



Simone Guidarelli presents “Les Jardins Imaginaires” in the June appointment with Fuorisalone 2022

A green and imaginative journey into the world of wall design, furnishing items, rugs and architectural lighting, an immersive experience among the new patterns of Simone Guidarelli Home.

Fuorisalone June 2022 Space and time flow through interconnected dimensions and strong changes, attracted by the vortex of innovation and personalisation in the recreated scenario. [Simone Guidarelli](#) presents an immersive experience within which his new collection “**Les Jardins Imaginaires**” breaks through barriers to represent the beauty and variety of a parallel world created by various collaborations. Beginning with the established partnership between Simone Guidarelli with [Officinarchitettura](#) and [Matrix International](#), up to the introduction of [Melogranoblu](#), [Bedding Atelier](#), [DSV Carpets](#) and [Antica Fabbrica Passamanerie Massia Vittorio 1843](#), it all comes to life in the prestigious setting of [Il Salotto di Milano](#), in Corso Venezia 7.

An intimate and sensorial journey is created for visitors with conviviality and introspection: “Les Jardins Imaginaires” is a calm space where it is possible to escape from reality and reinvent oneself, thanks to the all-over rooms created by Simone Guidarelli for a full immersion into beauty.

The doors open to the “King’s Room”, with **Renaissance eco-friendly wallpaper** from the collection “Les Jardins Imaginaires” by Simone Guidarelli in partnership with Officinarchitettura. This Emilia Romagna company specialises in wallcovering and cladding projects, and has decorated the space in a Made-in-Italy cellulose PVC-free wall covering that is breathable and extremely detailed in pattern. Simone Guidarelli invites guests to stretch out on a sumptuous four-poster bed made by Bedding Atelier with invaluable trimming by Antica Fabbrica Passamanerie Massia Vittorio 1843, where the atmosphere is created by pendant lighting (suspended at the sides) from Melogranoblu, the Bergamo company that supplies truly theatrical-style hand-made lighting solutions. The wall coverings selected for the Simone Guidarelli Home collection conjure up a glimpse of an Italian garden, with patterns that reflect the harmonious balance of Renaissance-style palazzi gates, for a place of pleasure and relaxation where goldfish can be found darting around gracefully in the fountains. The refinement of design can be found also in the hand-knotted rug by DSV Carpets, made in New Zealand wool and pure silk, warped and wefted in high quality 100 Line Tibetan Knot cotton.

The second setting is a living room designed for shared living: here the green wallpaper *Exotic Jungle* takes us to a jungle with anemones and luscious plants, curious monkeys and hummingbirds posing gently on palm trees. The same pattern is used for the table and pouffes by Matrix International, the Tuscan contemporary furniture company that also provided the sofa, armchairs and coffee tables in the living area; in this area, the *Big Friendly Giant* print from the Safari Collection is selected, with magnificent elephants and elegant hibiscus suggesting a sophisticated romantic lifestyle. Everything is permeated by natural and lively atmospheres, perfectly suited to the style of Simone Guidarelli collections, including the lighting solution by Melogranoblu. This switches on a welcoming atmosphere in the relaxation and dining table areas, with pendant lighting that echoes the wallpaper fruit items in its shapes. Here too the atmosphere is made even more comfortable with a carpet from DSV Carpets, handwoven again in the *Big Friendly Giant* pattern.



The last “Room of dreams” represents a sort of finale to the journey, an introspective moment: this small gem of a room is papered with *The Hortensia Dream* where elegant giraffes on a coral background peep out from between luscious blue and white hortensias. The environment is made unique with the lighting atmosphere created by Melogranoblu, using handmade blown and metallic glass pendant lights. In this area, Simone Guidarelli offers guests a zen setting where they can reflect and dream, relaxing on the pouffes by Matrix International and letting their gaze wander among the small suspended metallic olive-shaped lights that reflect the brilliance and splendid wallpaper.

The presentation of the new Simone Guidarelli project will take place on **7 June**, followed by an exclusive invitation-only cocktail party with signature drinks from **Compagnia dei Caraibi** on the terrace of Il Salotto di Milano.

The luxury experience project from Simone Guidarelli Home is expanded further, with design mixing with the world of art in the careful research, attention to details and use of select materials with the most renowned and refined Made-in-Italy quality.

[@simoneguidarelli](https://www.instagram.com/simoneguidarelli) #simoneguidarellihome

About Simone Guidarelli

Simone Guidarelli is a visionary creative with incredible facets. Different worlds merge and get mixed, in sequences of images, stories and lives. Every extraordinary skill must be nourished: like in a theatrical pièce, a person and a character evolve onstage. In Milan Simone covers the roles of fashion editor, artistic director, image consultant and stylist, leaving his signature on over seventy covers from Vanity Fair to Glamour Italia. He manages to read through bodies and understand the needs of great photographers such as David Bailey, Patrick Demarchelier, Giovanni Gastel e Douglas Kirkland. Not least, his activities as Creative Director for the video projects of important international brands, and as stylist for celebrities from Milan to Los Angeles. Dynamic and eclectic, he has launched his e-commerce with his clothing and accessory collection and his sophisticated wallpaper and has undertaken several collaborations both in the fashion and lifestyle realm, such as those with Bentley, K-Way, Elisabetta Franchi, and in that of the field of beauty, with Campomarzio70. A tailor with a fervent imagination he embroiders with his exclusive audacity his dimension of reality, capable of breaking schemes with irony and style.

www.simoneguidarellihome.com

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About Officinarkitettura®

Officinarkitettura was founded in 2015 by two persons who share the same passion for architecture, art and design: Andrea Bernagozzi e Giorgio Buratti. Officinarkitettura team is composed of artists, stylists, designers and architects who design new solutions for surfaces. Officinarkitettura's collections, on hand decorated Kerlite and on wallpaper, are made with an innovative technology. Kerlite is joined by other wall coverings, different types of wallpaper which, however, all support the same choice, that of creating a reduced range of supports but all of the highest quality. And all eco-sustainable. All materials come from Italy and most are ecological: water-based resins and inks; the cuts and finishes are manual, each different, each unique. The Company produces twenty-one collections, using both internal designers within the company, and collaborating with external artists who donate their works so that they become furnishings, gazes on the world.

www.officinarkitettura.it/

About Matrix International

"THE PAST IS NEVER DEAD. IT'S NOT EVEN PAST." [William Faulkner] No better words can describe the timeless value of the authors that contributed to the transition of architecture towards modernism at the start of the 1900s. Up to the 1950s, these generations of architects and designers systematized the language and then revived it, giving life to innovative experiments in form. Since 1984 Matrix has preserved modernist culture, respecting its complexity as it bridges art and applied arts. It has produced design objects created by the protagonists of that age and made them accessible to an increasingly aware and informed public. Matrix's business adventure has always had a single common denominator: giving life to projects never realized at the industrial level. Concurrently, Matrix has built its own contemporary repertory, made up of furnishings that deeply reflect its modern cultural heritage. Matrix's collections express unique identities, but originate from the same faith in the opportunity to build the design of the future on the heritage that modernism has conferred.

www.matrixinternational.it/it/

About Bedding Atelier

Bedding atelier a company that designs and produces customised furniture solutions, a "atelier" tailor who has been making handmade products in Italy since 1970. L'Atelier designs and manufactures sofas, armchairs, beds and sofa beds, also in collaboration with interior design and architecture studios around the world; with the continuous search for innovative materials to always best meet the needs of our valued customers. Thanks to the know-how, experience and knowledge of international markets, bedding atelier today can be regarded as the world's leading company in its sector. An Italian success story with an elegant product, handmade, rich in functional aesthetic value, symbol of excellence.

bedding-atelier.it

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About Melogranoblu

Founded in 1997 from an idea by Ermanno Rocchi and Massimo Crema, melogranoblu is an Italian interior lighting company based in Bergamo. Over the years the company has developed a wide range of solutions for interior lighting decoration, ranging from the residential dimension to more impressive installations for large architectural settings. Melogranoblu creations are real spectacles of light, with a particular focus on the sensorial and emotional effect that is obtained with the light through the glass. Design projects in which every form of glass is conceived and designed according to the luminous effect it can generate through light.

melogranoblu.com

About DSV Carpets

Over 60 years, each tied up with the passion, quest for and discovery of precious weaves. This is the heritage of the Di Sarno family, the pillars of D.S.V. Carpets's showrooms, which offer to the collectors from Caserta to Cortina rare and unique carpets. Precious pieces are overall a piece of man's history; and a way in which to enrich one's cultural and life experience fusing art, culture and history together. Thanks to very high-quality yarn such as pure cashmere, pashmina and wool, mohair wool, and particular yarns as nettle and hemp, the carpet put itself in a new position in the modern world.

www.dsvcarpets.com

About Antica Fabbrica Passamanerie Massia Vittorio 1843

A mark of luxury, passementerie of high craftsmanship tradition expressed its heritage in line with the trends. Today, passementerie can be held as an art, i.e. the ability to offer products that take a visionary place in the present and the Massia family is well aware of this concretizing in artifacts and items able to place themselves in a visionary way in the contemporary. Antique recipes passed down through 6 generations, which make possible at Massia Vittorio 1843 not only the creation, but also the restoration, of one-of-a-kind accessories.

www.massiavittorio1843.it

About Il Salotto di Milano

Il Salotto di Milano is an excellence hub for Made in Italy across several business sectors, with a specific focus on Design and Fashion. Located in the heart of the Milanese Quadrilateral of Fashion, Il Salotto di Milano develops a number of services designed to position the brands it promotes at an international level; in fact, events such as art exhibitions become an opportunity to meet an audience which is high-spending and culturally aligned with the philosophy of Il Salotto di Milano.

www.ilsalottodimilano.it

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