

**“CAPPELLINI GOES BAROCCO,
AN INTERPRETATION OF THE MULTIFACETED LANGUAGE
OF CAPPELLINI’S PRODUCTS, BETWEEN TRADITION AND MODERNITY”
Giulio Cappellini**

**Held in Paris from Thursday January 18th, the first in a series of scenographic representations
decontextualizing CAPPELLINI’s collections.**

**A new concept envisioned by Giulio Cappellini in collaboration with Valentina Folli to convey
the flexibility and versatility of Cappellini’s collections. Especially in home design.**

CAPPELLINI brings "Cappellini Goes Barocco" to Paris, held from Thursday 18 January in the spaces of its showroom in Boulevard Saint-Germain, reinterpreted through a reinterpretation of the splendour of the '600 between present and past, minimalism and opulence, visual arts and lifestyle. An alternation of styles, languages, suggestions.

A tactile, visual and sensorial journey that, playing on contrasts and excesses, presents a new concept of living by CAPPELLINI. The collections of the brand interpreted by the designer and set designer Valentina Folli are de-contextualized up to the absurd and immortalized in moments of domestic life, to tell their multifaceted nature. The rigorous and hyper-contemporary forms of the company's projects reveal a new identity in the approach to the different expressions of Baroque culture.

"Cappellini Goes Barocco" is the first of a series of representations that will interpret Cappellini products in a way that is always different and contrasting to express its versatility, the maximum expressive eclecticism and the transversal nature of the residential area.

Strongly endorsed by Giulio Cappellini, this project is a wealth of cinematographic references and a tale about modernity. Four scenes displayed with meticulous attention to details reveal the spontaneity of daily life and everyday actions inviting the public to take part to an extraordinary scenographic representation. It's the storytelling of a lifestyle borrowing decorative details and aesthetics from different Baroque styles.

"Cappellini Goes Barocco" is not just a mannerism but a concrete demonstration of the flexibility of the company's collections. Classic elements of Baroque, such as chandeliers, brocades, mirrors, majolica, stucco, allegories, were renewed in destructured settings to reinvent tradition between ephemeral, oneiric and impressions.

The four areas are the result of a game of contrasts, risk and irony. The collections by CAPPELLINI are assimilated into any context without giving up their identity. Lively, real and spontaneous scenes become a set to peek into with a sort of sophisticated voyeurism, photographs stolen from an intimate domestic life.

In one scene, CAPPELLINI's showroom turns and opens onto the colours and the flavours of the Mediterranean inspired **Terrace** of "Cappellini goes Barocco": a sensory space weaving together outdoor and indoor with the extraordinary beauty of majolicas from the ancient tradition. On this pattern, the pieces signed by CAPPELLINI come to life in an invitation to relaxation and positivity. The atmosphere of the **Winter Garden** is definitely more intimate. Inspired by the British style, it recalls Victorian settings in a contemporary language. Green tones are darker, the rigour of the furniture leaves room for some mannerism. A secret garden, a space for reading and leisure, to be lived with pleasure in mind.

The project continues with the **Dining Room**: the tones are more heated, the most important furnishings and the imagery goes to still lifes and Flemish painting. After dinner, the **Drawing Room** is dedicated, a masculine environment that recalls the rooms of music, games and hobbies. Leisure activities are also represented in the choice of the shapes and colors of the furniture: indigo meets the sage green, the blues are revived in reds and oranges.

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