

INTERNI

THE MAGAZINE OF INTERIORS
AND CONTEMPORARY DESIGN

N° 1/2 January-February
GENNAIO-FEBBRAIO 2013

MONTHLY/MENSILE ITALY/ITALIA € 10
A € 24 - B € 23 - CH CHF 29 - D € 26 - E € 18
F € 15 - GR € 18 - P cont. € 18 - UK £ 15

Poste Italiane SpA - Sped. in A.P.D.L. 353/03
art.1, comma1, DCB Verona
MONDADORI

international ENGLISH issue

New

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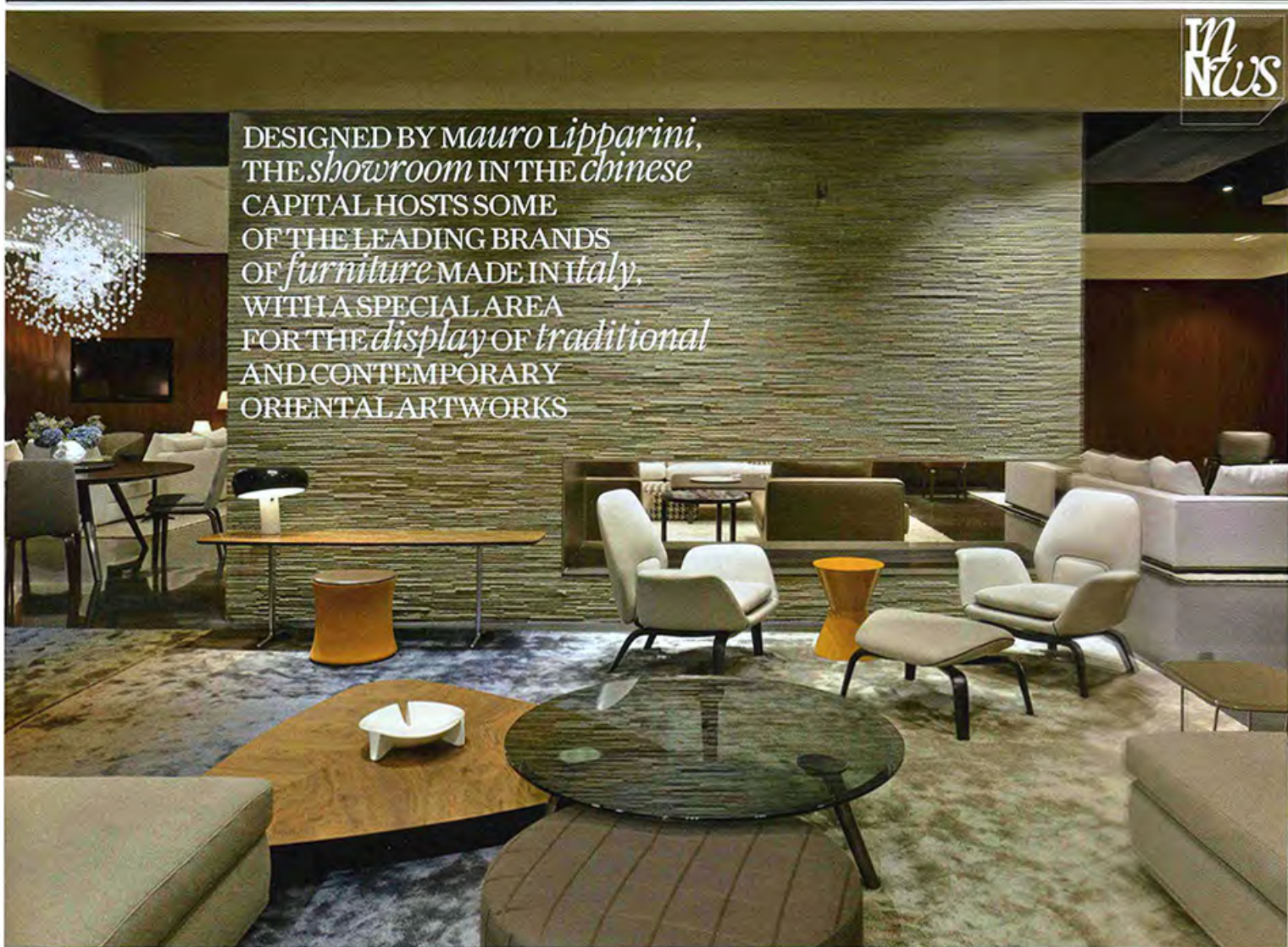


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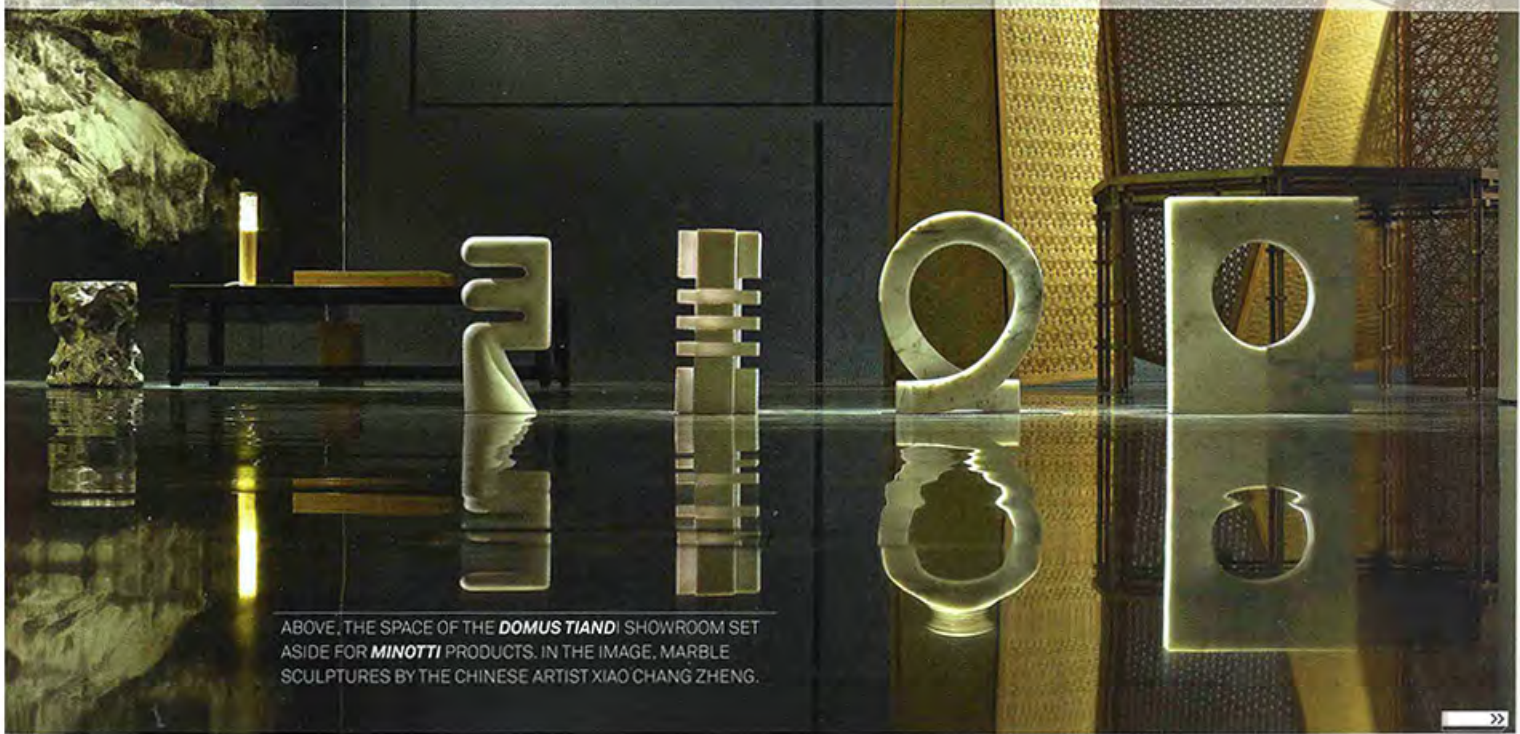
international



DESIGNED BY MAURO LIPPARINI,
THE *showroom* IN THE *chinese*
CAPITAL HOSTS SOME
OF THE LEADING BRANDS
OF *furniture* MADE IN *italy*,
WITH A SPECIAL AREA
FOR THE *display* OF *traditional*
AND CONTEMPORARY
ORIENTAL ARTWORKS



DOMUS TIANDI IN BEIJING



ABOVE, THE SPACE OF THE **DOMUS TIANDI** SHOWROOM SET
ASIDE FOR **MINOTTI** PRODUCTS. IN THE IMAGE, MARBLE
SCULPTURES BY THE CHINESE ARTIST XIAO CHANG ZHENG.



1. DESIGNED BY ANTONIO CITTERIO FOR **MAXALTO**, THE MAX TABLE AND THE CALYPSO CHAIRS.

2. EXTERIOR VIEW OF THE SPACE FOR THE DISPLAY OF THE MAXALTO COLLECTIONS.

3. THE ARTEX KITCHEN BY **VARENNA**.

4. FROM **POLIFORM**, THE CARMEL CHAIR (DESIGN JEAN-MARIE MASSAUD) AND THE PARK SOFA (DESIGN CARLO COLOMBO). THE IMAGES IN THE ARTICLE ARE BY MAXIAOCHUN.

"The showroom in Beijing represents a way of thinking about a different, innovative approach to the world of interior design. It is a space designed to enhance the brands and make them easy to identify. At the same time, the total coordination between then generates harmony, a continuum that becomes the main character of the place". This is how Mauro Lipparini illustrates the guidelines behind his project for Domus Tiandi, the showroom that hosts important Italian design brands like Minotti, Poliform and Varenna, B&B Italia and Maxalto, Promemoria, Donghia and Technogym.

path that unites the various areas, segmented and linear at the same time, perfectly integrated with the surrounding spaces. The spaces are subdivided by opaque walls in wood paneling (American walnut, iroko and stained zebra wood), stone and plaster, alternating with large passages and panes of glass. "With this project", Lipparini continues, "I wanted to emphasize the particular traits of each company. The settings become an extension of the DNA of each brand, interpreted through a subliminal sign: material, finish, color, spatial layout, lighting intensity". (A.P.)



With an area of 2500 m2, in four sections - Domus, for furnishings, Domus Home, for objects and textiles, Domus Art, for works of contemporary Chinese artists or examples of antique Chinese decorative arts, and the Domus Café, for refreshment and conversation - the showroom is located inside Jin Bao Place, in one of the city's most prestigious neighborhoods. The building, a large cubical volume in granite and glass, features a central courtyard on all levels: an architectural arrangement that has determined the layout, giving rise to a ring-shaped

