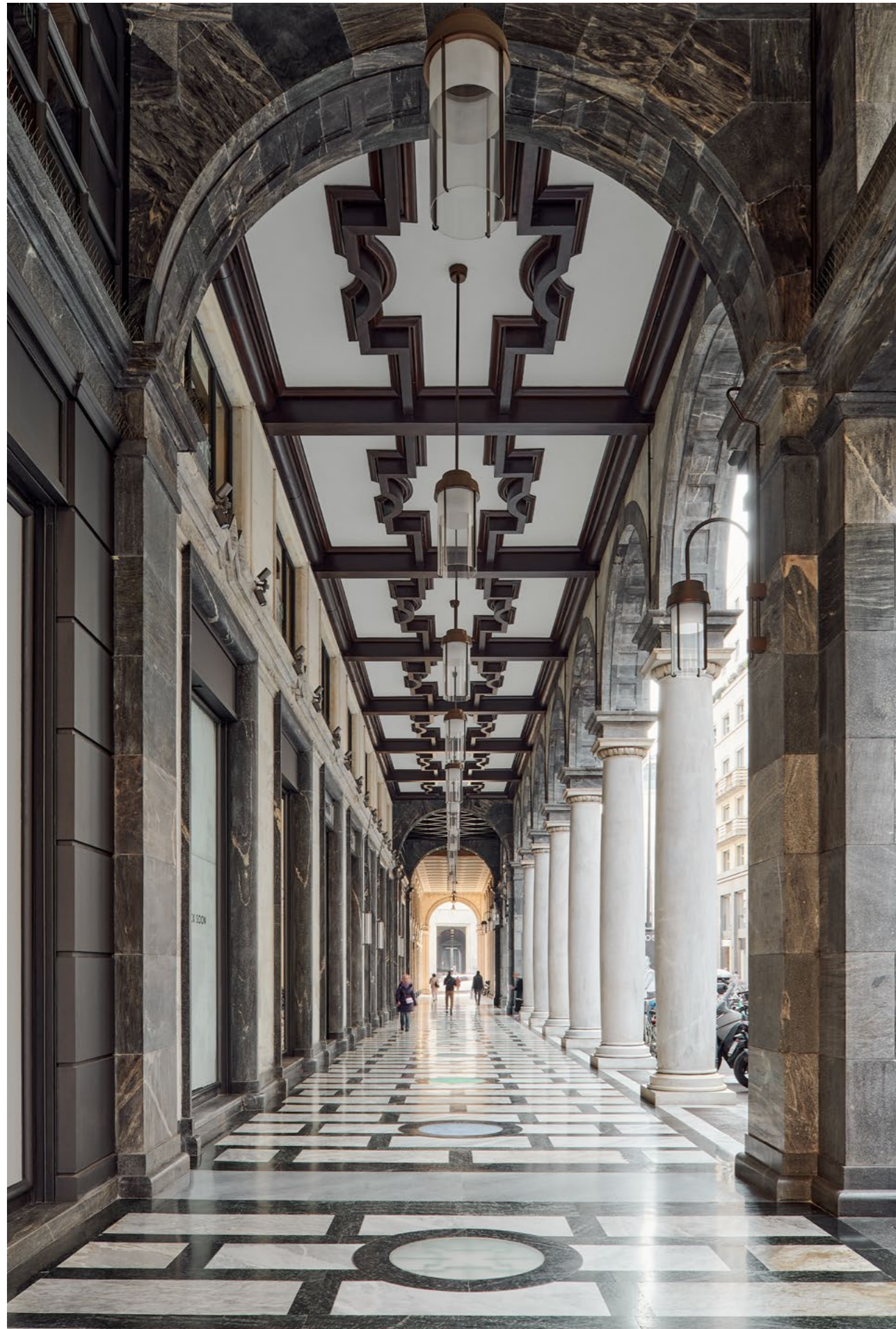


PPP.
PORTALUPPI
PATTERN
PROJECT



Portico di casa Crespi, via Matteotti, Milano. Progetto di Piero Portaluppi.
Foto di Max Pescio

PPP: il Potaluppi Pattern Project. 'P' come Portaluppi ma anche come Pictalab che quest'anno rinnova la collaborazione con Nicolò Castellini Baldissera, pronipote dell'architetto e ambasciatore dell'eredità Portaluppi.

Lo scopo della precedente collezione "Portaluppi Herbarium" era quello di trasporre il pittorico in architettura, il P.P.P., dal canto suo, vuole tradurre in pittorico le strutture architettoniche del celebre architetto.

La seconda collaborazione tra Pictalab e Nicolò Castellini Baldissera celebra il crescente interesse per l'eredità lasciata da Piero Portaluppi in alcune delle più note dimore milanesi tra cui Casa degli Atellani, lo splendido edificio nel cuore di Milano che ospitò Leonardo da Vinci e dove la famiglia Castellini Baldissera vive ancora adesso.

La collezione presenta undici disegni in diverse varianti cromatiche, che rivisitano gli originali tratti da pavimenti, portoni, piastrelle e mosaici degli edifici simbolo dell'architetto a Milano come Villa Necchi-Campiglio, Casa Corbellini Wassermann o Casa Crespi, una tavolozza di motivi geometrici classici per nascita e moderni per interpretazione.

Il ritmo con cui i marmi, le radiche e le pitture scandiscono la parete crea un Pathos che supera la classificazione temporale in favore di un eclettismo che ri-scopre e illumina di contemporaneo il lascito di un grande artista.

Ancora una volta incontriamo il concetto di "living in beauty", un vero e proprio stile di vita di cui la famiglia Castellini, insieme ad altri esponenti di una certa borghesia illuminata italiana, è rappresentante e ambasciatrice. Uno stile di vita che rappresenta il saper riconoscere, scoprire e valorizzare ciò che è bello, perchè il bello è in grado di portare un po' più di gioia nella nostra vita.

La ricerca stilistica di questi pattern si è intrufolata attraverso gli ingressi, lungo i corridoi, per le scale e sui pavimenti dei palazzi milanesi progettati da Portaluppi: parentesi spaziali che celano un panorama che esige di essere ammirato con passione ed estro creativo.

Un parallelo ormai consolidato negli anni tra Nicolò Castellini Baldissera e Pictalab che ha ridipinto il Portaluppi di marmi algidi e radiche in composizioni virtuose e rigorosamente handpainted.

Introducing PPP: The Potaluppi Pattern Project. 'P' is for Portaluppi but also for Pictalab that this year renews its collaboration with Nicolò Castellini Baldissera, the architect's great grandson, an ambassador for the growing interest in the Portaluppi legacy.

The aim of the previous collection "Portaluppi Herbarium" was to transpose pictorial into architecture, this time P.P.P. wants to translate architectural structures into pictorial.

The second collaboration between Pictalab and Nicolò Castellini Baldissera celebrates the growing interest for the heritage left by architect Piero Portaluppi and in particular the patterns he created for Casa degli Atellani, the splendid residence in the heart of Milan that hosted Leonardo da Vinci and where Castellini Baldissera family still lives now.

The collection features eleven designs in different color variants revisiting the originals taken from floors, gates, tiles and mosaics from Portaluppi's signature buildings in Milan as Villa Necchi-Campiglio, Casa Corbellini Wassermann or Casa Crespi, a palette of geometric Patterns classic by birth and modern by interpretation.

The rhythm with which the marbles, briars and paints punctuate the wall, creates a pathos that outdoes the temporal classification depicting an eclecticism that rediscovers and injects contemporary energy to the legacy of one of the greatest artists.

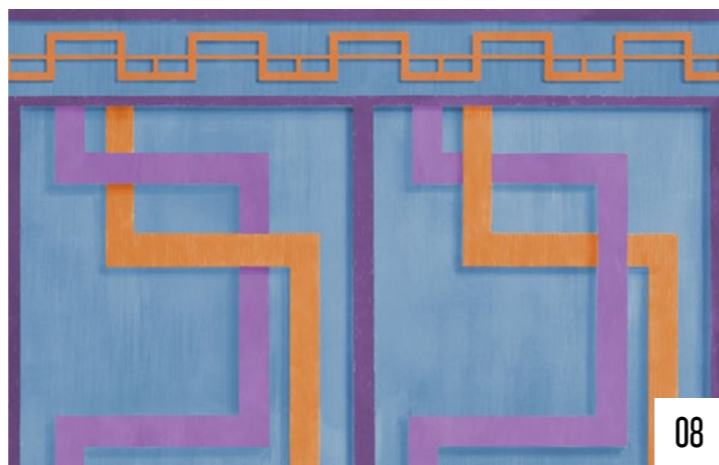
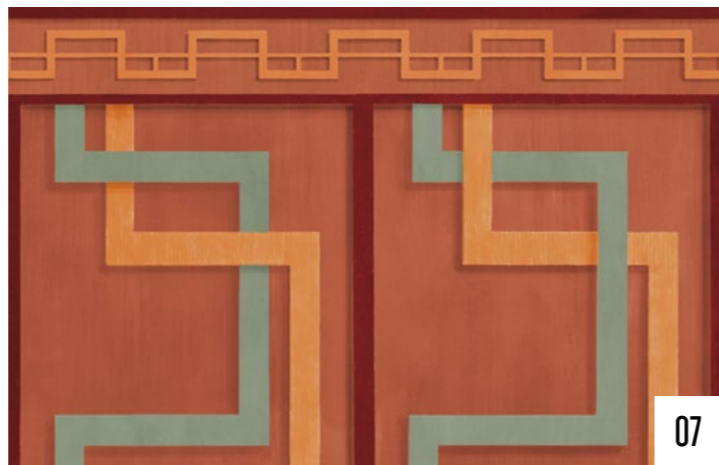
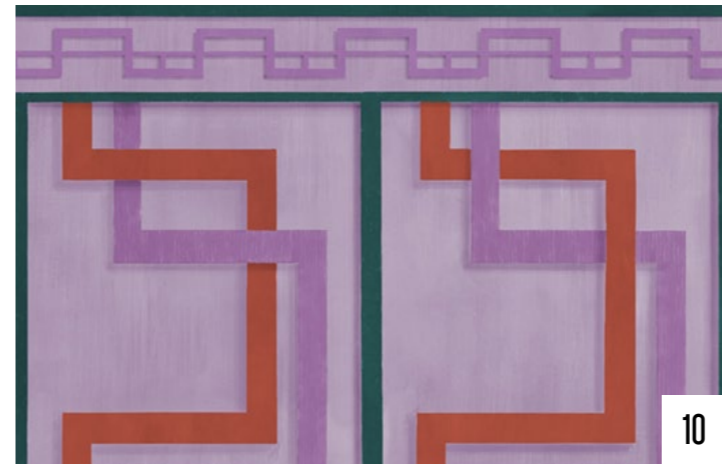
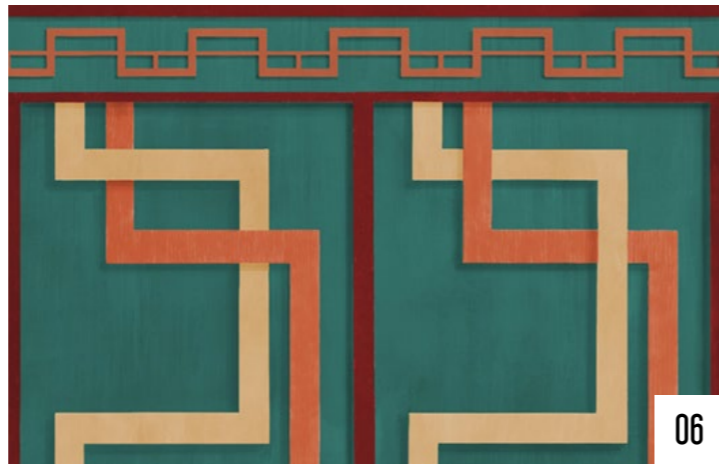
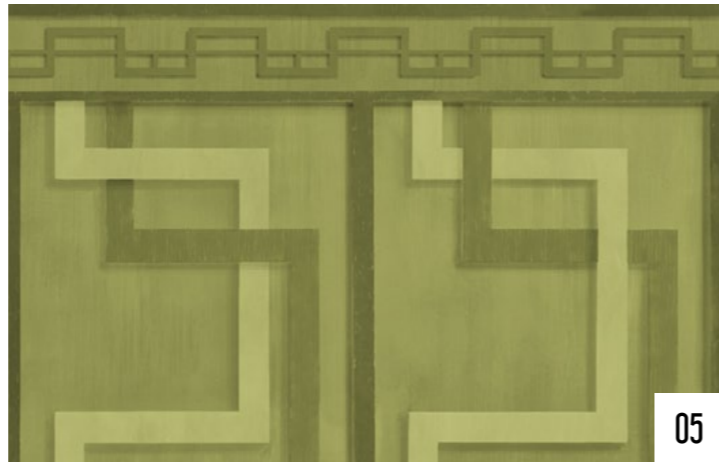
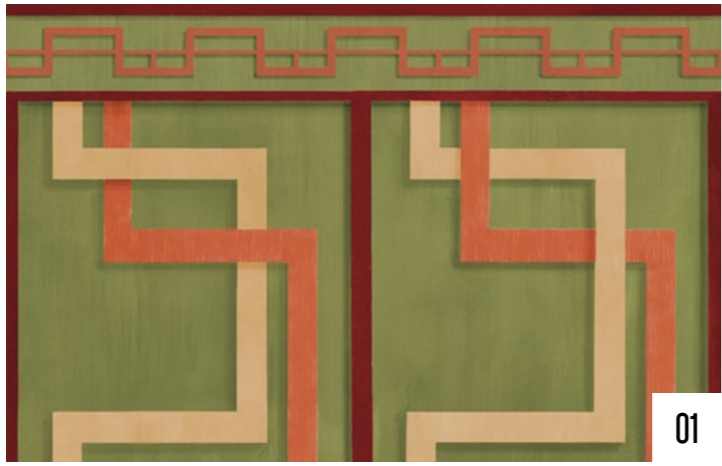
Once again we encounter the very Italian concept of "vivere nella bellezza", a lifestyle embraced by the members of an enlightened bourgeoisie that puts beauty, art and culture always at the forefront and that has always inspired Pictalab in all of its creations. It could be translated into "Living in beauty", a way of appreciating the precious details that transcends time. Beauty and art can bring joy just by proximity.

The research for these patterns was made by sneaking through the entrances, along the corridors and on the stairs of Milanese buildings designed by Portaluppi: spatial Parentheses that hide a Panorama demanding to be admired with Passion and creative flair.

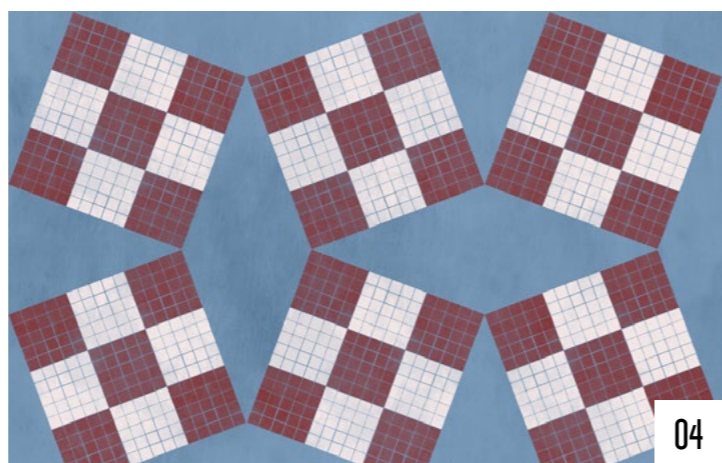
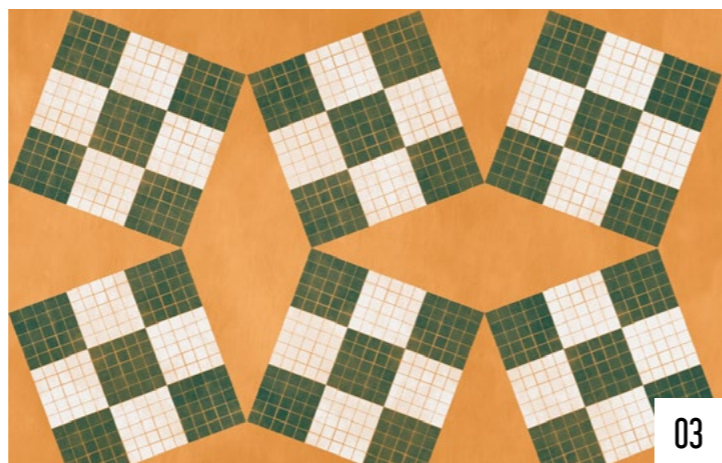
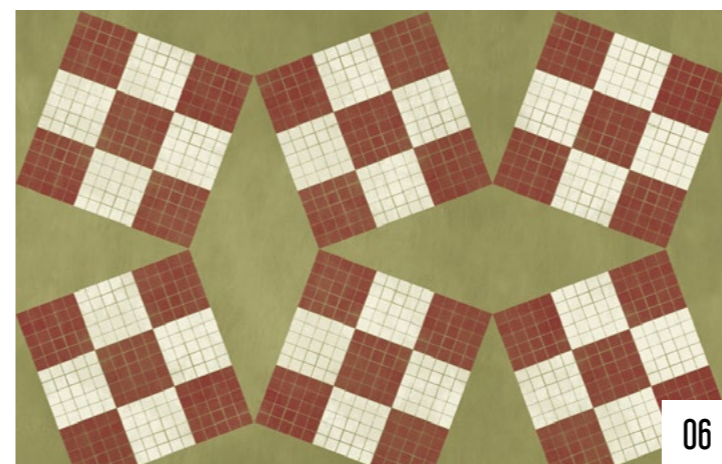
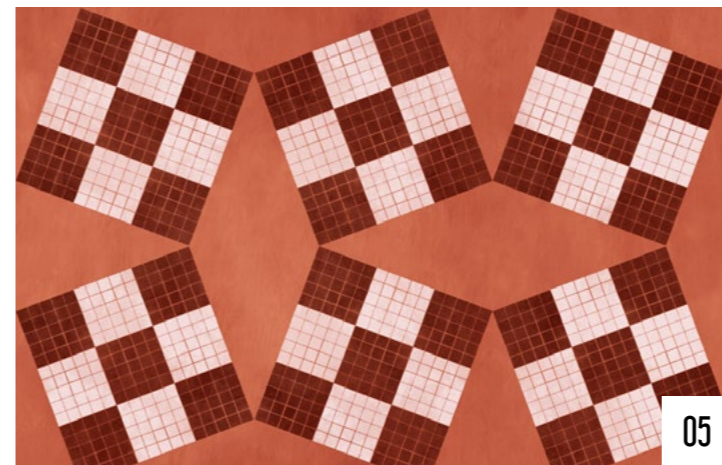
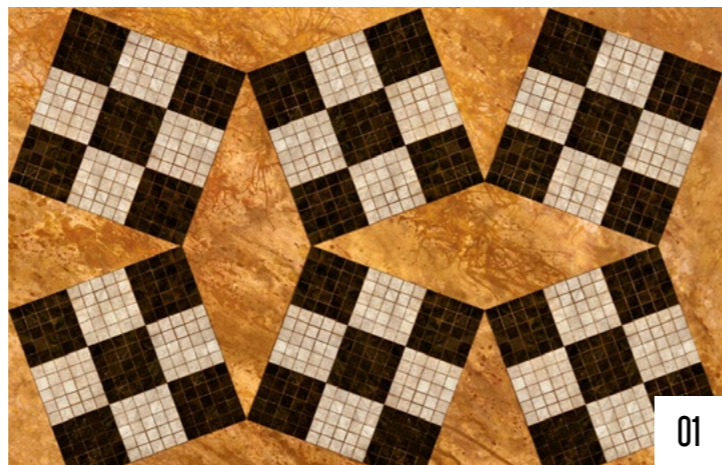
Sharing the same vision, Nicolò Castellini Baldissera and Pictalab built a strong creative bond that transpires from their creations, from icy marbles and briar roots all translated into clever and rigorously hand painted compositions.

LA COLLEZIONE

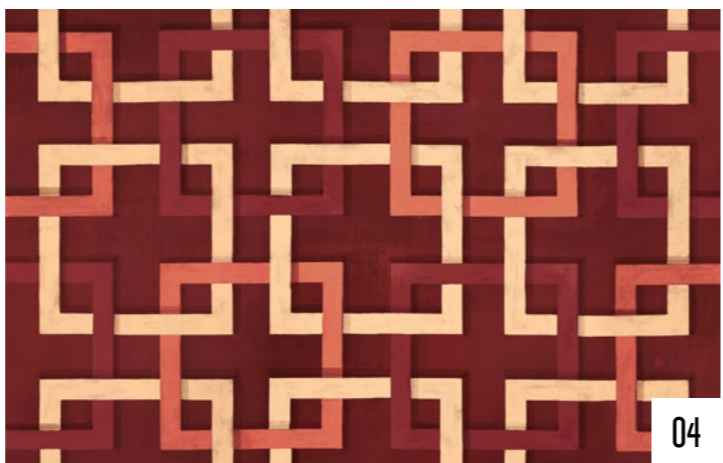
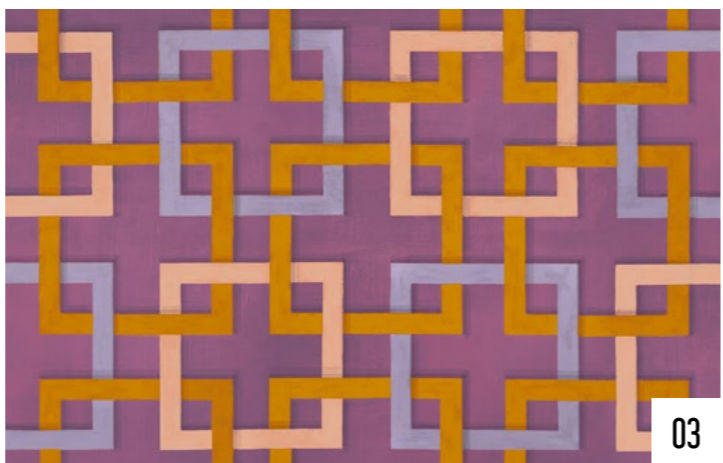
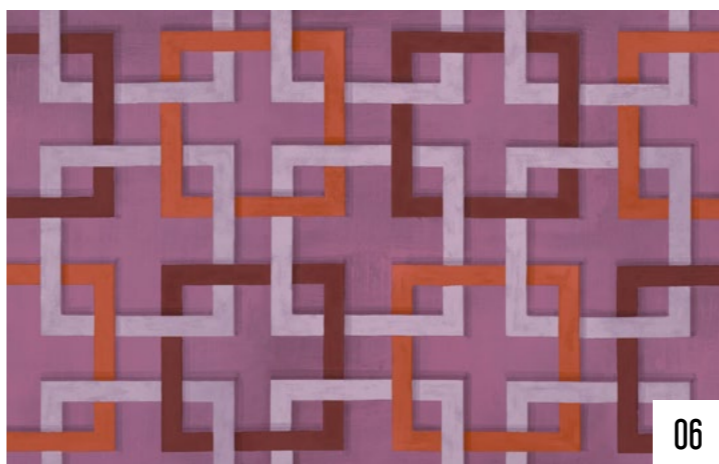
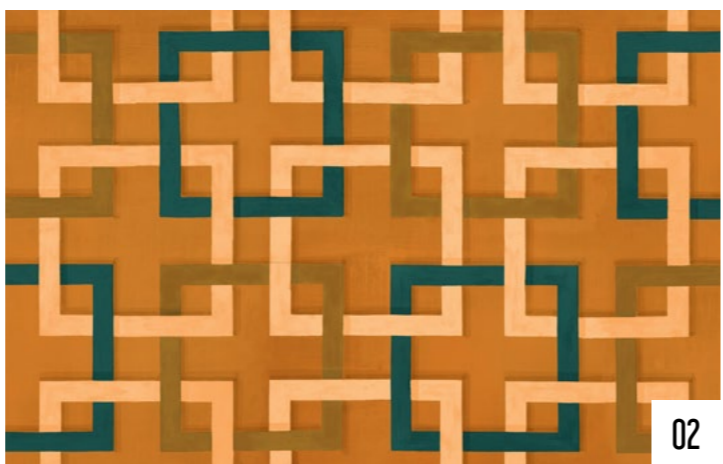
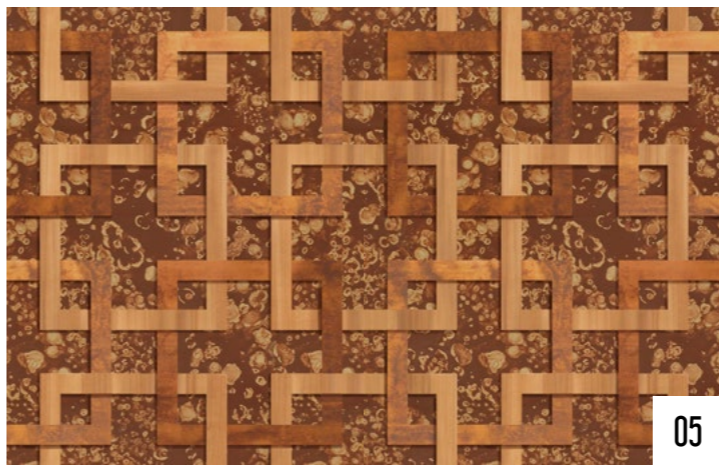
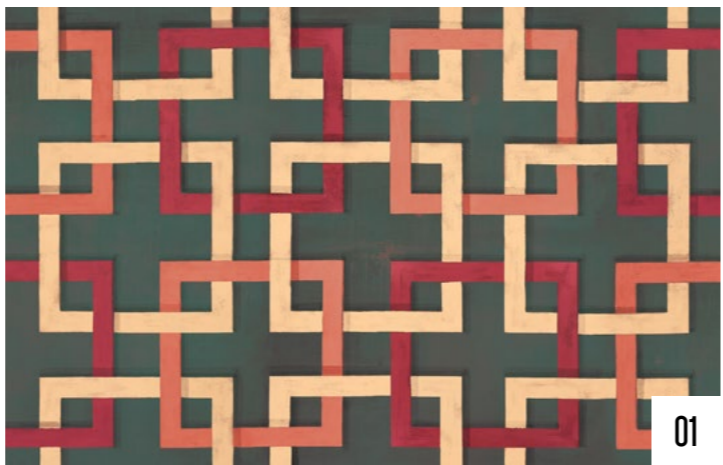




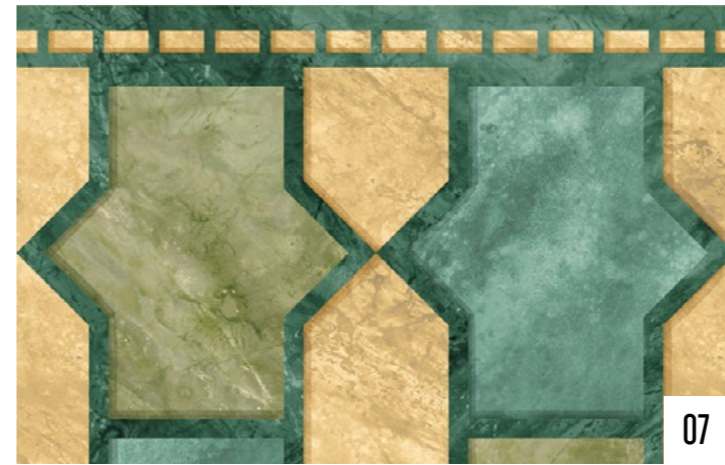




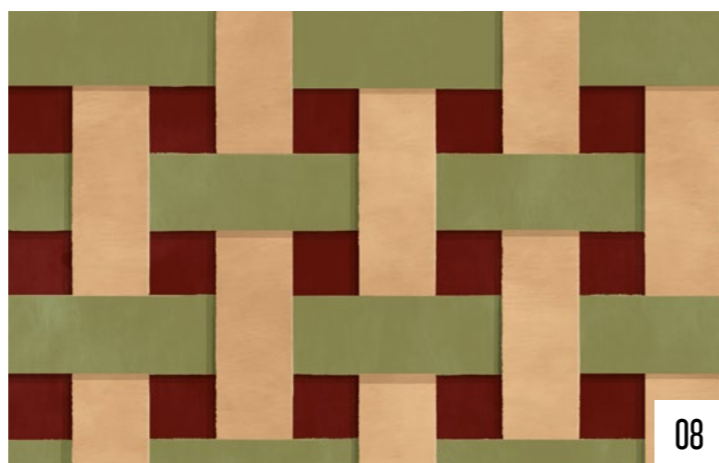
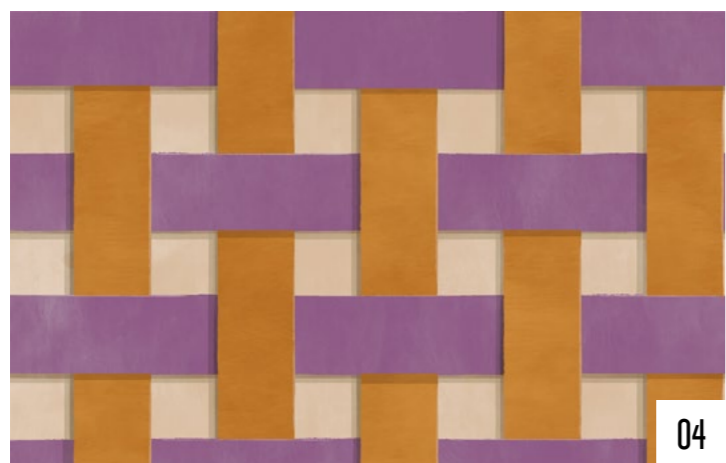
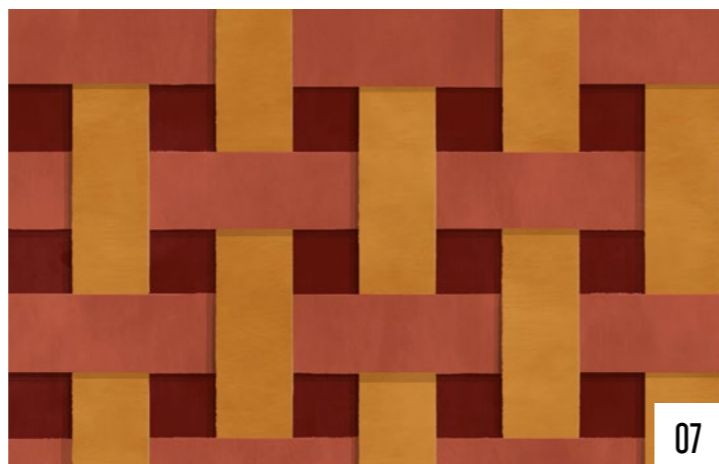
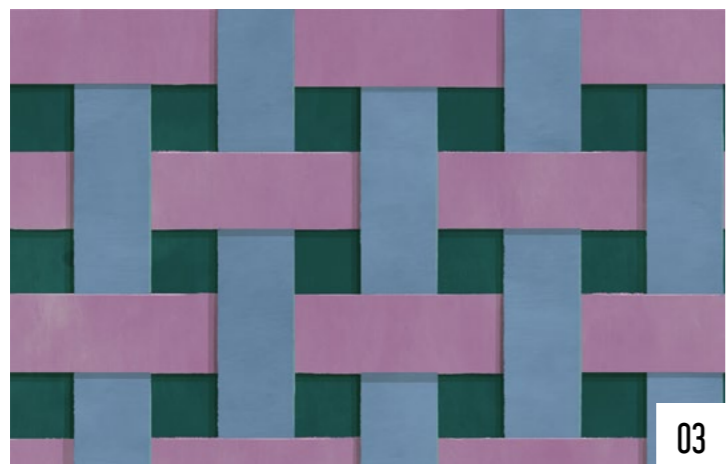
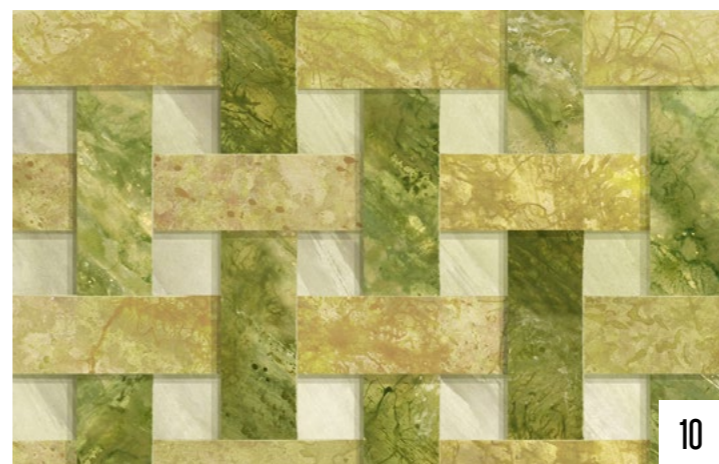
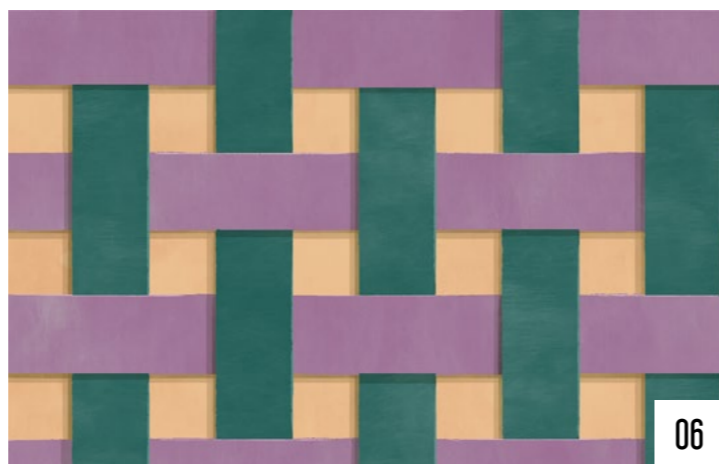
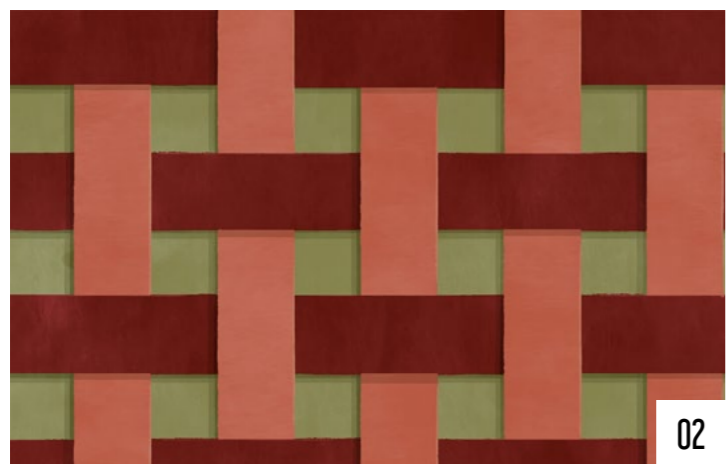
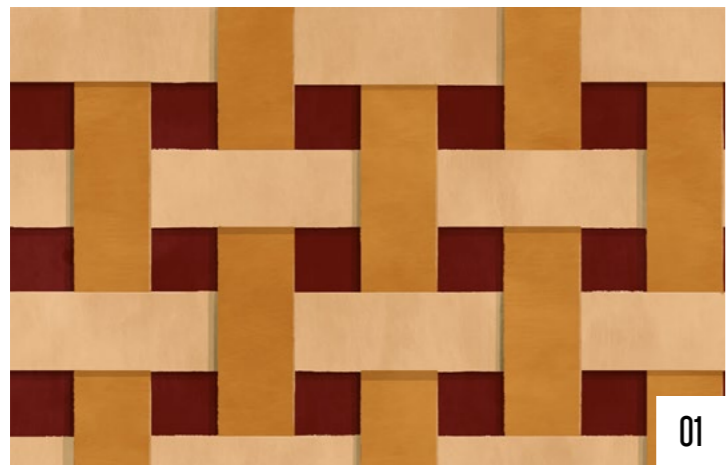




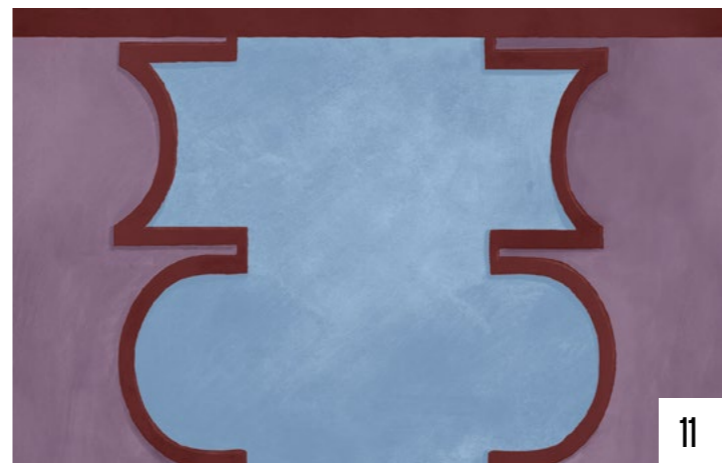
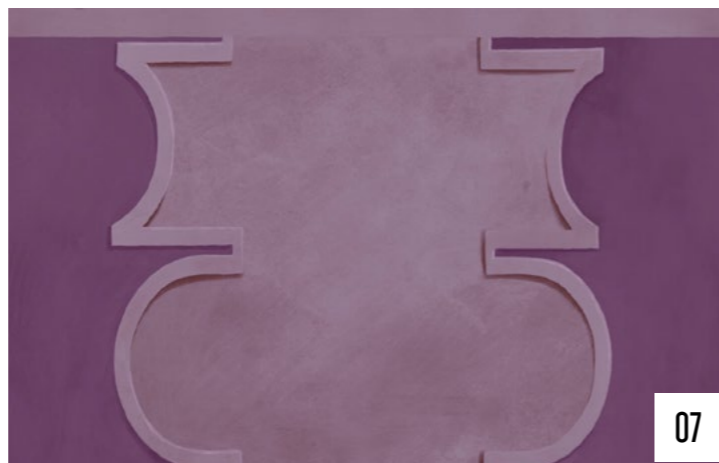
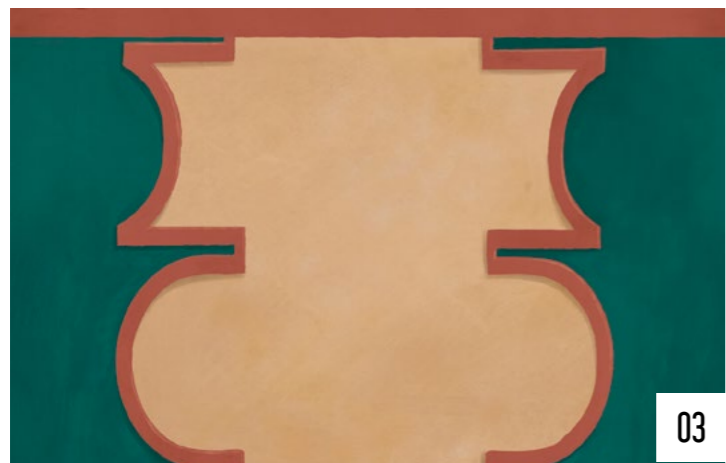
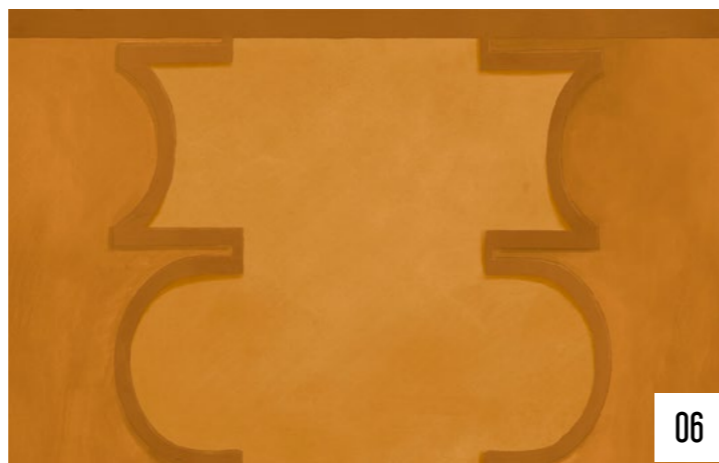
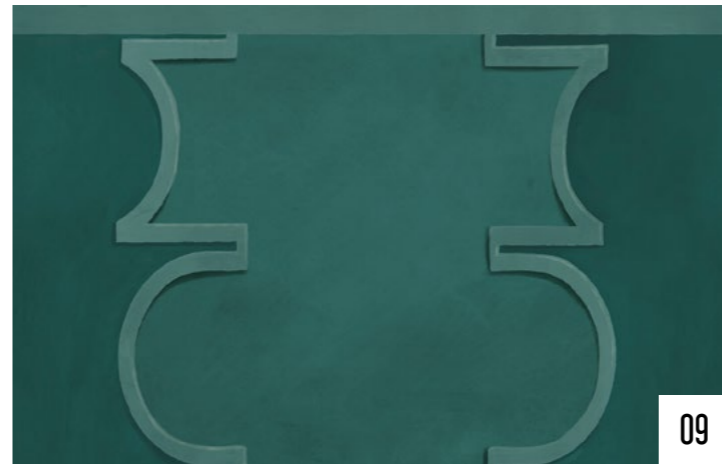
















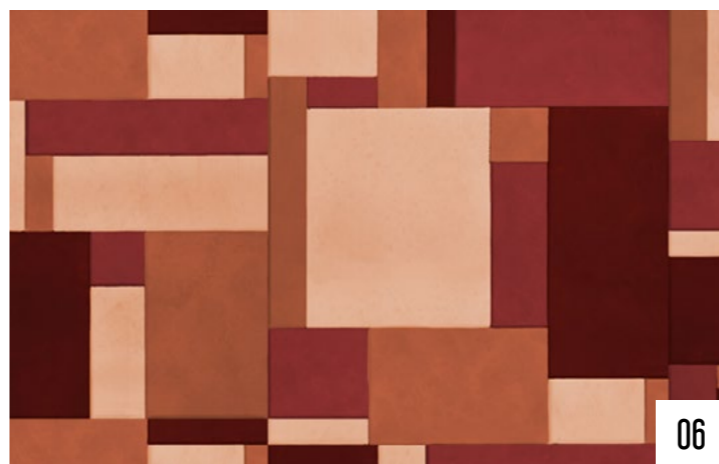
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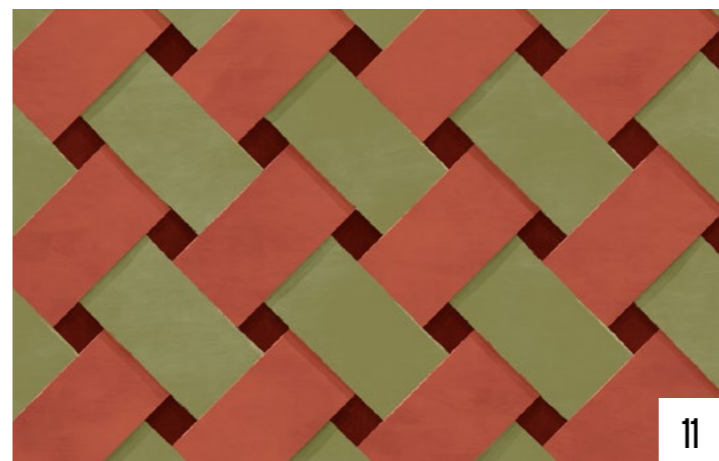
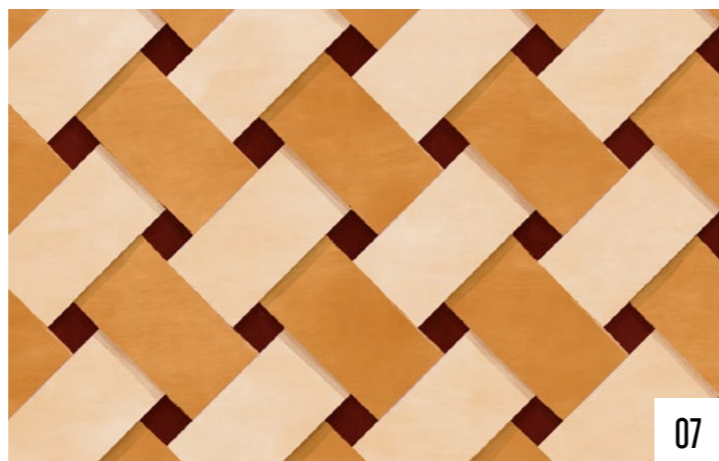
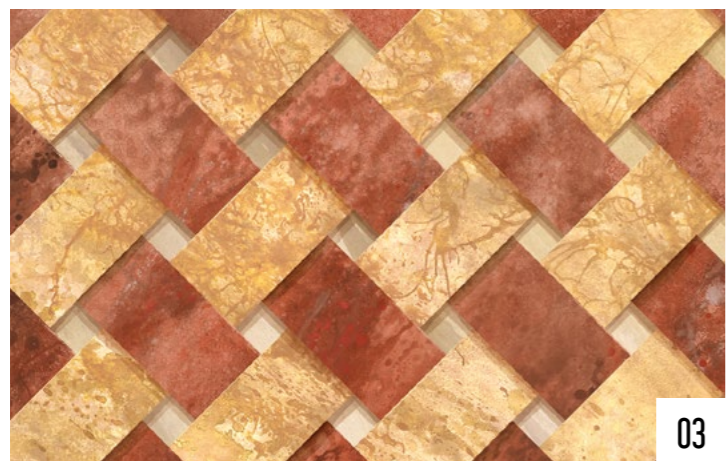
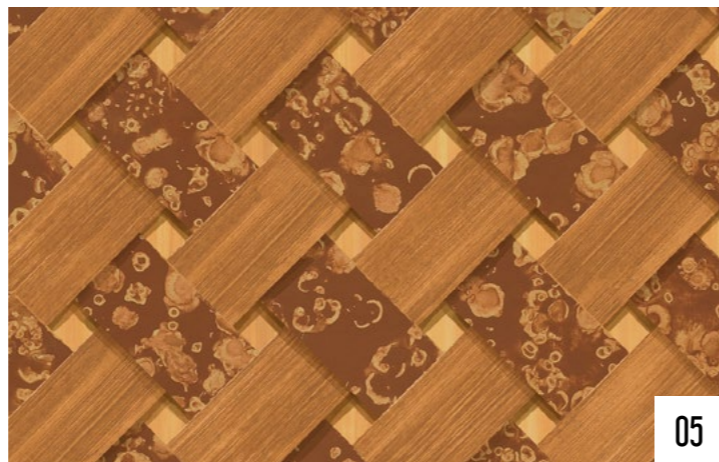


03



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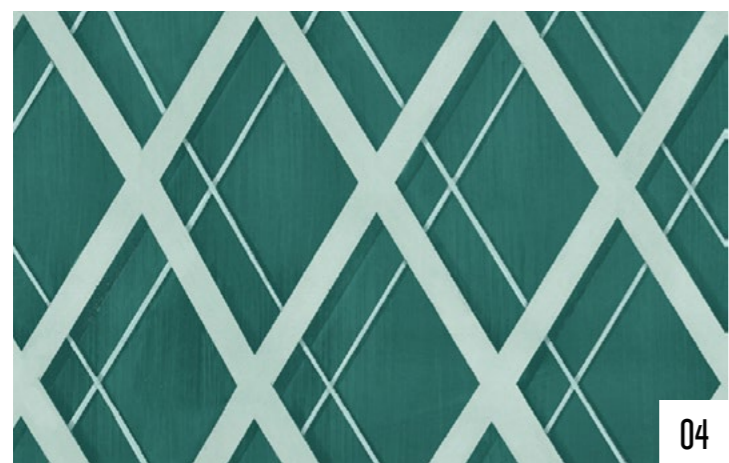
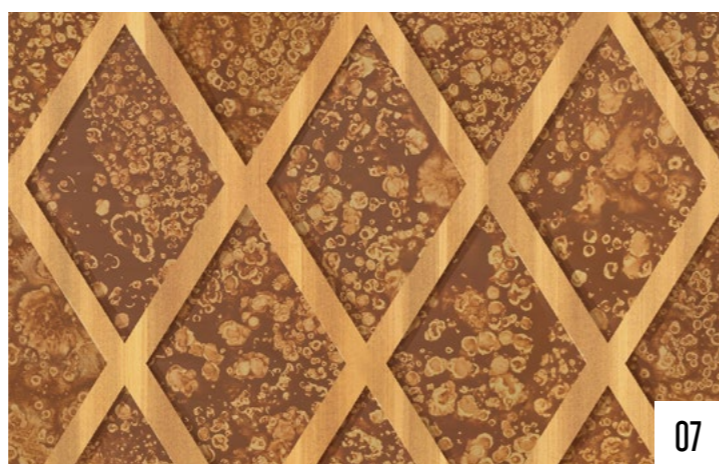
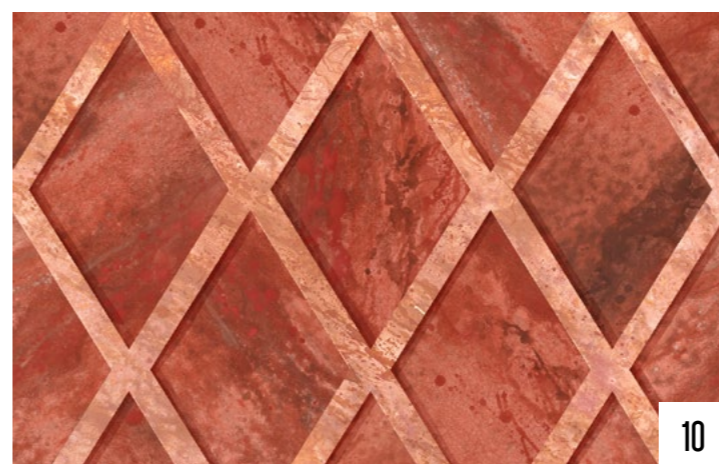
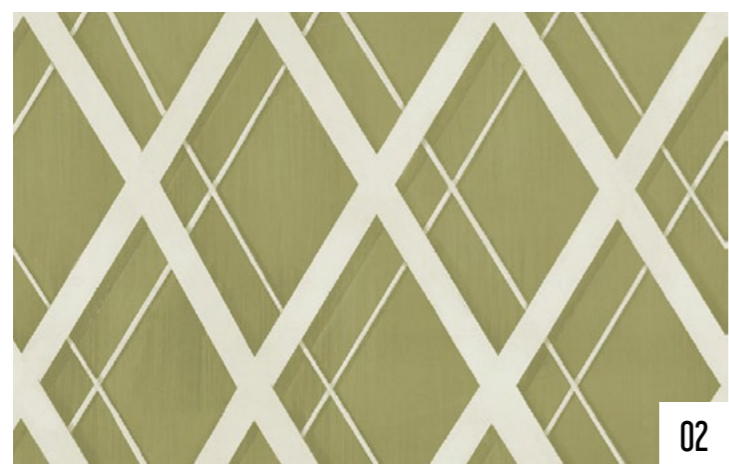
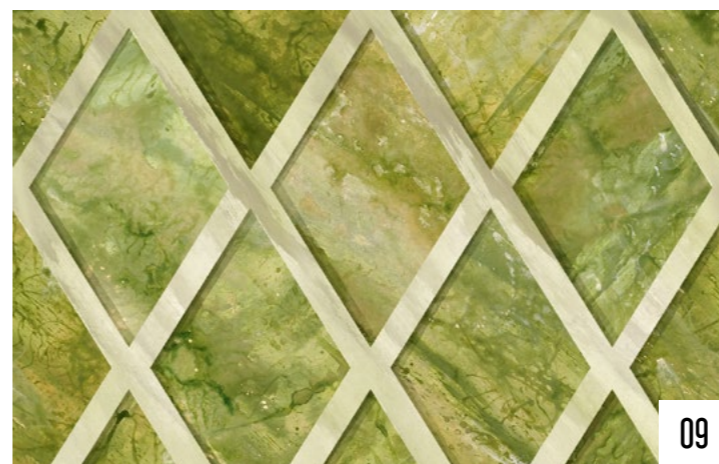
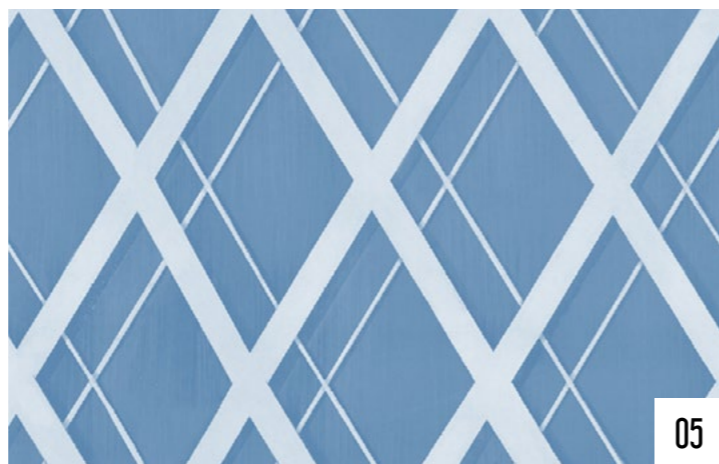


04



08







Pictalab nasce 15 anni fa, in un piccolo spazio all'interno di uno di quei tipici cortili milanesi sui navigli, dalla passione per la decorazione di Orsola Clerici e Chiara Troglio.

Da allora Pictalab è cresciuta diventando un laboratorio di decorazione d'interni in grado di coprire uno spettro di interventi che va dalla decorazione pittorica su muro e su carta, alle finiture speciali anche su mobili e oggetti di interior design e che conta la collaborazione di oltre venti professionisti.

Oggi si trova in uno spazio di oltre 250 mq all'interno dello spazio Officine de Rolandi dove una nutrita squadra di decoratori realizza artigianalmente carte da parati dipinte a mano con l'ausilio di svariate tecniche: dall'affresco al trompe d'oeil, dal rivestimento al laccato.

In Pictalab si parte sempre da un progetto che nasce da un confronto diretto con il cliente (architetti, interior designer, art director, stylist o clienti finali) per capirne le esigenze e le aspettative a cui segue l'esecuzione, sempre rigorosamente su misura. Il lavoro infatti tiene sempre conto dello spazio architettonico e del contesto in cui l'idea prenderà forma, per offrire sempre soluzioni creative personalizzate.

Pictalab was born 15 years ago from the passion for decoration of Orsola Clerici and Chiara Troglio in a small space inside one of those typical Milanese courtyards in the navigli area.

Since then Pictalab has grown into an interior decoration laboratory able to cover a spectrum of interventions ranging from pictorial decoration on walls and paper, to special finishes on furniture and interior design objects and which counts the collaboration of a twenty professionals.

Today Pictalab is located in an area of over 250 square meters within the Officine de Rolandi space where a large team of decorators handcrafted hand-painted wallpapers with the aid of various techniques.

In Pictalab we always start from a project that arises from a direct confrontation with the customer (architects, interior designers, art directors, stylists or end customers) to understand their needs and expectations followed by the execution, always rigorously bespoke. All our projects take into account the architectural space and the context in which the idea will take shape in order to always offer personalized creative solutions.



Nicolò Castellini Baldissera nasce a Milano nella casa di famiglia: Casa degli Atellani, un bell'esempio di eccellenza rinascimentale italiana. Appartiene a un'illustre dinastia del design italiano e fin da piccolo cresce circondato dall'arte e dall'architettura: il bisnonno era il famoso architetto Piero Portaluppi e il padre è l'importante architetto e co-fondatore di C&C Milano, Piero Castellini Baldissera.

Con un background così raffinato, era naturale per Nicolò continuare nella tradizione dell'arte, dell'architettura e della decorazione, così alla fine degli anni '80 si trasferisce a Londra per studiare Storia dell'Arte da Sotheby's. Da allora ha vissuto nomadicamente tra Italia, Francia, Gran Bretagna, Svizzera, Nord America e Nord Africa, culture che hanno fortemente ispirato il suo lavoro.

Ultimamente, la sua passione per il nord del Marocco, lo ha portato ad avventurarsi in diversi progetti di restauro di dimore locali abbandonate, principalmente nella magica città di Tangeri. Alcuni di questi progetti sono racchiusi in un bellissimo libro pubblicato da Vendome Press "Inside Tangier".

La linea di mobili Casa Tosca nasce dalla sua passione per il mix di oggetti moderni e d'antiquariato insieme all'atmosfera bohémien del rattan. Prodotti tra il Marocco e l'Italia sono disponibili in selezionati showroom in tutto il mondo.

Nicolò attualmente vive a Milano e, quando possibile, scappa nella sua amata Tangeri.

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 moves to London to study History of Art at Sotheby's. Since, he has been living nomadically between Italy, France, Great Britain, Switzerland, North America and North Africa, cultures 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 furniture line Casa Tosca was born from his passion for mixing antiques with modern and the bohemian feel of rattan. It is produced between Morocco and Italy and is available in selected showrooms worldwide.

Nicolò currently lives in Milan and, whenever possible, he escapes to his beloved Tangier.