



## WOW!House 2023

Nicolò Castellini Baldissera x C&C Milano

**C&C Milano** has partnered with creative designer and author **Nicolò Castellini Baldissera** to take part in WOW!House 2023 edition at the London Design Center, opening June 5th 2023.

The Italian textile company has commissioned the project of their bespoke installation to creative designer Nicolò Castellini Baldissera; he imagined a warm Mediterranean suite where a writer would retreat to find inspiration surrounded by beautiful objects and comfortable lounging seats.

The main design piece is a bespoke sofa upholstered in green terry cloth and encircled by multi color pillows, an unusual material for upholstery that to him speaks of summer and the sea.

A trompe l'oeil tapestry library manufactured by C&C Milano is a great modular option to dress any room without taking up space, and two pyramid tables juxtapose a modern feel to the warm environment .

Castellini Baldissera enjoyed putting together unexpected combinations using materials like rattan and leather, terry cloth and carpet with geometrical patterns. The ceiling takes center stage following a recent trend that highlights this 5th wall in a room.

C&C Milano new collection was the perfect textile complement with new fabrics that work perfectly for both interior and exterior.

This project was the opportunity to create a synergy between the designer Milanese heritage -strongly reflected in C&C Milano's fabrics - and his love for Tangier and the mediterranean.

The brand is proud to showcase Italian craftsmanship through C&C Milano's custom-made pieces: the quality of the materials, the design and the artisanal production have no rivals.



## **C&C Milano**

Experienced interior designers, architects and textile experts are part of the C&C Milano family for generations. Founded by Piero and Emanuele Castellini in 1996, C&C Milano combines the innovative vision of two passionate fabric specialists.

C&C Milano **fabrics** are permeated with Mediterranean colours and textures. Precious natural fibers are the basis for original motifs in warm and vibrant hues for a timeless elegance. C&C Milano product range includes also a fully customizable home collection line: **home linens** and **accessories** perfectly matching the style of the Milanese Maison. Exclusive **wallpapers** and hand-woven indoor and outdoor **rugs**, together with a **furniture line** complete the offer dedicated to the interiors. C&C Milano's bespoke designs offer unique and personalized options also for the **contract** world for which the Maison has developed a collection of fire retardant fabrics made with an innovative Trevira CS Eco fibre obtained from the recycling of PET bottles.

At C&C Milano each item is made to order: our range enables you a wide choice to dress your home.

## **Nicolò Castellini Baldissera**

Nicolò Castellini Baldissera was born in Milan, in his ancestral home **Casa degli Atellani**, a fine example of Italian Renaissance excellence.

He belongs to an illustrious Italian design dynasty and from a very early age he grew up surrounded by art and architecture: his great grandfather was the renowned architect Piero Portaluppi and his father is the prominent architect and co-founder of C&C Milano, Piero Castellini Baldissera.

With such a rarefied background, it was natural for Nicolò to continue in the tradition of art, architecture and decoration, so in the late 1980's he moved to London to study History of Art at Sotheby's.

Since then he has been living nomadically between Milan, London and Tangier cities that have hugely inspired his work.

Lately, his passion for Northern Morocco, has brought him to venture into several projects of restoration of derelict local dwellings, mainly in the magical city of Tangier. This body of work led to a beautiful book published by Vendome Press **"Inside Tangier"**.

The sustainable furniture line **Casa Tosca** was born from his passion for mixing antiques with modern aesthetic, the bohemian feel of rattan with his Milanese heritage. Casa Tosca is produced between Morocco and Italy and is available from selected showrooms worldwide.

Nicolò has recently published his second book **"Inside Milan"** available at Vendome Press and all the best bookstores worldwide.

