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**ITALIAN
EXCELLENCE**

INTERNATIONAL ENGLISH ISSUE



Looking AROUND SHOWROOM

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1. THE ENTRANCE AREA OF THE SHOWROOM.
2. THE STAIRCASE LEADING TO THE BASEMENT, WITH THE FIBONACCI LOUNGE CHAIR (DESIGNED BY GABELLINI SHEPPARD).
3. THE WINDOWS OF THE FLAGSHIP STORE ON VIA FATEBENEFRAPELLI.



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3

NEW OUTDOOR FURNISHINGS ADDRESS

Janus et Cie, the American lifestyle brand that is part of **Gruppo Poltrona Frau**, opens its first European monobrand store in **Milan**

The Californian maker of luxury-oriented outdoor furnishings chooses Milan – and the Brera district, in particular, at Via Fatebenefratelli 15 – as its bridgehead for expansion in Europe. Seven tall windows, rigorously luminous architecture, a space of 350 square meters organized on three levels. The spacious displays offer chairs, tables, settees and chaises longues created for outdoor use but also perfectly in tune with indoor settings, in keeping with the latest trends. The space also features a fine selection of objects and textile complements. The entrance zone attracts visitors with the theatrical solution of a large display that places the chairs on the wall in a rhythmical arrangement, with large vertical green surfaces as a chromatic contrast with the neutral elegance of limestone cladding. Some of the pieces on view are

by prestigious designers, such as Gabellini Sheppard, Jorge Pensi, Paola Navone, and this list of outstanding collaborations is destined to grow, starting from the next Salone del Mobile in Milan. But much of the collection has been created by Janice Feldman, a dynamic personality of great entrepreneurial and creative acumen, founder of the company (in Los Angeles in 1978) and still at its helm. The brand announces its aesthetic manifesto in its name: like the god Janus Bifrons, it has solid foundations in the past and tradition, but also looks to the future, through innovation of materials and technologies. An approach shared by over 6000 items in the catalogue, furnishings and complements with a design that is never aggressive, perfectly balanced between residential and contract markets, indoors and outdoors, classic and contemporary. ■ K.C.