



LECLETTICO

MISE-EN-SCÈNE

LECLETTICO IS

A creative laboratory with a multifaceted and interdisciplinary approach to design

LECLETTICO DOES

Concept development & Creative consultancy
Art direction
Interior, set & exhibition design
Event production
Furniture production

LECLETTICO OWNS

A one-of-a-kind design collection
A unique material archive
A production lab
An unconventional and exclusive gallery
A network of spaces and locations

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"Claudio Loria, in arte Leclettico, assomiglia al Cappellaio Matto. Come il personaggio di Alice nel Paese delle Meraviglie, prende per mano i visitatori del suo regno e li guida nell'incanto, strattonandoli anche un po', con irriferenza. Si potrebbe definirlo un gallerista di design del Novecento, ma l'etichetta gli sta stretta: «Gallerista? No please. Il mio spazio è più uno showroom della mia visione su arti applicate e interior, qui propongo le mie idee a chi ha bisogno di un progetto, è una sorta di portfolio». Nella sua personale Wonderland crea ambienti e suggerisce mood: in pratica unisce le diverse professioni di gallerista e interior decorator, di direttore artistico e product manager."

Leclettico

MERAVIGLIE SU APPUNTAMENTO

COME DICE IL NOME DELLA SUA GALLERIA MILANESE, CLAUDIO LORIA È COLLEZIONISTA, ART DIRECTOR, INTERIOR DECORATOR E TANTO ALTRO. RACCOLGE DESIGN DEL 900 E LIMITED EDITION SU DISEGNO CON PIGLIO PERSONALE. L'EFFETTO SORPRESA È ASSICURATO

TESTO — MARA BOTTINI
FOTO — HELENIO BARBETTA PER LIVING



Salottino da tè Anni 40 di Gio Ponti, lampadario Anni 60 in vetro martellato, specchi in ceramica retroilluminata Anni 70. Sullo sfondo spalliera svedese Anni 60 e panchetta Anni 50

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IN COPERTINA
La design gallery milanese Leclettico di Claudio Loria è solo su appuntamento. Foto Helenio Barbetta

Giugno 2016

Editoriale
13Contributori
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SULL'ONDA

A CASA DI KATIA E MARIELLE LABÈQUE

Le celebri sorelle piemontesi innamorate il genio dell'interior Axel Vervoordt di subisognare la loro abitazione monastica a Roma. Tra il barocco e l'oggi, nella storia l'equilibrio è perfetto Fabrizio Serpi

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DESIGN GALLERY LECLETTICO

Nella wonderland milanese di Claudio Loria le visioni sono fusi degli schermi. Tra pezzi rare del '900, autoprogettazioni su disegno e oggetti di bracciantaggio

Mara Bottini

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GREEN GURU IEDEN DI EAGE ANDERSEN

Il danese è tra i fondi designer più solleciti. Per esempio nel negozio-attrazione di Copenaghen si paga il biglietto. Ma non la sua fattura in Svizzera è un'ipertrofe verde

Elisabetta Colombo

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Mostre, appuntamenti, oggetti curiosi, indirizzi, openings, modelli, opere marmi, erbi, librerie. La soluzioone delle novità del mese

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Inaugura caffèbar Milano il gergo Vasiliki Konstantinou. Partiti rosso premezzato, veluti e stoffe fanno da scenografia alla cucina della tradizione greca. Restaurante si chiude entro la Laguna Bella

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«COLLEZIONO ARREDI
DI OGNI GENERE,
EPOCA E PROVENIENZA.
POI LI ACCOSTO
LIBERAMENTE»



Loria ritratto in un angolo effetto jungle tra la sua collezione animalier. Affresco dipinto a mano, spot da sala operatoria, tavolo in ottone e vetro bronizzato su disegno di Leclercq (sopra, a sinistra). Coppia di tavoli in ottone, cristallo e paglia di Vienna Anni 70, attribuiti a Gabriella Crespi, sedie italiane Anni 60 rivestite con seta da cravatteria, sospensioni Anni 50 di Stilnovo, credenza italiana in mogano Anni 50 e piantana Anni 30 in vetro soffiato di Venini (sopra, a destra)



Claudio Loria, in arte Leclercq, assomiglia al Cappellaio Matto. Come il personaggio di *Alice nel Paese delle Meraviglie*, prende per mano i visitatori del suo regno e li guida nell'incanto, strattolandoli anche un po', con irriferenza. Si potrebbe definirlo un gallerista di design del Novecento, ma l'etichetta gli sta stretta: «Gallerista? No please. Il mio spazio è più uno showroom della mia visione su arti applicate e interior, qui propongo le mie idee a chi ha bisogno di un progetto, è una sorta di portfolio». Nella sua personale Wonderland crea ambienti e suggerisce mood: in pratica unisce le diverse professioni di gallerista e interior decorator, di direttore artistico e product manager. Non solo, di recente ha fatto il set designer per la sfilata di Ferragamo («La mia passerella è piaciuta molto. Lavoro tanto con la moda: euro eventi e creo boutique»), ha allestito la location di un matrimonio e riarredato una villa per una festa a Cannes. In programma, tra le altre cose, performance culinarie con cene stellate in galleria. Eclettico, appunto. Di sé dice che è «un instancabile ricercatore di arredi di ogni genere e provenienza». Che poi mescola

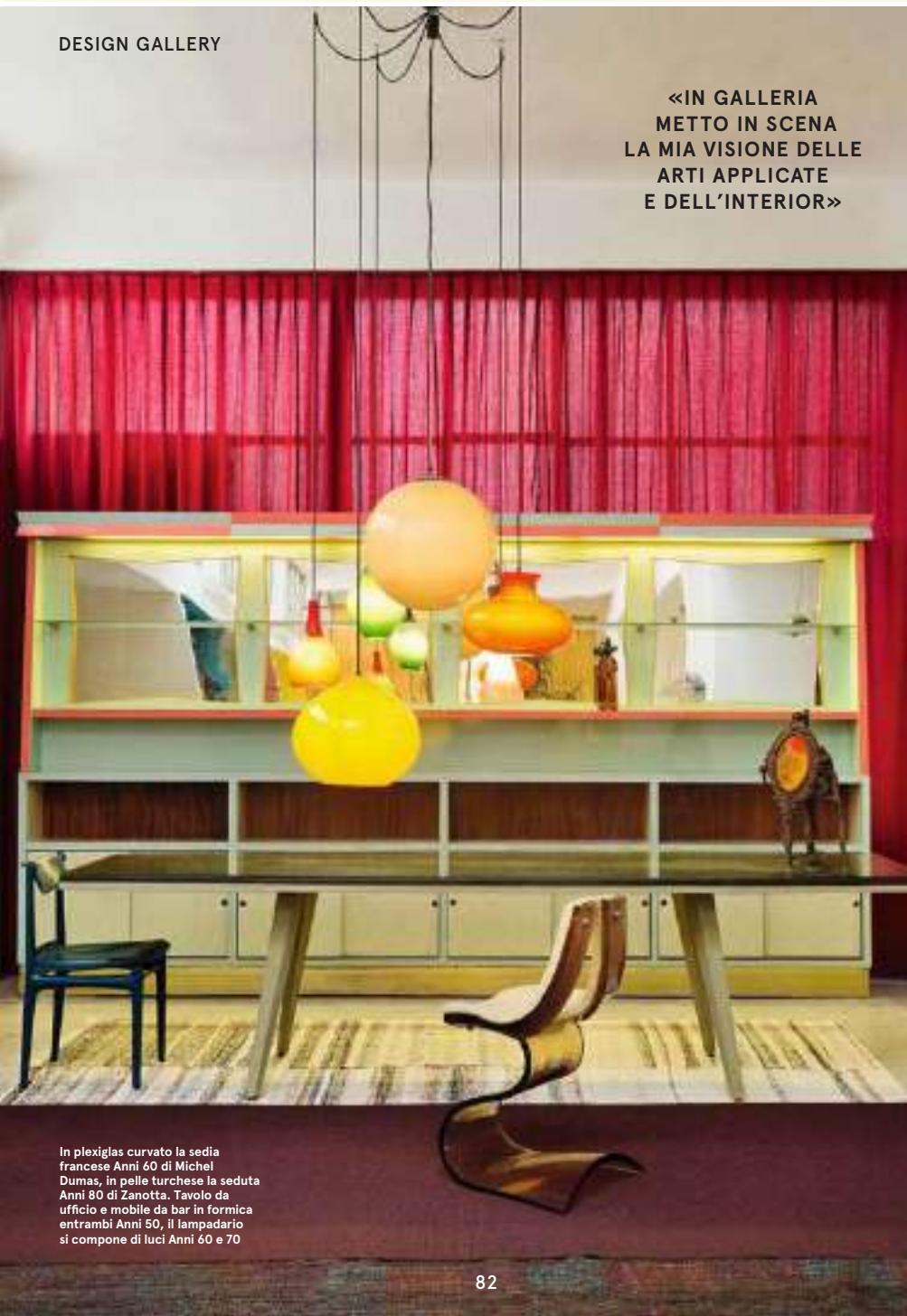


tra loro: «E qui sta l'arte e il divertimento». Ma torniamo alle meraviglie: lo spazio è in via San Gregorio, storica strada milanese che un tempo ospitava fabbriche e negozi di tessuti. Ora, spariti gli artigiani, i creativi iniziano a occupare le aree ex industriali. Proprio Loria ha trasformato il suo quartiere in un design district tra i più apprezzati del Fuorisalone: il San Gregorio Docet. All'interno del circuito, la mostra annuale del magazine *Wallpaper*, Handmade, è un altro evento firmato Leclettico. La galleria si apre su strada con tre vetrine rigorosamente oscurate: «Ricevo

solo su appuntamento». All'ingresso ci sono gli uffici, sembra tutto normale, ma passati attraverso i battenti di un armadio primo 900 trasformato in porta, si entra in un altrove di ottocento metri quadrati che alterna nomi altisonanti dei maestri del design, le limited edition di Leclettico, arredi battuti all'asta e pezzi di brocante. Non mancano tessuti, ceramiche e carte da parati originali. Nei suoi accostamenti inaspettati la coppia di tavoli-gioiello Anni 70 in ottone e cristallo nero, attribuiti a Gabriella Crespi, convive con le *trouvaïle* di design anomino, dialoga con gli affreschi

Nel solarium: divanetto francese Anni 50 rivestito in raso di seta, trompe-l'œil dipinto a mano, mobili e accessori da esterno, in tondino di ferro: tutti vintage fanno parte di una vasta collezione. Sulle finestre serie di vetri piombati recuperati da un albergo primo 900 (sopra). Bolle Anni 70 in vetro soffiato di Mazzeza, sala completa. Anni 50 in radica, marmo e ottone, specchi contemporanei su disegno di B. Palazzo per Leclettico (nella pagina accanto)

DESIGN GALLERY



DESIGN GALLERY



Uno scorci degli ottocento metri quadrati di Leclettico, ricavati da un ex spazio industriale. A centro stanza coppia di consolle in legno Anni 50; sullo sfondo il lampadario Anni 60 in vetro soffiato di Barovier & Toso.

Ognuno dei tre set colorati ha un'ambientazione a tema: nel blu la scrivania Anni 50 di Gio Ponti è accostata al lampadario Anni 70 di Verner Panton; nel rosso un set Anni 70 con serigrafie su specchio di Renato Volpini, lampadario di Ruggieri e sedie di Ico Parisi; nel giallo spicca lo specchio in vetro curvato realizzato artigianalmente per Leclettico

effetto jungle dipinti a mano e con il tocco contemporaneo delle moquette disegnate sempre da Loria. Continuando il tour, non sono soltanto i singoli mobili a colpire, ma la forza d'insieme. Quest'anno Leclettico compie 10 anni di attività, che celebra con la mostra 'emozionale' raccontata in queste pagine. Rappresenta il Loria-concept: apre ogni ambiente una frase tratta, neanche a dirlo, da Lewis Carroll. Il titolo è ironico e provocatorio *I can do what you do, can you do what i do?* Una domanda-manifesto: io so fare quel che tu fai, tu sai fare quello che faccio io? Forse in questi giorni le stanze

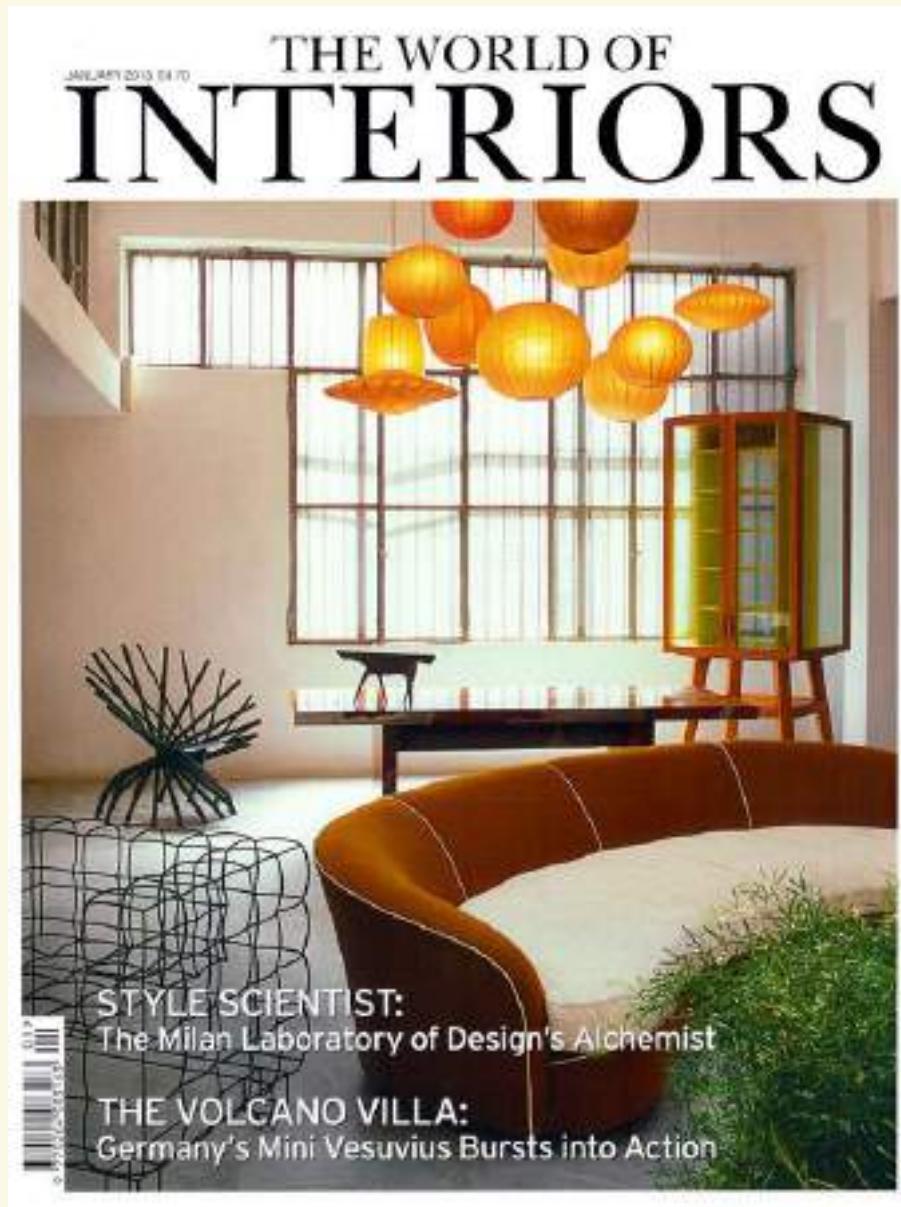
avranno già un altro aspetto (la retrospettiva non ha data di chiusura). Ma se volete fare un tour guidato non rimarrete delusi perché Leclettico cambia look ma non perde di fascino: basta che siate disposti a farvi rivoluzionare la casa. Il sogno di Loria è lanciarsi nella nuova avventura di progettare un albergo: «Un boutique hotel di 20-30 stanze». È più che un'ambizione: «Ma non dico niente per scarmanzia». Alla prossima fiaba.

Leclettico, via San Gregorio 39, Milano, tel. 0267079142. Su appuntamento LECLETTICO.IT



Visita la galleria completa cercando **LECLETTICO** nella sezione VIDEO di living.corriere.it

1 / LECLETTICO WAS ON THE COVER OF / The world of interiors / Jan '13



"Claudio's interests still lie in Modern design, but he sells little of this. He says it's because he doesn't really want to. It's as though the very idea now upsets him: he has been collecting and hoarding since he was a child. Instead he sees the gallery as 'a studio that sells concepts and interior-design ideas.'

'Now he prefers to play around with his collected 'material', using it to design ephemeral interior schemes. This might involve creating a stand for a show at Milan Design Week, or the setting for a party. And though he may still jet off somewhere to entirely redo the villa of a princess in the Gulf, what pleases him most is still the short-lived *mise en scène* and the makeshift theatre of temporary design.'

Cluster Fun!

It's not just the pink-and-black walls that make out. Eclecticism is evident from Milan's author-reverential 20th-century-antique shop. As well as selling imported individual pieces by Joe Colombo, Ettore Sottsass et al., owner Claudio Lora creates groups of 1960s teak-framed mirrors, say, or resin lamps, turning the ready-made assemblage into a trademark. In the process, he blurs the line between dealer and designer, as Lee Marshall reports. Photography: Ricardo Labougle



A typically diverse mix of items群聚 in the entrance space. The installation height of picture consists of 'Wood' powder - a 1960s Murano-glass chandelier by Battover & Tosi mounted on an industrial lamp. The '8001' chair is by Joe Colombo for Kartell. Four bright pink resin above a mid-20th-century Malacca desk.



From top left: a long hallway with a shelving unit and chairs by the French designer Pierre Jeanneret. The chairs are vinyl, from the 1930s. From left to right: a wavy-frame mirror by the French designer Jean-Michel Frank; a tall candlestick, a bronze bird figurine by Bruno Munari; a small, rectangular stone pedestal by French artist Hervé Di Rosa. At the very right, the red bookshelf and dark armchairs by Australian designer Michael Gove. Opposite: a pink sofa, called "Girafe" (giraffe) by Italian designer Gae Aulenti, a strengthened version with four tapered legs, from a fabric, a window and mirrored lacquered walls.



Top: The Paperweight collection. Goli-Sorrelli lights are one-off designs by a team of Czechoslovakian artists; see our matching step-pool tables, designed by Oto Pospisil for a private client in the 1960s. Below: the set of 1800s mirrors came from the website of a specialist glass-primer who had access to antique finds. The sofa table is a vintage piece, bought years ago; the coffee table is from the 1950s, bought by Anna Gavrilova. Overall design: David Melling. The wire cube was the playful re-creation of one of Hartmut Lohmeyer's classic Walter Knoll pieces. The sofa is from another Portuguese designer.



L'Eclettico doesn't

give much away on the outside. It could be a wholesale-fashion outlet like so many in this busy, working neighbourhood near Milan's Sestione Centrale. Or, as owner Claudio Loria has been told by puzzled clients – who phone him from outside, convinced that they're in the wrong place – it could be a massage parlour. The red-light-district impression is reinforced by the opaque windows, lined in pink and black, and by the fact that you have to ring a bell to get in.

As soon as you enter, it's clear that L'Eclettico's not a message parlour, euphemistic or otherwise, but it's not immediately obvious what else it is. A cluster of theatrical lamps, an orange vintage Kartell chair, a rated metal-and-glass coffee table that looks like a 3D model of a 1960s social-housing project, and an 18th-century Italian sofa, upholstered in mustard-yellow, have somehow found a modus vivendi, mucking along not only with each other but with the shocking-pink walls and a huge 1980s Murano-glass chandelier that has been suspended from an industrial stand. Is this a shop? A gallery? The lobby of a kooky urban club?

If it is all and none of these things, Claudio likes to think of the space as a kind of design laboratory, and of himself as a 'researcher'. Milan has its fair share of contemporary-design stores, and some mostly rather solemn 20th-century antique shops selling original Achille Castiglioni lamps and Gio Ponti chairs; few, however, combine the two passions in one space, and Claudio must be the only one who also designs his own pieces, and who has the audacity to take those 20th-century classics and recondition them.

It wasn't immediately obvious to Claudio that his instinct to accumulate and play around with vintage furniture and textiles could become a career. At first he drifted into the fashion industry, working on sales and marketing campaigns, which involved periods of intense activity followed by others when Claudio was free to indulge his yen for antique-market browsing. 'I'd drive for miles,' he remembers, 'often getting to markets before dawn, and working out the best pieces with a pen torch.' He started to fill up the houses of his family – actual and extended – until he realised he was going to have to make some important decisions.

But he stuck with fashion until his boss at the time told him: 'You're not cut out for this job – you're too eclectic.' He was right,' says Claudio, 'so I left – taking with me little except that word, which became the name of my business.'

Claudio's first 'shop', to use a reductive term, was in the San Babila area of Milan, but it was frustratingly small. Then, around four years ago, he stumbled on his current fieldstone, which at the time was a dark and musty-storehouse – the windows had been covered up with celluloid – specialising in woolen dressmaking fabrics. Claudio's first move was to buy up the owner's entire stock of 1960s and 1970s fabrics. He also snapped up some of the furniture, then began to dream that this could become a 'gallery space'. But it took another three years of 'coming here every morning to have a coffee with the owner', before the latter agreed to sell. As well as the premises, Claudio bought up all the remaining stock, renting a garage to accommodate it all.

The vintage fabrics he acquired became a part of Claudio's design armoury. 'Like covering furniture in rare material,' he says. 'I love the idea that once that bolt of fabric is finished, that's it.'

Uniqueness is a running theme in Claudio's work. But sometimes the one-of-a-kind effect comes through repetition of things that are not in themselves unique. Teak-framed oval, round or teardrop-shape wall mirrors from the 1960s are not that hard to come by. Claudio, however, collects groups of them, and arranges them in compositions which, he says, 'have become something of a trademark of my style'. Another of his multi-piece vignettes consists of a group of 1960s Italian ceiling lights, found over several years; for Claudio: 'They acquire a new energy arranged like this.'

Once he has assembled a vignette, Claudio will never sell off the individual elements. In many ways, the retail side of his business is taking a back seat to other passions. One is to apply his knowledge of design history to create one-off installations for clients as diverse as Louis Vuitton and Pantofola d'Or, a 125-year-old Florentine shoe-making company that specialises in football boots. He points out: 'Fashion designers are always raiding the archives and going back to the past, which generates work for fashion archivists. We need more serious historical research in the furniture-design world too.' Claudio likes to think of his Via San Gregorio headquarters as a private design library: 'It is a sort of personal Triennale.'

In the last few years, Claudio has also begun to scout out new design talent. At Milan's annual Salone del Mobile, he works methodically through the more experimental 'Futura' displays and events to find designers and pieces that interest him. One is the 37-year-old Australian designer Jim Hamilton-Tau, whose three-piece set of stool, table and sideboard in Carrara marble was snapped up by Claudio as soon as he saw it. He also acquired a piece from Czech designer Jan Pecháč's 'Icons' series – a playful re-edition, in thick iron wire, of Josef Hoffmann's classic 'Kubus' chair.

Claudio has also started to design his own line, branded under the 'Produttore Eclettico' label. Made by skilled artisans in the Brianza district east of Milan – an area whose small-scale carpetry and upholstery workshops supply the Italian design industry – these are carefully crafted pieces of furniture, with a decidedly retro feel to their shapes and fabrics.

And although he does have some important pieces from designers that include Joe Colombo and Ettore Sottsass, signature aren't what really excite Claudio. 'The things that really let my heart racing are quality and rarity.' This passion for ferreting out curious objects and finding ways to enoble them that, he guesses, comes from a much-loved grandfather. 'He never threw anything away,' remembers Claudio. 'He was always tinkering with things. He made a tomato-juicer out of an old washing-machine motor, and a greenhouse for his vegetables out of old doors and windows.'

In homage to his ingenious sense, Claudio is doing the same thing: collecting old doors and windows, ready for the day when he, too, moves to the country to cultivate a few gardens. ■

L'Eclettico, 39 Via San Gregorio, Milan (02 6707 9342; leclietico.it)



2 / RECENT WORKS

Brioni_June 2019

Laylow London @ Venice Biennale_May 2019

Castañer by Manolo Blahnik_September 2017

Hangar Bicocca-Lucio Fontana “Ambienti/Environments”_September 2017

Design Miami/ Basel _ June 2017

L'Officiel _ April 2017

Christian Louboutin _ February 2017

Gucci _ February 2017

Serapian _ February 2017

Alexandre Birman _ February 2017

Wallpaper * _ April 2013/2014/2015/2016

I can do what you do, can you do what I do? _ April 2016

San Gregorio Docet _ April 2013 / 2014 / 2015 / 2016

Aimo Room _ March 2016

Tommy Hilfiger / Garden _ May 2015

Ferragamo _ June 2015

Refinery 29 _ June 2015

Tommy Hilfiger / Holiday _ December 2015

Sergio Rossi _ September 2014

Canali _ March 2014

Officine Panerai _ December 2013

Wedding _ July 2013

Artissima _ November 2012

BRIONI

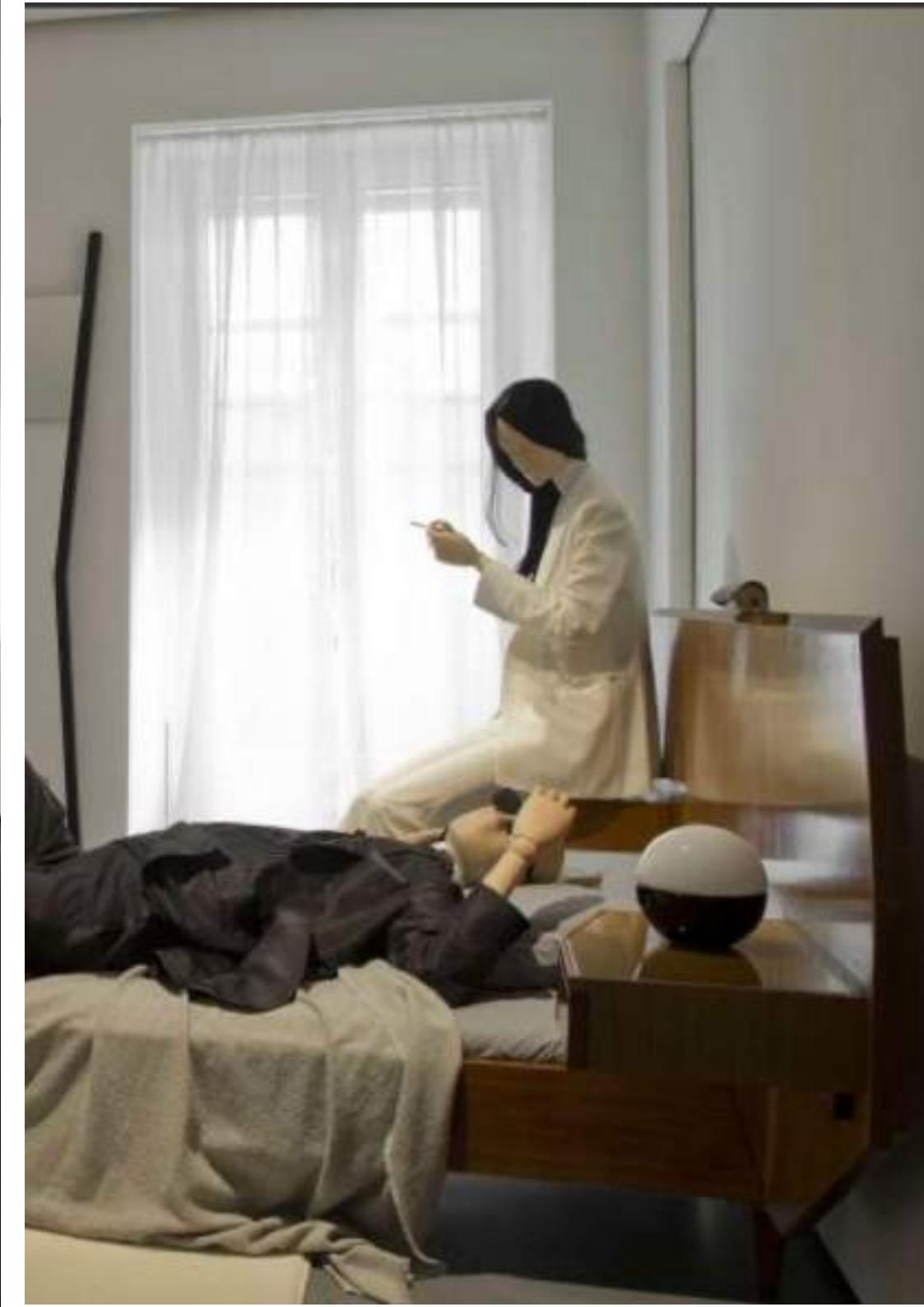
MFW Presentation

SS20 Men Brioni Collection
Milan, June 2019

LECLETTICO

Creative Direction
Production







LAYLOW LONDON @ BIENNALE DI VENEZIA

Pop up Club

Temporary Laylow Club during Venice Biennale opening. First event outside London.
Venice, May2019

LECLETTICO
Creative Direction
Production
Set Design

INTERIOR - FURNITURE
LECLITTICO









HANGAR BICOCCA-LUCIO FONTANA “AMBIENTI/ENVIRONMENTS”

Lucio Fontana exhibition opening dinner

Dinner setting on the occasion of the opening of Lucio Fontana “Ambienti/Environments”
Milan, September 2017

LECLETTICO

Creative Direction
Production





DESIGN MIAMI/ BASEL

The Labyrinth / Let's get lost

Design Partner for the project of the Collectors Lounge / Basel, June 2017

LECLETTICO

**Creative Direction
Production**

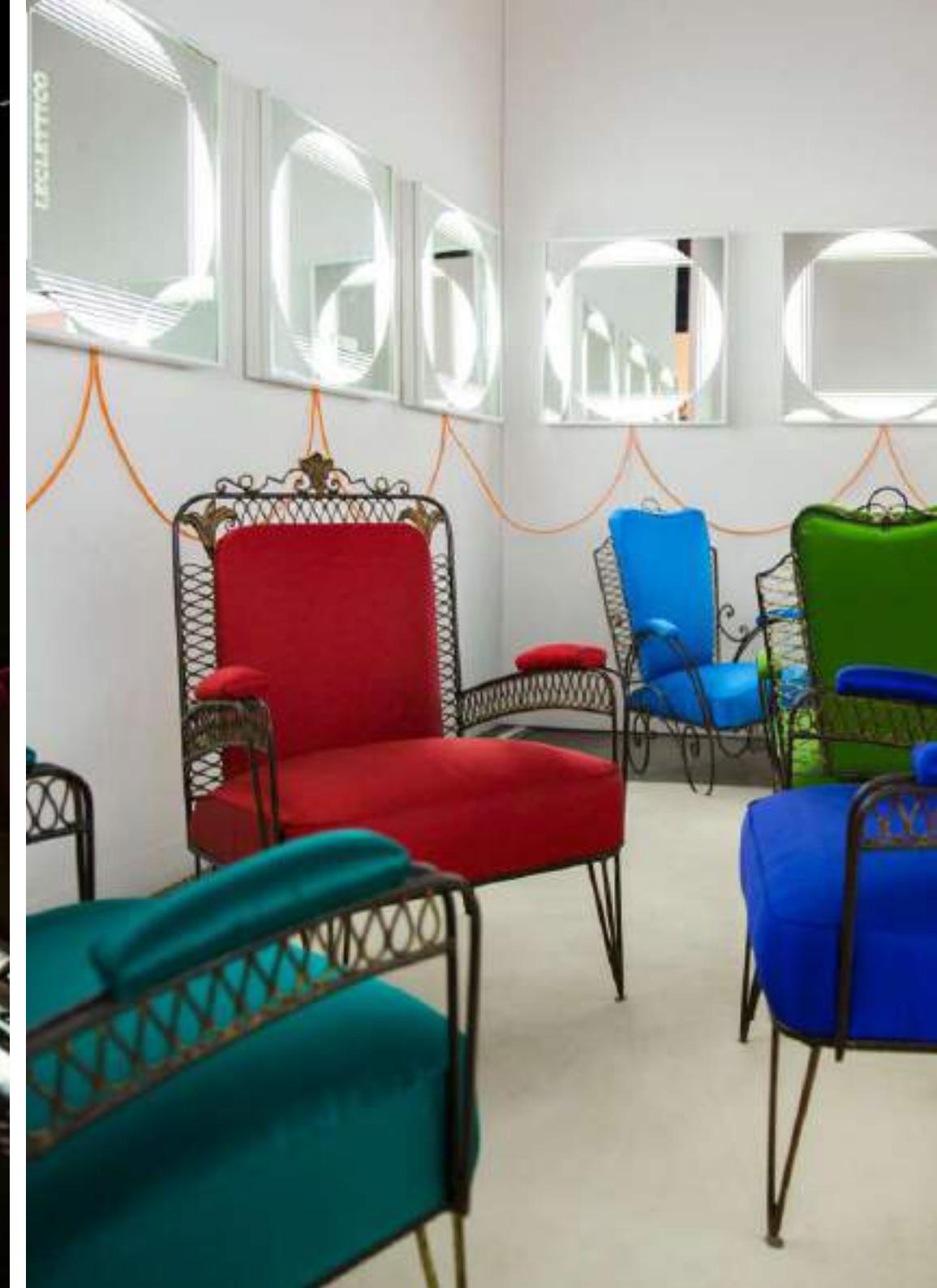
The Labyrinth / Let's get lost is a project by Leclettico for the Collectors Lounge of Design at Miami/ Basel, an invitation to visitors to get lost in Leclettico's universe.

The space is designed to be a sanctuary within the directional tumult of the design fair, a place where the reality floats through an enveloping little labyrinth of curiosities, warm, unexpected and full of accidental discovery. Leclettico invites your attention to unspool itself, to meander from the visual lushness of the textured custom carpet to the aluminium arcade benches by Jean Nouvel. Guests are invited to fetch a drink at the Perrier-Jouet champagne bar and make their way to the comfort of Lady Zanuso's sofas for a chat. During a momentary lull in the conversation, they might allow their attention to drift aimlessly through the complementary incongruences of the space... and then drift some more, refreshing their sense of wonder.

READ ABOUT IT

wallpaper.com
basel2017.designmiami.com





L'OFFICIEL

L'Officiel Art Italia launch dinner

New magazine launch event / Milan, April 2017

LECLETTICO

Creative direction
Furniture supplier

READ ABOUT IT

lofficielitalia.com





SERAPIAN

MFW Press Presentation

Press Presentation for Milano Fashion Week / Milan, February 2017

LECLETTICO

Creative direction
Production





ALEXANDRE BIRMAN

MFW Collection Presentation

Press Presentation for Milano Fashion Week / Milan, February 2017

LECLETTICO

Production





WALLPAPER*

Wallpaper* Handmade

Yearly exhibition of Wallpaper* Magazine during the Milanese Design Week

Milan, April 2013

Milan, April 2014

Milan, April 2015

Milan, April 2016

LECLETTICO

Creative direction

Location

Production

READ ABOUT IT

wallpaper.com

Wallpaper* Handmade 2015

Wallpaper* Handmade 2016



Wallpaper* Handmade 2015

Wallpaper* Handmade 2016





Wallpaper*

LECLETTICO
CREATIVE INDUSTRIAL DESIGN

In partnership with



Wallpaper* Handmade with Leclettico

Wallpaper* Editor-in-Chief Tony Chambers and Leclettico founder Claudio Loria request your company for a celebration of craftsmanship, collaboration, design derring-do and domestic adventure – featuring hell-for-leather skis and forward-thinking skates, a very contemporary folly, a game-changing croquet set, sculptural subwoofers, a well-connected valet, a perfectly packed lunch box, the creative's tool belt, a corking jacket as well as a wondrous set of wheels and the wonders it inspired

Please join us for a
VIP preview from 6.30–8pm

Tuesday 8 April 2014
8–11pm
Bubbles and a thoroughbred BBQ

Leclettico
via San Gregorio 39
Milan

RSVP to Wallpaper* by 4 April
handmade@wallpaper.com

Wallpaper* Handmade 2013

Wallpaper* Handmade 2014



Wallpaper* Handmade 2013

Wallpaper* Handmade 2014



IN PRIMO PIANO

Sante alleanze

Nello scenario globale di aziende e designer la creatività si fa cibo

Don Chiaro, la linea del marchio cinese Wanbao e il progetto Cucinare con le mani, un progetto italiano per la cucina dei domani

Le aziende italiane che partono dall'esperienza di design e dalla conoscenza del territorio creano nuovi prodotti e servizi. E lo fanno in collaborazione con i grandi nomi del design internazionale. Un esempio è la linea Don Chiaro, creata dallo studio cinese Wanbao, che ha scelto come partner la cucina italiana. Il progetto Cucinare con le mani nasce da questo dialogo tra creatività e tradizione. In questo numero, oltre alle interviste ai due chef che hanno partecipato alla presentazione di Don Chiaro, trovi anche un'intervista a Donatella Palermo, la responsabile dell'area design di Wanbao, e un'intervista a Gianni Cicali, direttore del Cittadella del Design di Castiglione delle Stiviere. In più, una guida alle mostre di design che si svolgono a Milano e a Parigi, e un'intervista a Massimo Iosa-Sandri, uno dei più importanti architetti italiani.

INTERVISTA

Massimo Iosa-Sandri (Milano) - «È stato un grande piacere lavorare con Wanbao. È stata una grande occasione per noi italiani di far sentire la nostra voce nel mondo»

Italiani brava gente (all'estero)

Il design italiano non si limita alle case. I produttori italiani sono presenti in tutti i settori: dalla moda all'automobile, dalla chimica all'agroalimentare. E lo fanno con grande successo. Un esempio è la società cinese Wanbao, che ha scelto di investire nella produzione di cucine italiane. Il progetto Cucinare con le mani nasce da questo dialogo tra creatività e tradizione. In questo numero, oltre alle interviste ai due chef che hanno partecipato alla presentazione di Don Chiaro, trovi anche un'intervista a Donatella Palermo, la responsabile dell'area design di Wanbao, e un'intervista a Gianni Cicali, direttore del Cittadella del Design di Castiglione delle Stiviere. In più, una guida alle mostre di design che si svolgono a Milano e a Parigi, e un'intervista a Massimo Iosa-Sandri, uno dei più importanti architetti italiani.

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LECLETTICO HEADQUARTER

I CAN DO WHAT YOU DO, CAN YOU DO WHAT I DO?

A guided and un-raisonné tour

Exhibition for the Milan Design Week - Leclettico Showroom / Milan, April 2016

For the 2016 edition of the Milan Design Week, Leclettico presents itself: an introspective exhibition taking the visitors on a journey to discover the many stories behind Leclettico. The 800sqm gallery is transformed, creating an itinerary through the multiple personalities and activities of the studio. An emotional and aesthetic tour, give a glimpse of the immense collection of rare pieces of design and vintage, rare textures, bold productions and unusual arrangements. A series of oneiric and audacious sets tell the story of 10 years of work, research and challenges guided by a unique vision. A space in continuous development, where you can immerse yourself in the various elements that animate the multifaceted creativity and rigorous vision of Leclettico.









SAN GREGORIO DOCET

The Distretto Ristretto

The new design district of the Milanese Design Week

Milan, April 2013

Milan, April 2014

Milan, April 2015

Milan, April 2016

LECLETTICO

Founder

Creative direction

Production

“Distretto ristretto” or the restricted district, is the newest design district, imagined and created by Claudio Loria - founder of Leclettico.

Each year, during the Fuorisalone, over 10.000 people come to discover the new focal point of the design week, developed around San Gregorio Street, stretching from Porta Venezia to the Central Station.

The Latin term ‘Docet’ makes reference to the quality and selectivity of the exhibitors and subsequent visitors that the distict attracts, making it the GO-TO design hub in the center of the city.

Affirming its presence as an elitist pole, SAN GREGORIO DOCET has managed to attract iconic brands as well as talented upcoming designers, therefore creating a disrict of EXCELLENCE.

READ ABOUT IT

elledecor.it

yellowtrace.com

Exhibitors 2013

Leclettico
Wallpaper* Handmade
Droogdesign

Exhibitors 2014

Leclettico
Wallpaper* Handmade
Droogdesign
Kvadrat
Designersblock
Melle Koot
Nuove / Residency
Stephen Burks
Umberto Dattola
Fabs Carte
Ilia Potemine
Sarah Lucas
Vano Alto

Exhibitors 2015

Leclettico
Wallpaper* Handmade
Wallpaper* Afghanmade
Wallpaper* Dubai
Wallpaper* Emeco
Wallpaper* Gufram
Memphis
Lee Broom
Brand New World
Clarks
SCP
USM
ArtemestExhibitors

Exhibitors 2016

Leclettico
Wallpaper* Handmade
Wallpaper* Slamp
Wallpaper* Emeco
Wallpaper* Kalmar
Wallpaper* Stellar Works
Wallpaper* Nude Glass
Wallpaper* Jean Nouvel
with Neal Feay
Pinch Design
Samer Al Ameen
Lee Broom

Memphis



Gufram



Lee Broom



Clark's



Droog



Kvadrat



Stephen Burks



Sarah Lucas



AIMO ROOM

Concept Store

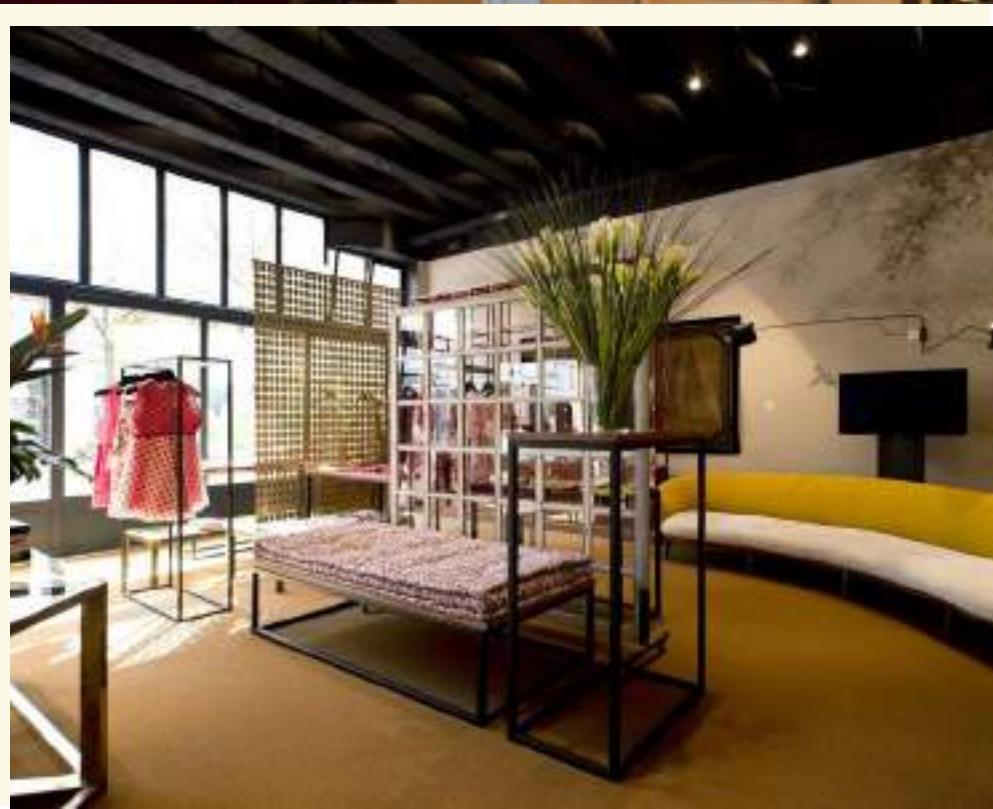
Project for a new concept store / Lugano, March 2016

LECLETTICO

**Creative direction
Production**

Aimo Room is a concept store located in the center of Lugano, between Gucci and Hermes. The place is far from a typical store, creating the feeling of entering a lavish private apartment rather than a shop. The idea behind the store is to mix high-end fashion garments and accessories with a very unique selection of vintage and design pieces – result of Leclettico's years of research and know-how – in a sophisticated and elegant setting. The retro atmosphere of the space is dominated by a warm color palette progressing from soft neutral hues to a deep Bordeaux with delicate inserts of gold and custom hand-painted murals depicting an African savanna. The prominent element of the space remains however the large beveled glass window that separates the storefront from the more intimate lounge area in the back. Once behind the glass door, you can enjoy a freshly squeezed juice at the kitchen bar or relax in the cozy sitting room around a more intimate conversation.







TOMMY HILFIGER

Tommy Garden

Pop-up garden and bar in the milanese flagship store of Tommy Hilfiger / Milano, May 2015

LECLETTICO

**Creative direction
Production**

Tommy Garden was born from the desire to create a green oasis in the heart of the city. Using recycled windows and doors as well as excessive greenery and plants, the pop-up space was imagined as a contemporary urban greenhouse.

Playfully mixing vintage furniture and games, the 400 sqm space subtly highlights the contrast between indoor and outdoor to create a pleasant and relaxed atmosphere.

READ ABOUT IT

living.corriere.it
designerblog.it



TOMMY HILFIGER

WELCOME





FERRAGAMO

Fashion Show

Set for Ferragamo FW 2016 men fashion show / Milano, June 2015

LECLETTICO

**Creative Direction
Production**

The set of the fashion show was imagined as the house of a young, instinctive and genuine collector. Unusual combinations, different eras playfully coexisting, contrasting texture and noble materials, it is in this mindset that the stage was created. An imposing gorilla amidst luscious greenery, vintage couches on a background of checkered library units and wooden windows, iconic brass tables by Gabriella Crespi, precious mirrors punctuating an entire wall with different shapes and colors, an abundance of superimposed carpets leading the way to the models, all creating an unexpected but sophisticated equilibrium to the set. around a more intimate conversation.

READ ABOUT IT

mffashion.com
wallpaper.com
fashionmag.com



REFINERY29

Private Event

Private event in Villa Toguna during the Cannes Lions 2015 / Cannes, June 2015

LECLETTICO

**Concept
Set Design
Production**

Furnishing of an entire villa in Cannes for an event during the Cannes Lions 2015. Composed of two floors, numerous terraces and verandas, as well as a main garden and pool area, everything was compiled and customized under the theme “Palm Springs 70’s Glam”. Palm leaves and zebra prints, neon mirrors and some brightly colored furniture pieces accentuate the wrought iron chairs and wooden tables of the outdoor area. The interiors however, are set on more neutral colors and noble materials. Black leather seats, wooden libraries, lacquered table and console in cream colors, patchwork black, brown and white carpets create an elegant retro atmosphere in this bright space.





TOMMY HILFIGER

Hilfigers Holiday

Christmas set-up in the milanese flagship store of Tommy Hilfiger / Milano, December 2015

LECLETTICO

**Creative direction
Production**

After the huge success of Tommy Garden, it was only logical to adapt the setting for the Holidays season. Lost amidst a magically illuminated forest, the wooden structure is transformed into Santa's cabin. The cozy interior, furnished according to the American tradition, recreates the authentic Christmas feeling of warmth and wonder, where families and children can sit and enjoy a nice cup of hot chocolate.

The entire setting is done in a way to simulate a small winter wonderland, with elements varying from wire mesh snowmen to vintage wooden skis and other winter sports accessories.

Welcoming the visitors is a life-size snow globe buried under snow, allowing children to live an enchanted moment, the time of a picture.

READ ABOUT IT

**styleandfashion.it
iodonna.it**



SERGIO ROSSI

Launching Event

Event for the presentation of the new collection / Milano, September 2014

LECLETTICO

Creative direction
Production





OFFICINE PANERAI

Launching Event

Event for the launching of the new watches held in Leclettico gallery / Milano, December 2013

LECLETTICO

Creative direction

Location

Production



WEDDING

Set design for a wedding in an outdoor setting in Rome / Rome, July 2013

LECLETTICO

**Creative direction
Production**





ARTISSIMA

Art Fair

Setting of the VIP lounge, press area and restaurant for the Artissima fair / Turin, November 2012

LECLETTICO

Creative direction
Production



3 / THE LOCATION

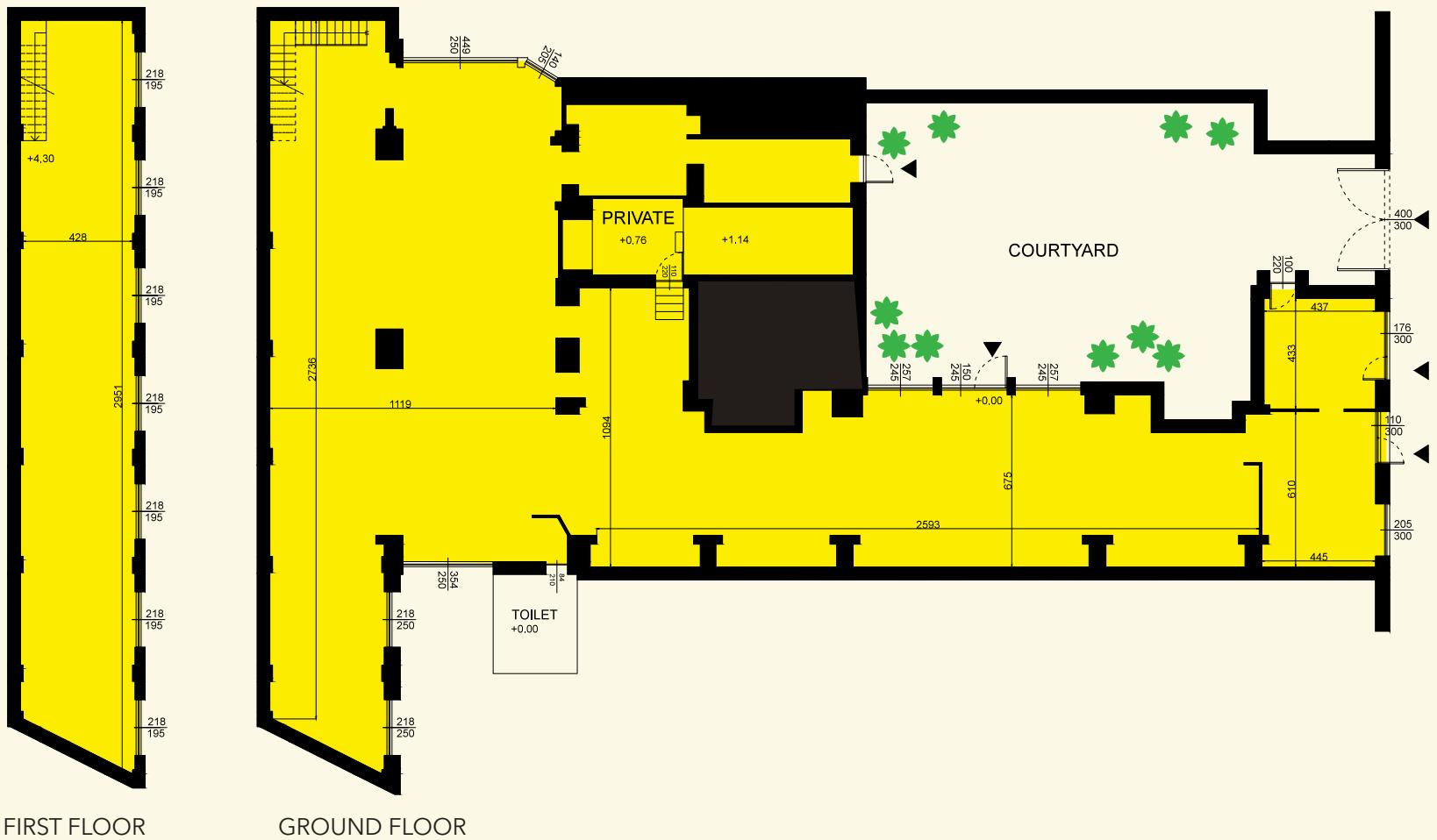
LECLETTICO makes available its unique showroom for any kind of special event ranging from exhibitions to launching events, fashion shows, photo shootings, and many more.

The independant showroom extends on two floors and is ideally located in the Porta Venezia area. With Leclettico's art direction, the space can be very versatile and ready to be transformed, adapting to different moods and atmospheres.

We hosted brands such as **Christian Louboutin**,
Wallpaper*, **Officine Panerai** and others.

- . **800 m²** in total
- . **650 m²** on the ground floor
- . **150 m²** on the first floor
- . **5,5 m** maximum ceiling height
- . **2,5 m** minimum ceiling height

- . internal courtyard
- . 3 entrances
- . 3 emergency exits
- . 3 window facades on the courtyard
- . 3 window facades on the street
- . natural light and integrated illumination
- . bathroom
- . flooring in white marble



THE METAMORPHOSIS OF LECLETTICO

The different atmospheres and set-ups created inside Leclettico's showroom for different events through the years.



Leclettico 2011



Leclettico 2012



Leclettico 2012



Leclettico 2013



Wallpaper* Handmade - hosted at Leclettico - 2013





Leclettico 2016



Leclettico 2016



Leclettico 2019



Leclettico 2019



Leclettico 2019

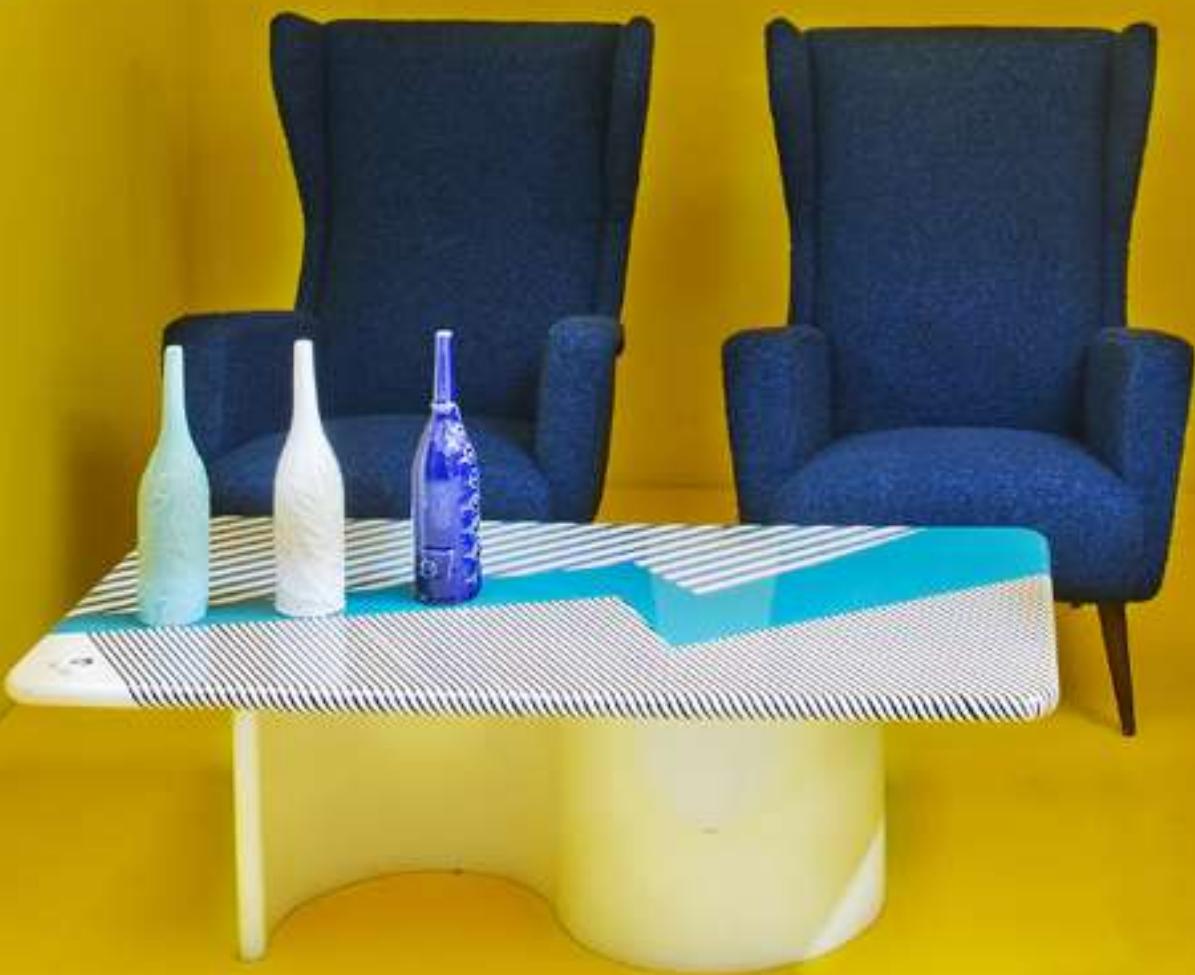


4 / THE COLLECTION

LECLETTICO is a passionate collector. For more than 10 years he has lead a thorough and tireless research, allowing him to have today a unique design collection. Ranging from rare and refined pieces from the 50's to cutting edge contemporary designs, the carefully curated collection tells the story of years of experience and eclectic visions.







5 / PRODUZIONE LECLETTICO

La poltrona

Il tavolino

Il tavolo

La sedia

La moquette

Lo specchio

Specchio infinito

Walk-in closet

Folie bench

3 signs

LECLETTICO designs and produces unique pieces of furniture, drawing from the tradition of vintage classics. Using noble materials and special fabrics and finishings, the production allows for a complete customization of each piece, making each project exclusive.

LA POLTRONA

Brass frame, jacquard upholstery
Customizable upon request

IL TAVOLINO

Brass frame , bronze glass tops
Customizable upon request

IL TAVOLO

Brass frame, bronze glass top
Customizable upon request

LA SEDIA

Solid Oak wood structure with different shellac finishings: walnut, natural, burned or ebony

Vintage upholstery

Customizable upon request





LA MOQUETTE

Exclusive custom print designed
by Leclettico





LO SPECCHIO

Mirror, solid oak wood structure with
different shellac finishings:
walnut, natural, burned or ebony

SPECCHIO INFINITO

Mirror, neon, acid-etched brass frame
Customizable upon request



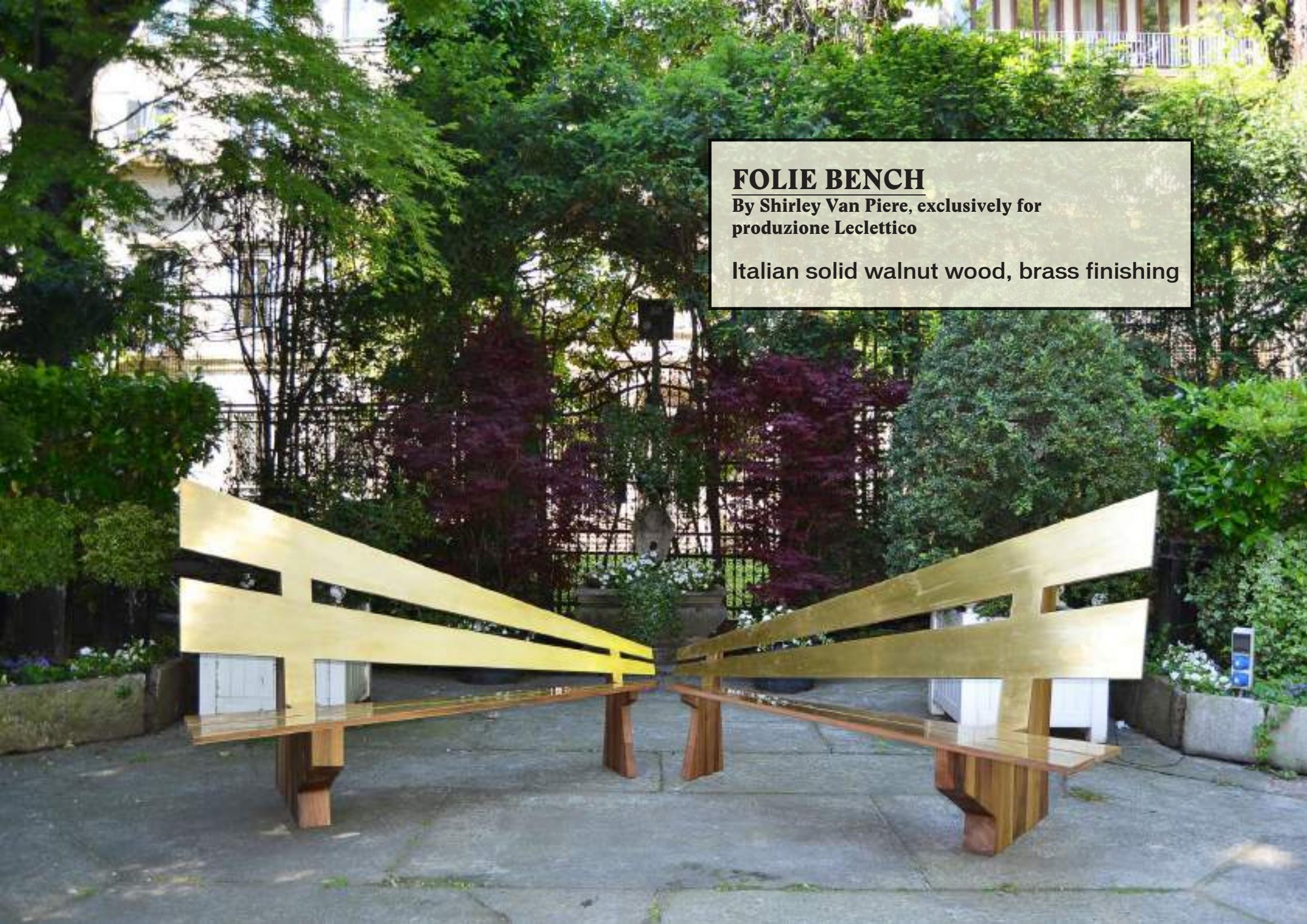




WALK-IN CLOSET

By Bosun Ching, exclusively for
produzione Leclettico

Oak wood, mirror and brass details



FOLIE BENCH

By Shirley Van Piere, exclusively for
produzione Leclettico

Italian solid walnut wood, brass finishing



3 SIGNS

**By Jim Hannon Tan, exclusively for
produzione Leclettico**

Carrara marble



6 / OUR ARCHIVE

LECLETTICO has gathered through years of research a collection of end-of-series, vintage and recovered materials; a heterogeneous mix bound by a guiding principle. This archive of textures and materials is the source of inspiration and the starting point of every project.











GET IN TOUCH

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