTO DI GIULIO DI MAURO).

4. UNO DEI SALOTTINI RE-TROUVÉ DI PATRICIA URQUIOLA PER EMU, AZIENDA MAIN SPONSOR DI FLORACULT 2013, CHE ARREDAVA L'AREA RELAX-RISTORO DELLA MANIFESTAZIONE.





bition at the Scoletta dei Battioro e Tiraoro, facing the Grand Canal, and the new garden behind the glassworks, where the artist has made the glass objects featured in the show. An ambitious and ecological project, done with the help of the non-profit organization Bees Without Borders, for the promotion of beekeeping to fight hunger around the world. Denatured: Honeybees + Murano points to the environmental decay that threatens bees, as well as the local economic and political situation that threatens the survival of many of Murano's glassworks. In March, in a field near the Linea Arianna workshop, Judi Harvest planted 30 fruit trees and 500 species of fragrant flowers, and installed, on an area of 250 square meters, four functioning hives, to create a perfect environment for the bees.

I CASALI DEL PINO: FLORACULT AND more pag. 56

Nature is culture: this is the statement of FloraCult (www.floracult.com), the exhibition-market of nurseries organized every spring at I Casali del Pino (in the Veio park in Rome) by Ilaria Venturini Fendi, and curated by Antonella Fornai. 181 hectares of agricultural estate purchased ten years ago, in poor condition, and now restored as a work in progress thanks to the conservation project by Domenico Straface (working with Dottor Group, www.dottorgroup.it), in a work of bio-architecture that focuses on the social quality of living, the sense of belonging to the place, and the safeguarding of the environment, using strategies of energy efficiency involving renewable sources. In what was a Coldiretti headquarters, besides an organic farm, the country home of Ilaria and the headquarters of Carmina Campus (www.carminacampus.com), her company that makes handbags and accessories with salvaged materials, there are also other buildings now being restored or awaiting attention: the first slated for opening, in the fall, is the rural tourism facility, a beautiful building restructured by Straface with a touch of interior decor by Anna Fendi, who has already furnished, with refined taste, Villa Lactitia (www.villalactitia.com) in Rome, the hotel and family residence. The green spirit of Ilaria Venturini Fendi (who was invited in 2012 to Rio de Janeiro to talk about sustainable business models at the Rio+20 Corporate Sustainability Forum organized by United Nations Global Compact) is well known, and makes FloraCult stand out from dozens of other Italian flower shows for its ecosustainable approach. Much of the cultural program of the show focuses on such issues, including workshops, exhibitions (a solo show by Costanza Algranti, who designs one-off furnishings made from salvaged iron, copper and wood), and the "School for Reinventors" by Clara Tosi Pamphili and Alessio de Navasques, a contemporary garden in which to relearn how to live slowly. The event also includes book presentations, like the one for "Verde Brillante" by Stefano Mancuso, a professor at the University of Florence and Director of the International Workshop on Botanical Neurobiology.

landscapes

ARTISTS' SHACKS IN PROVINCETOWN pag. 58

Nature & culture AT zero cost? NO SOONER SAID THAN DONE. JUST TAKE PART IN THE AMERICAN LOTTERY THAT OFFERS SOJOURNS FOR A happy few IN ONE OF THE most fascinating wild landscapes

Provincetown, the picturesque village on Cape Cod, the easternmost point of the USA on the Atlantic, has always been a place for modern and contemporary art, as promoted by the Provincetown Art Association & Museum, and the many galleries along the very central Commercial Street. On the coast, along a strip of sand of about five kilometers, it is now possible to visit a more nomadic legacy: artistic cabins on the dunes. These charming, rugged shelters were built in the 19th century by the Life-Saving Service, precursor of the Coast Guard. Around 1920, when the cabins were no longer needed for their original purpose, some of the more creative and eccentric local denizens started to use them as shelters in the summer. The first and most famous was the playwright Eugene O'Neill, who rented one, spending many summers there and writing *Anna Christie* (1920) and *The Hairy Ape* (1921), bringing the place a cultural aura. Other artists who came to Provincetown imitated O'Neill: they included Harry Kemp, the self-styled "poet of the dunes" who wrote many verses about the wild beauty of this specific bit of coast (www.massavacation.it). In 1929 Hazel Hawthorne Werner wrote *The Salt House* here, a memoir of her time amidst the dunes, and a book said to have led, in 1988, to the listing in the National Register of Historic Places. Other personalities who have lived here include the writers Norman Mailer, Jack Kerouac, E. E. Cummings, Tennessee Williams, and the artist Jackson Pollock, in essential dwelling that have never been modernized: without foundations, they have no electricity, heating, running water or bathrooms; their appeal is total immersion in nature, immensity and silence. The dune shacks stand along the Cape Cod National Seashore, the American National Park with an area of 176 km², known as Province Lands and much loved by Henry David Thoreau, and by the painter Edward Hopper. The National Parks Service owns most of the shacks; others are in the hands of non-profit groups whose goal is to conserve the structures and their tradition. The two organizations - Provincetown Community Compact and Peaked Hills Bars Trust - also allow non-artists to live in the shacks, in the spring or fall, and organize an annual lottery for the assignment of usage shares. The non-creative guests are Americans, but foreigners would also be welcome; to get assigned a cabin for a three-week stay, a written application should be submitted with a detailed cultural project to be conducted at the site. Anyone interested in spending a period of time in one of the charming cabins should contact Dune Shacks, Box 1705, Provincetown, MA 02657, tel. 001/508/487-3635. For those interested in visiting this nature reserve (Race Point Beach offers great sunsets), which has very limited access, a tour of one and a half hours can be reserved at Art's Dune Tours in Provincetown, www.artsdunetours.com.

