

## THE PALAZZO PRIVE

The second floor of Palazzo Fendi has been transformed into a luxurious private and exclusive space to welcome and host FENDI's top clients, celebrities and friends of the House. Designed by Emiliano Salci and Britt Moran of Milan based interior and design firm DIMORESTUDIO, the Palazzo Privé features a highly curated mix of hi-design vintage furniture, collectible contemporary design and art pieces, as well as a selection of new designs that Emiliano Salci and Britt Moran conceived for the *Roman Lounge*, a project commissioned by FENDI for Design Miami/ in 2014.

Spread across the entire floor, it features a large foyer, a formal dining room, a sitting lounge area and a fitting room. DIMORESTUDIO has retained the apartment's innate elegance, its soaring ceilings, large glass windows and intricate stucco work, but have transformed it into a warm, yet intimate jewel-box living space that offers a perfect entertaining space for FENDI's VIPs.

Linked to the boutique by the same glass elevator, the entryway, lined in dove colored lacquered walls, sets the sophisticated mood. Guests are greeted by a rare 1970s Giò Ponti daybed, and a travertine stone console custom made by Oeuffice. Key pieces that DIMORESTUDIO designed for FENDI at Design Miami/ include *conversation pieces* armchairs that feature a croco intarsia, wood and FENDI's Selleria leather, as well as the *vertical light*, a geometric neon light vertical sculpture suspended from the ceiling. A classic roman sculpture adds a touch of antiquity.

In the dining room, the walls have been washed in a dramatic shade of pastel sage. The *grand square*, a massive metal rod and glass top table, another DIMORESTUDIO piece designed for Design Miami, seats 16 people and is circled by vintage wooden *chiavarine* chairs that have been lacquered in a glossy black. Emiliano Salci and Britt Moran designed also *Lampada 036, Progetto non Finito*, three lanterns in parchment and brass that hang over the table, as well as a striking *bookcase* made from lacquered metal and colored cathedral glass and rare Marco Zanuso 1951 armchairs.

In the lounge area, the *Miranda* lounge chair by Bruno Mathsson mixes effortlessly with contemporary Axel Vervoordt clubchairs and the *Divano 067, Progetto non Finito* by DIMORESTUDIO, together with two *Torchères Flammes*, in wrought-iron, stainless steel, copper mesh and LED lighting featuring graphic flames, designed by artist-designer Maria Pergay for FENDI.

Enveloped in a very personal and refined environment, FENDI's exclusive guests are treated as if they were invited into a luxurious private home. The walls of the fitting room have been covered in baby green paint and dark blue silk fabric. The shaved FENDI mink *daybed* designed by DIMORESTUDIO and also presented at Design Miami/, adds a deeply sumptuous touch. While a selection of art works by Lucio Fontana, Agostino Bonalumi, Getulio Alvani, Nunzio e Josef Albers, from Mazzoleni Gallery collection grace all the rooms of the apartment.