

interior

maggio 2022

02 *interior*

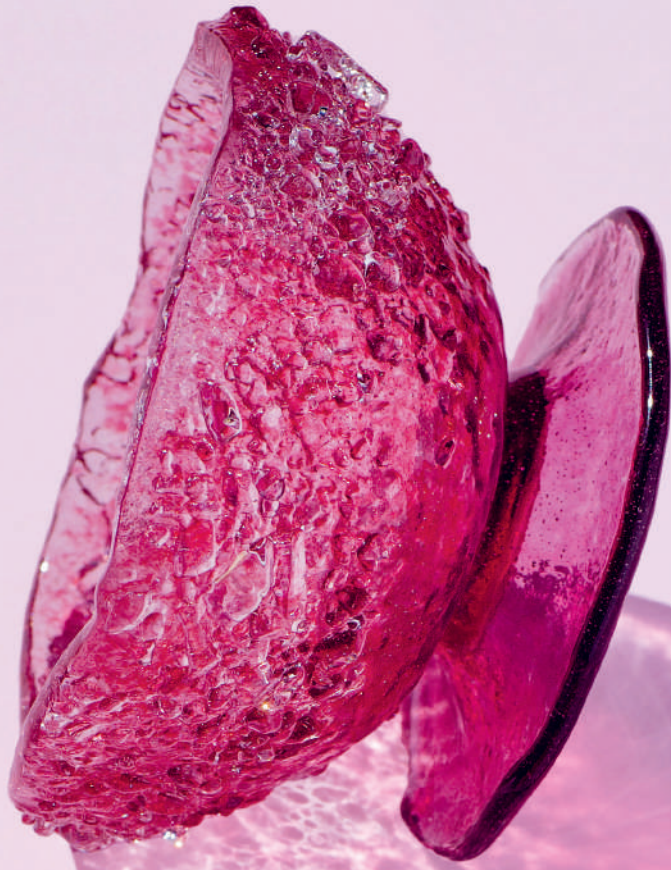
food

02 *interior*

london interior itineraries

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food

Tiziano Aglieri Rinella / Felicia Ferrone / Marco Bianchi / Lei Saito / Benjamin Grant /
Colectivo C733 / MVRDV / Kengo Kuma and Associates / OMA /
masquespacio / Neri&Hu / EFEEME arquitectos / Adam Richards Architects / Snøhetta /
Sara Ricciardi / Chiara Andreatti / Jaime Hayon /
Ludovica+Roberto Palomba / nendo / **london interior itineraries**

01

project **Kindred**
tipology **club, restaurant**
architect **studioshaw**
realization **2019**
address **Bradmore House, Queen Caroline St**



02

project **The Design Museum**
tipology **museum**
architect **OMA, Allies and Morrison, John Pawson**
realization **2016**
address **224-238 Kensington High St**



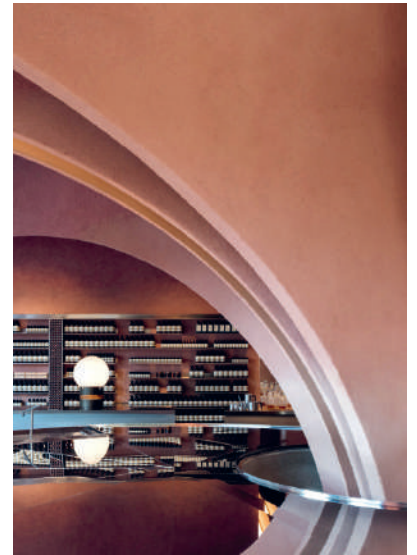
03

project **Humble Pizza**
tipology **restaurant**
architect **Child Studio**
realization **2019**
address **342 King's Rd, Chelsea**



04

project **Aesop**
tipology **store**
architect **Snøhetta**
realization **2017**
address **22-24 Duke of York Square**



05

project **Ottolenghi**
tipology **restaurant**
architect **Alex Meitlis**
realization **2022**
address **261 Pavilion Rd**



06

project **RedValentino**
tipology **store**
architect **India Mahdavi**
realization **2016**
address **133 Sloane St**



07

project **Gabriela Hearst**
tipology **store**
architect **Foster + Partners**
realization **2019**
address **59 Brook St**



08

project **The Red Room**
tipology **hotel, restaurant**
architect **O'Sullivan Studioberg**
realization **2021**
address **Carlos Pl**



09

project **Browns**
tipology **store**
architect **dimorestudio**
realization **2021**
address **39 Brook Street**



10

project **Valentino**
tipology **store**
architect **David Chipperfield Architects**
realization **2016**
address **39 Old Bond St**



11

project **Balenciaga**
tipology **store**
architect **studio Sub**
realization **2022**
address **24/25 New Bond St**



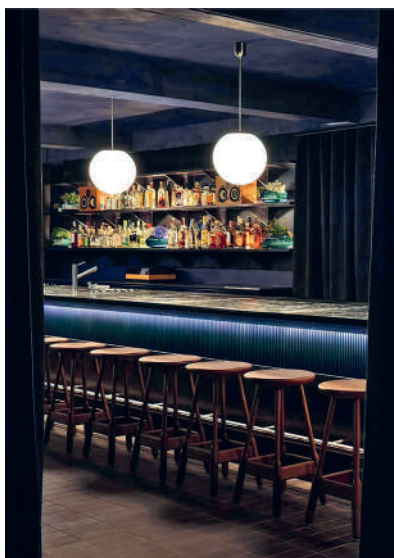
12

project **The Gallery At Sketch**
tipology **bar**
architect **India Mahdavi**
realization **2015**
address **9 Conduit St**



13

project **Soma Soho**
tipology **bar**
architect **Cake Architecture, Max Radford**
realization **2021**
address **14 Denman St**



14

project **The Londoner**
tipology **hotel, restaurant**
architect **Yabu Pushelberg**
realization **2021**
address **38 Leicester Square**



15

project **Carousel**
tipology **restaurant**
architect **Rise Design Studio**
realization **2022**
address **19-23 Charlotte St**



16

project **Public Hall**
tipology **co-working office**
architect **Sella Concept**
realization **2019**
address **1 Horse Guards Ave**



17

project **Ave Mario**
restaurant
tipology
architect **Apolline Lugger,
Kiki Design**
realization **2021**
address **15 Henrietta St**



18

project **Vyta Covent Garden**
bar
tipology
architect **Collidanielarchitetto**
realization **2019**
address **21 The Mkt**



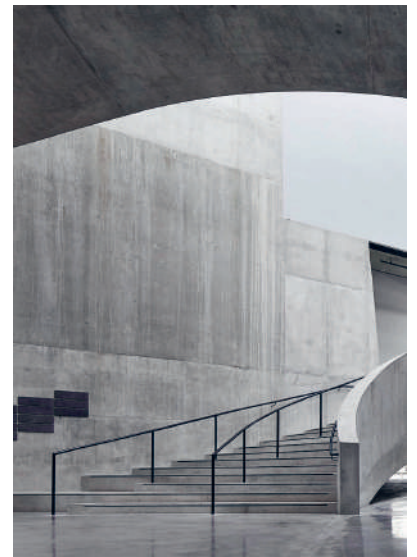
19

project **The Standard**
hotel
tipology
architect **shawn hausman design**
realization **2019**
address **10 Argyle St**



20

project **Tate Modern Switch**
House
tipology
museum
architect **Herzog & De Meuron**
realization **2016**
address **Bankside**



21

project **Southerden Patisserie**
retail, bar
tipology
architect **Eley Kishimoto,
Studio MacLean**
realization **2015**
address **72 Bermondsey St**



22

project **Second Home**
co-working office
tipology
architect **Selgascano**
realization **2014**
address **68-80 Hanbury Street**



23

project **Otherworld**
bar, restaurant
tipology
architect **Red Deer studio**
realization **2019**
address **336 Acton Mews**



24

project **Voodoo Ray's Pizza**
restaurant
tipology
architect **Gundry + Ducker**
realization **2013**
address **95 Kingsland High St**



design/food / food/design

Marco Casamonti



Da quando nella cucina oltre la semplice necessità di nutrirsi è entrata, con la ricerca del gusto, la conquista del piacere estetico, abbiamo iniziato ad introdurre attorno al cibo concetti che rimandano direttamente al mondo dell'arte. In fondo immaginare un piatto significa rispondere alla necessità di un progetto e di una visione che si consolida con la pratica della composizione, una disciplina che è il fondamento di molte arti tra cui la musica, la pittura, l'architettura. Il termine è quanto mai intrinseco ad ogni pietanza giacché composizione deriva dal latino 'componere', cioè letteralmente mettere assieme ingredienti diversi per addivenire ad un risultato soddisfacente sul piano del gusto.

Ever since cooking changed from being the mere need to nourish oneself, and has become, with its emphasis on flavor, the conquest of an esthetic pleasure, we have begun to introduce concepts around food that appear to make direct references to the world of art. Basically, to think of a dish means to respond to the need of a project and a vision focused on the idea of composition, a discipline that is the foundation of many arts, including music, painting and architecture and a word, which derives from the Latin 'componere', meaning, literally, to put together, in this case, different ingredients to arrive at a result that is satisfying on the level of taste.

Già queste brevi considerazioni sarebbero sufficienti per comprendere come tra cibo e design sussistano concreti elementi di interdipendenza che muovono dalla ricerca estetica del piatto (food design) che conquista anche per la sua bellezza e piacevolezza di disegno, fino alla ricerca estetica dei luoghi in cui l'esperienza del cibo si compie. Spazi, ambienti, fino ai più minuti oggetti per la tavola, che evidentemente completano e arricchiscono il compiacimento per un rito, quello del mangiare, che come l'abitare rimane indissolubilmente legato alla vita delle persone. La ricerca dell'eccellenza in entrambi questi ambiti conduce all'estrema attenzione ai dettagli, al dosaggio dei particolari, all'equilibrio dei colori, della luce, così come degli odori e dei sapori. Rimane indubitabile che il disegno e le caratteristiche dell'ambiente in cui si gode il piacere di un pasto hanno una determinante influenza sulla condizione esperienziale complessiva incidendo considerevolmente sul giudizio finale che lega cibo e design. In particolare all'architetto spetta il compito di concepire la cornice dentro cui si svolge la ritualità del pranzo e della cena cercando di trovare un nesso identitario tra il tipo di ristorante e di cucina con il disegno complessivo dello spazio dosando, al pari dello chef, gli elementi specifici che conferiscano un grado di coinvolgimento emotivo coerente con le finalità previste. Evidentemente il rapporto tra contenitore e contenuto, deve essere dominato dall'equilibrio ma anche da una consonanza di intenti per cui si deve stabilire tra cucina e interior design una specie di fratellanza dominata da toni congruenti, obiettivi comuni, espressioni sincrone. In caso contrario mancherebbe l'armonia, elemento indispensabile per elevare il gusto sotto ogni punto di vista.

Already these brief considerations would be sufficient to illustrate the concrete elements of interdependence between the food and design that go from the esthetic sophistication of the dish itself (food design), attracting us with the elegance and harmony of its arrangement on the plate, to the esthetic element of the place in which the experience of food consumption occurs. The surroundings, the setting, even to the smallest objects for the table, clearly complete and enhance our satisfaction in the performance of a ritual - eating - that, like our living condition, is a permanent fixture of people's lives. The search for excellence in both cases leads to a sharp focus on details, on the balance of colors, the lighting, the aromas and flavors, There can be no doubt that design and the characteristics of the place in which we enjoy the pleasure of a meal have a decisive influence on the overall experience, considerably affecting our judgment of the food itself and linking food and design. In particular, the architect has the role of created the framework within which the rituals of lunch and dinner take place, attempt to find a link between the type of restaurant and the food served in it, designing the spaces and dispensing, much as the chef does, those specific elements that give it a degree of emotional involvement coherent with the desired aims. Clearly, the relationship between container and content must be dominated by a balance but also by a harmony of intents, so that the relationship created between cuisine and interior design forms a sort of brotherhood dominated by appropriate tones, common goals, synchronism of expressions. Lacking this, there is a loss of harmony essential to elevate the satisfaction of a meal from every point of view.