

CAFFÈ CONCERTO CUCCHI

a special project by Cristina Celestino

Milano Design Week 2019
3 - 29 Aprile
Pasticceria Cucchi - Corso Genova 1

Cristina Celestino continues her personal reinterpretation of the symbolic locations of the city of Milan with a project for the historic Pasticceria Cucchi.

The designer – as she did with the Tram Corallo during MDW 2018 – pays tribute to the city without nostalgia, and reinvents an iconic gathering place, inspired by the theme of the “Caffè Concerto.” The project involves the interiors, the shop windows and the outdoor seating area, touching on every aspect of the pastry shop, from the staff uniforms to the design of several desserts, and details of place settings at the tables.

The concept

Cristina Celestino’s vision for Pasticceria Cucchi is a creative interchange between past and present, with an eye on the future: the project thrives on eclectic references that freely draw on the interiors of the historic café chantant, the aesthetics of the world of fine pastries and the colorful personal vocabulary of the designer.

Cristina has imagined Caffè Concerto Cucchi as an urban oasis inspired by the hues and techniques of the art of pastry, projecting the atmosphere of the tradition into a vibrant space marked by unexpected insertions of colors and materials. Precious material, bright accents and appealing textures coexist in the various rooms, alongside witty, humorous touches.

The project

Every intervention of the designer for Caffè Concerto Cucchi is a delicate balance of inlays, organized in inviting montages, stratifications, multicolored effects.

One example is the “Mirage” screen that adds rhythm to the interiors, made with a multi-level combination of threads of colored straw. The “Oasi” silk wallcovering – which forms the backdrop of the Tea Room – combines embroidery and metallic surfaces, while the tops of the “Canditi” tables in the outdoor area are made with precious inlays of multicolored marble.

The enhancement of the interiors features custom pieces or others selected with care by the designer, which embrace the historic settings of the pastry shop, reinvented down to the smallest details: from the carpeting inlaid with oversized pears, to the uniforms of the staff designed by Massimo Giorgetti, all the way to the packaging of the sweets. The pastry boxes, in three different formats, have been redesigned with an elegant pattern where geometric figures join illustrations of raspberries.

The new boxes decorate the space in a composition on the cabinets behind the counter, and have been conceived as souvenirs of the project for customers.

A selection of desserts, from single portions to the classic cakes, has been reinvented by the designer together with the master pastry chefs of Cucchi, becoming a tasty symbol of Caffè Concerto Cucchi.

The typically Milanese classic allure of the venue engages in a game of camouflage and revelation thanks to creative interventions with a surreal tone: in the Tea Room, the

Cristina Celestino

heart of the pastry shop, stands an impressive tropical palm tree, and the space is lit by blown glass lamps whose volumes are like poppy pods. The original chairs of the facility have been covered in velvet, with a split at the back, while the wooden tables of the interiors feature new tops made with rose-colored mirrors. Lush passementerie of metal threads decorates the furnishings behind the counter, and seductive flower arrangements decorate the space.

Pasticceria Cucchi - Corso Genova, 1
20123 Milano - tel 02 89409793
Open from Tuesday to Sunday - from 7AM to 10PM

@cristinacelestino
@pasticceria_cucchi
#cristinacelestinomdw
#pasticceriacucchi
#cucchimdw

COMMUNICATION & PR
CAFFÈ CONCERTO CUCCHI
press@strategicfootprints.com
@strategicfootprints.com

MAIN PARTNER:
MSGM

DESIGN PARTNERS:
Budri
Kundalini
Misha
Antico Setificio Fiorentino

LIFESTYLE PARTNER:
Franciacorta

TECHNICAL PARTNERS:
Et al.
Lison de Caunes
I Clerici Tappezzieri
Offfi
Antica Fabbrica Passamanerie Massia Vittorio 1843
Paola C.
Intex

SPECIAL THANKS:
Besana Carpet Lab, Gebrüder Thonet Vienna, Strategic Footprints

GRAPHIC PROJECT:
Cecilia Cappelli

CRISTINA CELESTINO

Cristina Celestino was born in 1980 in Pordenone. In 2005, after graduating from the School of Architecture at IUAV University of Venice, she worked with prestigious design studios, focusing on interior architecture and design. In 2009 she moved to Milan, founding her own furniture brand Attico Design. In 2012 she was selected to take part in the Salone Satellite.

As a designer and architect, Cristina Celestino creates exclusive projects for private clients and companies.

Her work also extends to creative direction for companies, and the design of interiors and displays. Cristina has received many international prizes and honours, including the Special Jury Prize in the "Salone del Mobile.Milano Awards" in 2016 and the Elle Deco International Design Award in the Wallcovering category in 2017.

www.cristinacelestino.com

PASTICCERIA CUCCHI

Pasticceria Cucchi is one of Milan's most historic venues. Founded in 1936 as a "Caffè Concerto" by Luigi Cucchi and his wife Vittorina, it offered visitors evenings enlivened by a Spanish ensemble playing the latest dance music from America, as well as drinks and food.

"Every evening a small Spanish orchestra played, conducted by Maestro Ferrazzano: they performed the Cumparsita and all kinds of tangos. Closing time was 2.00 AM, with pasta or rice dishes for all at midnight" (Cesare Cucchi).

Destroyed by Allied bombing in August 1943, the venue was quickly reconstructed, taking on its definitive identity as a pastry shop. It soon became a Milanese landmark, frequented by musicians, poets, actors and writers, from Giuseppe Ungaretti to Gabriele Salvatores. The place is still owned by the Cucchi family, now at the third generation with the sisters Laura and Vittoria, who passionately continue the work begun by their paternal grandparents, combining traditional sweets – including homemade panettone – masterpiece art of pastry.

www.pasticceriacucchi.it

Pasticceria Cucchi's Press Office

Manuela Caminada

manuela@manuelacaminada.it

MAIN PARTNER

MSGM

MSGM is a fashion brand that was created in 2009 by Massimo Giorgetti in partnership with Paoloni Group.

The womenswear, menswear and accessories collections are designed by Massimo Giorgetti, and made entirely in Italy by Paoloni Group who guarantees high standards for both development and final manufacturing.

A pronounced ability to spot a trend, and a young and motivated team: these are MSGM's winning cards, as it sets out at a delicate moment in history.

It is a simple mix: always up to date, and constant new sources of inspiration, starting from contemporary art and music. Massimo Giorgetti knows how to combine his passions with all the most innovative aesthetic and artistic expressions of the digital world. The outcome is a kaleidoscope of colours, shapes and lines that inexorably capture the public's attention, making MSGM one of the most intriguing fashion brands of the moment.

Massimo Giorgetti is proud to take part, together with MSGM, as the main sponsor of the "Caffè Concerto Cucchi" project.

Always in love with his adopted city, Milan, Massimo Giorgetti was immediately enthusiastic about Cristina Celestino's project, sharing the intention to pay homage to Milan and its landmark locations.

Already with the FW 2018 women's collection, with a love letter to the city, he recreated the logos of the most representative heritage venues in Milan, including Pasticceria Cucchi.

For this project, Massimo Giorgetti has also redesigned the uniforms of the cafe staff, featuring shirts in printed poplin, scarves and bow ties in silk, reformulated in the MSGM style and in total harmony with the creativity of the designer Cristina Celestino.

www.msgm.it

DESIGN PARTNERS

BUDRI

Since 1960, Budri has specialised in working fine marbles and natural stones. Now an established company of world-class renown, Budri continues to enjoy steady growth, with a manufacturing facility of 8000 m².

Availing of over 55 years experience in business, Budri sets the benchmark for the design, bespoke execution and installation of major projects of great complexity in all five continents.

The brand occupies a privileged position in niche markets with high added value, Characterised by superior product quality, bespoke projects and an outstanding level of service dedicated to clients.

Budri is the ideal partner for projects that require Italian excellence in craftsmanship, cuttingedge technologies and an impressive production capacity.

For the Caffè Concerto Cucchi project Budri has produced new inlaid marble tops for the tables of the outdoor area, based on a design by Cristina Celestino. The expertise of the company meets the creativity of the designer in an original language, in which marbles of different colors and origins alternate in graphic effects of sinuous lines.

Geometric lines and weaves, like the appealing jam tarts, pastries and cakes created by master chefs: the interplay between the original Arabescato marble of the historic venue and the new Giallo Noce, Botanic Green and Nero Seta varieties generates a sophisticated, ironic outdoor setting.

www.budri.com

KUNDALINI

Kundalini is a company with a strong identity and a cosmopolitan style. A company that speaks a universal yet extremely recognisable language. Its unconventional spirit has always merged the subtle poetry of shape to maximum functionality and handiness.

Every Kundalini product is the fruit of a strong concept and tells the story of a specific creative and technological journey. Kundalini lamps are characterised by a high creative content, drawing inspiration from time to time from different worlds. Nature, industrial scenarios, the visual arts are just a few of the contexts observed and reinterpreted to create lamps in perfect balance between function and emotion.

The rich and varied collection of Kundalini lamps, always in the making, is the fruit of the collaborative effort of designers and architects of international renown, but also emerging talents.

This year Cristina Celestino has designed the new Opyo collection of lamps for Kundalini. The company brightens Pasticceria Cucchi with 5 chandeliers and a number of floor lamps. Opyo is essential and iconic, suggesting the mysterious beauty of the world of flowers, in intense dialogue with the interior design.

www.kundalini.com

MISHA

Misha is an acronym that stands for two distant cities: Milan and Shanghai. A bridge between figurative cultures that coexist in the vision of Chiara Enrico, an architect who – with the help of her sister Anna – has brought knowledge regarding age-old oriental techniques of painting and hand embroidery on fabric wallcoverings. Its collections represent the outcome of many years of research on artisans and artists capable of interpreting ancient traditions by Italian taste and know-how.

With her figurative world, it takes us back to the history of 18th-century chinoiserie, and the European 17th-century custom of the Grand Tour – the desire for adventure that comes alive in domestic settings and workspaces. The high quality also extends to the wall fabrics that clothe architecture with an unusual material depth. Thanks to unique workmanship and control of the entire creative and manufacturing process, Misha also develops bespoke wallcoverings for clients and companies, interpreting their symbols and dreams.

For Caffè Concerto Cucchi, Cristina Celestino presents her first collaboration with Misha: Oasi.

A surreal landscape – with oversized raspberries, enhanced by embroidery, chromatic bands and metallic mini-patterns – stands out on the precious silk wallcovering, subdivided into three large panels as the backdrop for the Tea Room.

The name “Oasi” alludes to this hybrid landscape that contaminates the aristocratic atmosphere of the pastry shop, generating an unexpected scenario.

www.mishawallcoverings.com

ANTICO SETIFICIO FIORENTINO

The Antico Setificio Fiorentino, founded in 1786 in the historical San Frediano quarter, is the last remaining workshop for silk manufacturing in Florence. Its history of a profound tradition and artisanal passion for producing precious fabrics on ancient looms from the 1700's and 1800's, has its core roots in the Renaissance times. The precious silk fabrics include Broccatelli, Lampassi, Ermisini, Damaschi and other traditional Tuscan fabrics which have adorned the homes of aristocrats, villas and palaces all over the world.

In 2010, thanks to the acquisition by STEFANO RICCI S.p.A., the unique fabrics of the Antico Setificio Fiorentino have expanded on an international scale and currently decorate the homes of an elite clientele who appreciate precious and exclusive fabrics. The history and passion has guided the Antico Setificio Fiorentino throughout history and continues to inspire producing fabrics that can adapt to luxurious dwellings may they be ancient or modern.

The refined drapes the designer has inserted in the pastry shop are made with two fabrics having different consistencies, almost as if to create a game of different weights. The lightness of the “Nemours” striped fabric produced with the world's finest silk thread on an antique loom from the 1800s, created for the family of the Dukes of Nemours, forms a contrast with the thickness of the monochrome cotton velvet with its remarkable sheen, in tones of salmon and bordeaux; the coverings of the seating, with their central split, are in bordeaux velvet, while the bases of the showcases are in Nemours striped fabric.

www.anticosetificiofiorentino.com

LIFESTYLE PARTNER

FRANCIACORTA

Franciacorta wines have a long and distinguished history, although we are more familiar with recent events.

It was back in 1967 that 11 producers of modern Franciacorta, who together cultivated 29 hectares of vineyards, began producing 2,000 hectoliters of Pinot di Franciacorta, the initial step towards the success that the Franciacorta method has enjoyed in the years that followed.

The first official recognition dates back to 1967, when by Presidential Decree the Franciacorta area was awarded the status of Controlled Designation of Origin (DOC).

Another two decades passed before 29 producers decided to unite, on 5 March 1990, and form the Consorzio volontario per la tutela dei vini Franciacorta, i.e. the Consortium for the promotion of Franciacorta wines.

Franciacorta was the first Italian wine produced exclusively using the bottle fermentation to obtain (in 1995) the status of Controlled and Guaranteed Designation of Origin (DOCG). In the same year, the Franciacorta production method was officially recognized and distinguished from "vino spumante", or sparkling wine). Today the labels read 'Franciacorta', a single word that defines the area, the production method and the wine itself.

Franciacorta, for the second consecutive year, is the lifestyle partner of Cristina Celestino during Design Week. For the Caffè Concerto Cucchi project, the historic cafe will host an exclusive Franciacorta Bar from 3 to 14 April, where guests can discover the various vintages and taste them in coordination with a special menu of delicacies.

www.franciacorta.net

TECHNICAL PARTNERS

Et al.

Et al., the evolution of the Metalmobil brand, produces furniture for community spaces and collectivity: modern and versatile solutions, of undoubtable quality, designed to improve the lifestyle of people and their relationship with the space around them. The wide collection of the products in its catalogue, born from the fusion between innovation, tradition and design, boasts pieces signed by international designers that can adapt to different contexts and respond at the same time to the needs of contemporary living.

Et al. is a brand of IFI S.p.A., a renowned industrial group, leader in furnishing solutions for the contract and hospitality sector.

Cristina Celestino has chosen the Stripes chairs by Et al. to furnish the iconic outdoor seating area of the pastry shop. Their essential design references traditional forms reinterpreted in a modern way, making them extremely versatile complements to insert in all collective spaces. Thanks to their light, ergonomic structure, they represent the perfect balance between good looks and functional quality.

www.et-al.it

LISON DE CAUNES

Straw marquetry is a childhood memory for Lison de Caunes. She first discovered the material in her grandfather André Groult's workshop, a well-known decorator and one of the biggest names of the Art Deco movement. After studying book-binding, she returned to straw marquetry and revolutionised the technique using binding tools such as an ivory folding tool that has used throughout her career and still uses today. She also collaborated with some of the world's most renowned designers including Peter Marino, Cabinet Alberto Pinto, Maria Pergay, Hubert le Gall, Vincent Darré and Mathieu Lehanneur with her studio Ateliers Lison de Caunes. A number of luxury brands have commissioned her to create pieces for their flagship stores: such as Guerlain, Louis Vuitton and many others. Throughout the years, Lison de Caunes has continued to innovate and develop her craft, with her technique remaining entirely artisanal.

For the prestigious French manufacture, Cristina Celestino has designed "Mirage," a three-panel screen placed at the threshold of the Tea Room. The screen is made with precious inlays of straw in different chromatic nuances, forming a dream landscape, almost a mirage, matching the palette of the project and paced by slender vertical bands in tones of ruby red.

www.lisondecaunes.com

I CLERICI TAPPEZZIERI

Felice Clerici snc, over 70 years of craftsman excellence, during which they have produced and still continue to produce today some of the finest upholstery and furniture refurnishing according to our high standards of quality and expertise. The business specializes in customized upholstery for both private clients and businesses as well as public projects for re-upholstery and restoration. We focus on designing custom projects that help our clients redesign classic pieces, including cushioning and other types of furnishings.

We are specialized in wallfabrics application, using traditional methods, according to the craftsmanship which has been handed down through generations.

For the Caffè Concerto Cucchi project, I Clerici Tappezzeri has produced all the textile items, including the drapes with different paired fabrics, the model of the "apparel" of the historic chairs of the pastry shop, and the fabric covering on the base of the display cases.

www.iclericitappezzieri.it

OFFFI

Offfi is a place that was born from Mario's desire to reinvent himself and come closer to the "green world", after his career in pharmaceutical marketing.

Offfi's authenticity derives from the need to never come down to any compromise.

Each choice is made exclusively on Mario's personal taste, with no commitment whatsoever concerning the current fashions and tendencies.

This way of work allowed to create a reality with a distinctive mark in just a few years, making Offfi unique in the world of flower design.

Setting up Caffè Concerto Cucchi, Mario and Cristina imagined magnified, distorted, out of scale green and floral elements, with colors "alien", supernatural and oniric. Natural elements are no longer the only ingredients we can dispose of, since we can distort them, reinvent or combine them to create new and unseen components.

www.offfi.com

ANTICA FABBRICA PASSAMANERIE MV 1843

Europe's oldest passementerie company is still managed by the family that founded it. The company began weaving way back in 1685 and has been supplying the Royal House of Savoy since 1843, decorating and embellishing clothing and furnishings in castles, palaces, theatres and aristocratic residences, as well as private apartments, and also making incursions into the world of fashion and design. Over this long period of time, Antica Fabbrica Passamanerie Massia Vittorio has been transformed and renewed without ever sacrificing its own personal tradition and prestigious history, a heritage which it considers to be an essential added value.

Precious multimaterial crochet galloons with a random effect in the arrangement of the weaves cover the upper part of the cabinet behind the counter, and enhance the refrigerator counters. Custom braiding completes the design of the split on the back of the "attired chairs."

www.massiavittorio1843.it

PAOLA C.

Paola C. founded in 2000, Paola C. is the result of the encounter and subsequent professional association between Paola Coin and Aldo Cibic, who began to produce and sell household items or more generally objects that could encourage people encounters. Aldo Cibic immediately became the creative director, designing many objects and, at the same time, coordinating the Italian and the foreign designers and artists who over the years have generated the products that make up the current Collection.

Distinguished by a strong and refined simplicity, a soft and warm sign which is often generated by a certain degree of imperfection, the objects of Paola C. are varying and unique objects that can be used freely in different rooms of the house.

Cristina Celestino has selected her pieces from the Storia - Dolce Vita collection designed for Paola C in 2017, to be inserted in the historic shop windows of the venue. Boxes in glazed ceramic, vases in ceramic and glass, glass and brass bowls, with their iconic volumes – the distinctive shapes of the designer – establish a dialogue with the colorful, frosted and dreamy world created in the interiors.

www.paolac.com

INNTEX

Inntex is a company with 65+ years expertise in textiles and textile machinery. Their skills merge Italian textile tradition with innovation and research on Metal Textiles.

They proudly develop and build 95% of our machines.

Since 2000 they have specialized in knitted metal fabrics. Their product range includes: fabrics for architecture, interior design and fashion, and EMI shielding materials. Inntex products are entirely designed and manufactured in the factory in Florence, Italy - using proprietary technologies.

The Inntex metal fabrics have been chosen by the designer for their unexpected lightness, glow and transparency, and are used in tandem with velvet in the drapes that form a backdrop for the shop windows, and as a frame of the threshold of the Tea Room.

www.inntex.com