

RETURNING TO VILLA CASA BIANCA

# WHEN NATURE BLOOMS

16<sup>th</sup>—24<sup>th</sup> SEPTEMBER 2023

LAKE COMO DESIGN FESTIVAL



FENIX®



GETACORE®



WESTAG  
TUREN®

X-KIN®

### **Returning to Villa Casa Bianca**

Designed by the Dutch architects Van Beek en Dings in collaboration with Musa, “Returning to Villa Casa Bianca” is a temporary project inside a long-uninhabited residence on Lake Como. FENIX®, Arpa®, Getacore®, Homapal®, Formica® and Westag Türen® – all belonging to Broadview, the leading global group in material technology – show new perspectives on surface design. The set-up enhances the concept of forward integration, creating synergies between the group’s different materials, iconic design elements and green life. During Lake Como Design Festival, the project hosts “When Nature Blooms” installation by the Italian flower designer Letizia Dei Fiori.

### **Villa Casa Bianca**

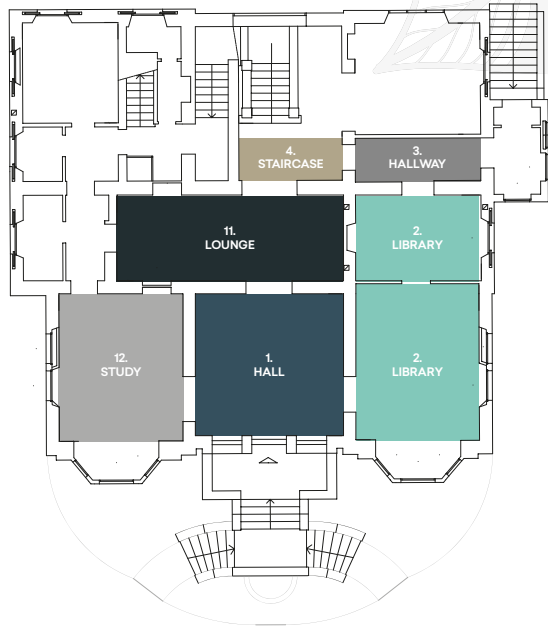
Standing out on Lake Como promenade with its distinctive white architecture, Villa Casa Bianca was developed by engineer Carlo Ponci in 1920’s. Characterised by Art Déco style, with typical bow-windows and white marble from local quarries, the villa presents a hospitality ground floor and a noble first floor. Over the decades, it underwent several transformations seeing, for example, the alternation of wood and terrazzo flooring, popular in the ‘40s-50s design culture. In those same years, architect Luigi Caccia Dominioni, considered a great master by Milanese high bourgeoisie, created different elements for the villa, including the original lamps.

### **The story behind the project**

In “Returning to Villa Casa Bianca”, visitors identify with the family owner that, after many years around the world, returns to the residence. Entering, they see the passing of time in some imperfections, while being surprised by the beauty of combinations between travel memorabilia and the villa’s new furniture. In dialogue with different styles, from antique furniture pieces to Arabic and Asian influences, contemporary creations made with the group’s materials also connect with nature through a harmonious narrative. “When Nature Blooms” imagines nature bursting into the villa’s rooms in the absence of its owners: plants sprout day after day, reclaiming domestic spaces, invading and decorating floors and walls.

RETURNING TO VILLA CASA BIANCA  
WHEN NATURE BLOOMS

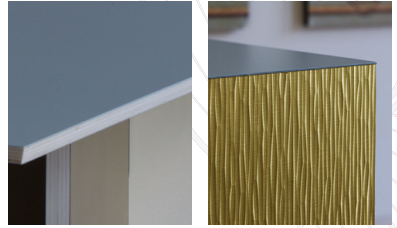
GROUND FLOOR



FIRST FLOOR



# 1. THE HALL



With Formica light green top and Homapal golden sides, two supporting pedestals live in combination with the central table in the Art Nouveau-styled hall. The table shows the same Formica tone with matched colour core for the top and Homapal stand.

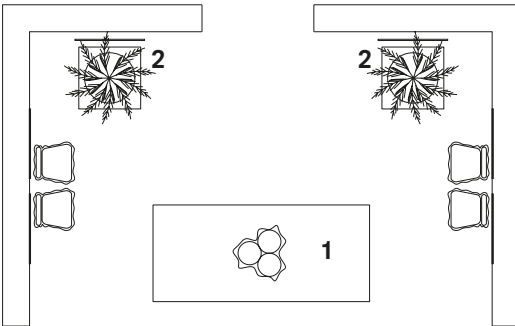
## FURNITURE

1. TABLE TOP  
**Formica Laminate  
CC5349 Fossil**

TABLE LEGS  
**Homapal  
442 Alu Brushed Goldtone**

2. PEDESTAL TOP  
**Formica Laminate  
F5349 Fossil**

PEDESTAL SIDES  
**Homapal  
704/966 Alu Cella Goldtone**

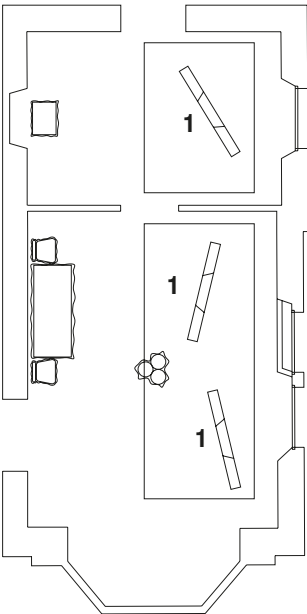


## 2. THE LIBRARY



As part of *"Futuro Composto"*\*, a modular bookshelf in FENIX Verde Comodoro shows the material's bending possibility and matt colour. The books, unexpectedly showing their fore-edge, recall the warm tone of silk panels and of Caccia Dominioni's lamps.

\* *"Futuro Composto"* is a workshop conceived by architect Lorenzo Palmeri for FENIX that includes "Hive" bookshelf by Lucia Galiotto.



### FURNITURE

1. BOOKSHELVES  
FENIX  
0750 Verde Comodoro

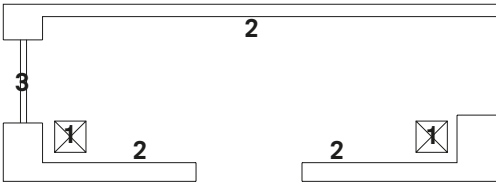
### 3. THE HALLWAY



X-KIN Rosso Jaipur Brina Limited Edition is applied on walls and ceiling, originally framed with trimming. The red tone extends through the veins of the terrazzo floor, while the green and gold speckles match with obelisks made of Formica Cora. The FENIX door by Westag Türen follows this chromatic continuity with Rosso Jaipur.

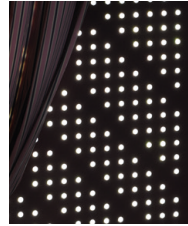
#### FURNITURE

1. OBELISKS  
Formica Laminate  
CR8574NM Cora  
Twilight Bronze
2. WALL COVERING  
X-KIN  
Rosso Jaipur Brina
3. DOOR  
Westag Türen  
FX 0751  
Rosso Jaipur





## 4. THE STAIRCASE

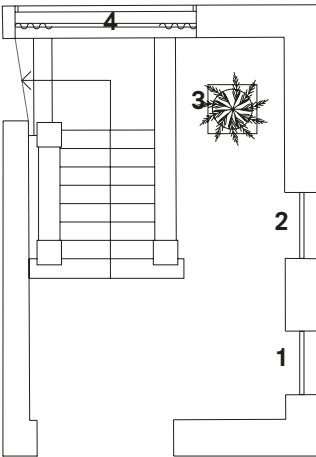


Two FENIX doors by Westtag Türen, in Oro Cortez and Verde Comodoro, lead to Caccia Dominioni's staircase. From "Futuro Composto"\* , a moresque-like sunscreen panel in FENIX Rosso Jaipur creates a play of contrasts between the matt material and the daylight passing through.

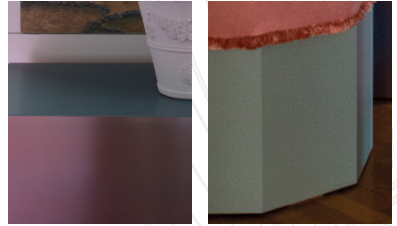
\* "Futuro Composto" is a workshop conceived by architect Lorenzo Palmeri for FENIX that includes "Mashrabiyya" window panel by Laura Tardella.

### FURNITURE

- DOOR**  
**Westtag Türen**  
**FX 0750 Verde Comodoro**  
  
**DOOR FRAME ARCH**  
**FENIX**  
**0751 Rosso Jaipur**
- DOOR**  
**Westtag Türen**  
**FX 5003 Oro Cortez**
- PEDESTAL TOP**  
**Getacore**  
**GC 8010 Norrebro Blue**  
  
**PEDESTAL SIDES**  
**Homapal**  
**M9958 Antique Rubbed**
- PERFORATED PANEL**  
**FENIX**  
**0751 Rosso Jaipur**



## 5. THE TRANSITION ROOM



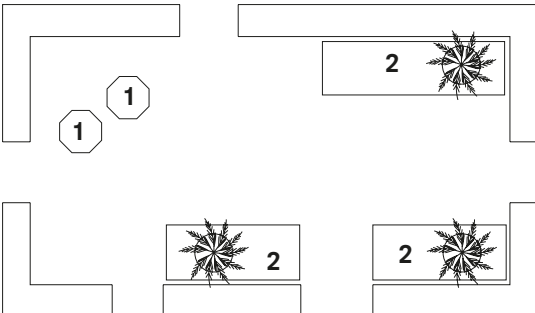
The settles show Getacore diamond-effect top combined with Homapal sides in Antique Rubbed décor involving handwork interventions. Next to them, FENIX Verde Kitami poufs with salmon-coloured cushions are matched with the pink nuance of the carpet.

### FURNITURE

1. SEATS  
**FENIX**  
**0794 Verde Kitami**

2. PEDESTAL TOP  
**Getacore**  
**GC 8010 Norrebro Blue**

PEDESTAL SIDES  
**Homapal**  
**M9958 Antique Rubbed**

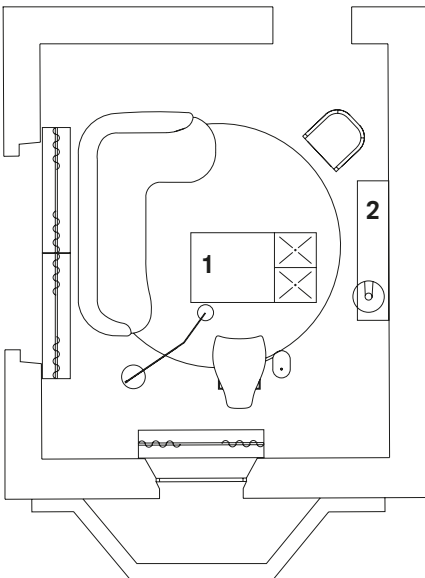




## 6. THE LIVING ROOM



Surrounded by windows that create mesmerizing postcards from the lake, FENIX Blu Fes coffee table with an aquamarine cushion matches with the armchair and sofa. A low cabinet combines FENIX Nero Ingo top with doors in Tuet, Arpa's Deep Surface, in wood décor Caravella Dark.



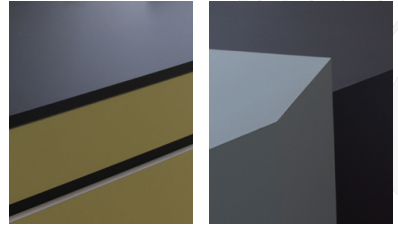
### FURNITURE

1. COFFE TABLE/SEAT  
**FENIX**  
0754 Blu Fes

2. CABINET TOP/SIDES  
**FENIX**  
0720 Nero Ingo

CABINET DOORS  
**Arpa**  
Tuet 4645 Caravella Dark

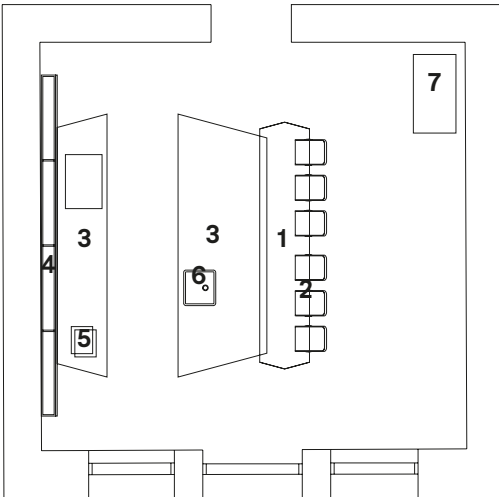
## 7. THE KITCHEN



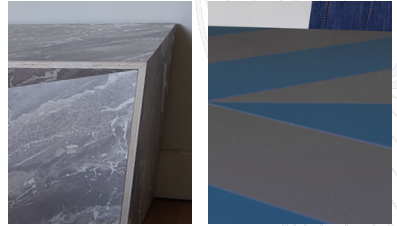
The kitchen shows the durability of the group's materials in contrast with the villa's signs of ageing. Formica yellow drawers and cabinets are enhanced by FENIX Nero Ingo kitchen tops - revealing the integrated solution of the sink in flushmount version - and Homapal splashback. Lamp and low table made in Formica Cora complement FENIX Verde Kitami counter and La Palma's Lem stools in FENIX Bianco Kos.

### FURNITURE

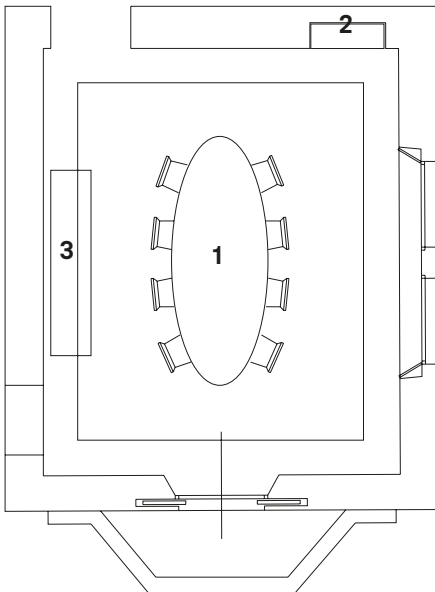
1. KITCHEN BAR TABLE  
**FENIX 0794 Verde Kitami**
2. BAR STOOL  
**FENIX 0032 Bianco Kos**
3. KITCHEN WORKTOP  
**FENIX 0720 Nero Ingo**  
KITCHEN DOORS  
**Formica Laminate**  
**F0800 Artichoke**
4. BACKSPLASH  
**Homapal 448/966 Alu Cella Black**
5. LAMP  
**Formica Laminate**  
**CR7377MH Cora White Jade**
6. KITCHEN SINK  
**FENIX Integrated Solutions**  
**Kitchen sink 0720 Nero Ingo**
7. LOW TABLE  
**Formica Laminate**  
**CR7377MH Cora White Jade**



## 8. THE DINING ROOM



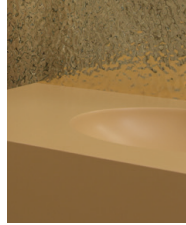
In a refined mix of styles, 70s denim chairs surround an oval table that plays with fishbone inlays alternating two FENIX new tones. Blu Shaba and Grigio Aragona align both with the floor's and the lake's nuances. An iconic lamp guides the eye from a Neoclassical print to the Formica combination of pop pattern shelves and classic bench made of Cora.



### FURNITURE

1. OVAL TABLE TOP  
**FENIX**  
**0793 Grigio Aragona**  
  
**FENIX**  
**0792 Blu Shaba**
2. SHELVES AND CABINET DOOR  
**Formica Laminate**  
**F5283 Dogbone Storm**
3. BENCH  
**Formica Laminate**  
**CR7382MH Cora Bronze Desert**

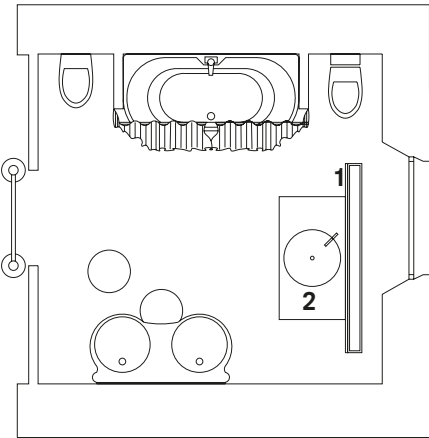
## 9. THE BATHROOM



In the original material context of marble flooring, crafted windows and early-century taps, the group's surfaces offer a charming renovation. Homapal Lava texture, providing the vanity backwall with reflective golden waves, matches with Getacore yellow sink that embraces the bathroom with a visual softness.

### FURNITURE

1. VANITY BACKWALL  
**Homapal**  
**471/636**  
**Alu Mirror Polished**  
**Lava Goldtone**
2. BATHROOM VANITY  
**Getacore**  
**GC 9005**  
**Limana Yellow**



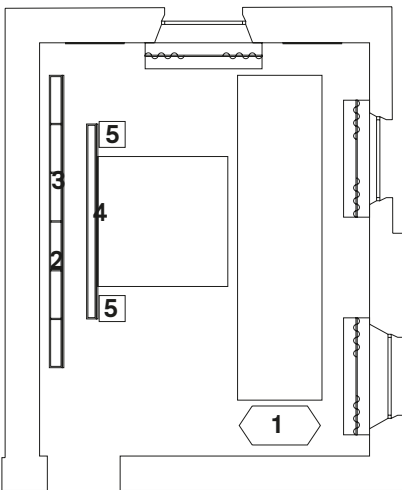
## 10. THE BEDROOM



Complementary tones of FENIX Viola Orissa and Rosso Namib, applied to the bedside tables and the vanity desk, are highlighted by the yellow touch of fabrics. The bedhead – in Homapal Alu Mesh and FENIX Viola Orissa inlays – reveals a second background with the cabinet behind. With an intriguing work of Tuet by Arpa, the cabinet shows the ribbed surface in a rhomboid composition.

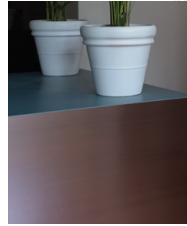
### FURNITURE

1. VANITY DESK  
FENIX  
0789 Rosso Namib
2. BEDHEAD BACK  
FENIX  
0720 Nero Ingo
3. WARDROBE DOORS  
Arpa  
Tuet 4645 Caravella Dark
4. BEDHEAD  
Homapal  
451/100 Alu Mesh Bronzestone  
  
FENIX  
0790 Viola Orissa
5. BEDSIDE TABLES  
FENIX  
0790 Viola Orissa





## 11. THE LOUNGE

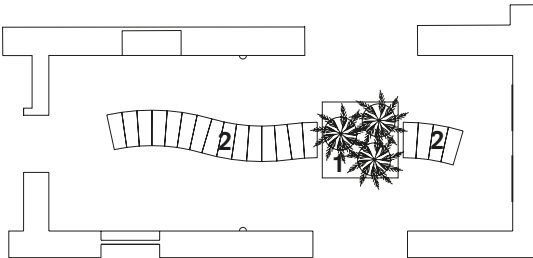


Making nature protagonist with large pots of palms, the lounge's pedestal shows the same combination of Getacore and Homapal as the transition room. The serpentine bench consists of *Futuro Composto*'s\* modular seats able to shape both linear and curved design compositions. Made of FENIX Grigio Efeso, this composable element enhances the set-up's transformability.

\* *"Futuro Composto"* is a workshop conceived by architect Lorenzo Palmeri for FENIX that includes "X-Rail" modular seat system by Anna Bissoli.

### FURNITURE

- 1. PEDESTAL TOP**  
**Getacore**  
**GC 8010 Norrebro Blue**  
  
**PEDESTAL SIDES**  
**Homapal**  
**M9958 Antiqued Rubbed**
- 2. SEATS**  
**FENIX**  
**0725 Grigio Efeso**





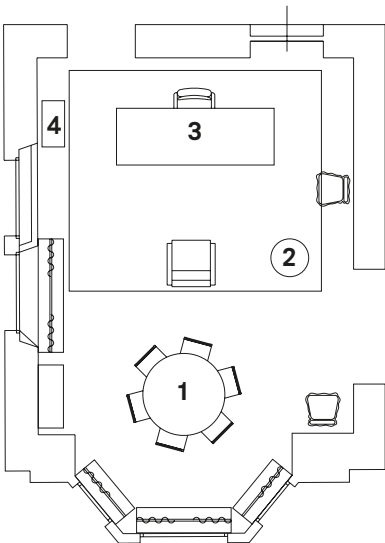
## 12. THE STUDIO



An elegant maximalism balanced by chromatic harmony. FENIX Nero Ingo characterises Italian manufacturer De Padova's revisit of Vico Magistretti's Shine round table and the standing lamp's legs by German brand Balada & Co, while the new FENIX Giallo Evora of the studio desk is enhanced by the dark structure. A Formica cabinet adds naturalness to the space with a deep green nuance.

### FURNITURE

1. TABLE TOP  
FENIX  
0720 Nero Ingo
2. LAMP LEGS  
FENIX  
0720 Nero Ingo
3. DESK TOP  
FENIX  
0791 Giallo Evora
4. CABINET  
Formica Laminate  
F8237 Fir



Arpa 

FENIX®



GETACORE®

 HOMAPAL

WESTAG  
TÜREN®

X-KIN®