

# ardecora

Milano



## Novecento Italiano | Fall 2022

Villa Necchi – Restrained elegance, a mercantile past and the style of Italian rationalism characterize this jewel of Milanese architecture, built in the 1930s. Clear geometry and graphic stringency in a sensual interplay with classical elements dominate the spacious halls and salons. The esprit of the place, which was once a cultural hotspot for the luxurious lifestyle of an artistic intellectual elite, is still very much tangible today. Villa Necchi is now a museum in the heart of Milan on Via Mozart – and served as a wonderful source of inspiration for Ardecora's new NOVECENTO ITALIANO collection. It is a tribute that references Italy's dawn of architectural modernity with artistic grace, sophisticated craftsmanship and elegant designs.

The decorative balustrades at the entrance, for example, find their visual counterpart in RAZIONALISMO, a lavish velour with a

rhythm full of character. An artistic tapestry provided the impulse for LA VERANDA. Light, dynamic and three-dimensional, the floral interpretation in metallic tones flows over the relief-like jacquard. DIMORA demonstrates a haptic and voluminous presence in 20 striking colorways with a unique play of light. With its wave-like structure, the high-quality moiré immerses itself in the exquisite marble world of Villa Necchi. Meanwhile, GIARDINO DIVERNO enchants us with golden interwoven motifs in shimmering metallic ornamentation. Like velvet, the sophisticated textile reveals itself as a jacquard in a shiny crinkled look thanks to its special dyeing technique.

The Ardecora collection NOVECENTO ITALIANO has pledged to bring the fascinating Italian architecture of the twentieth century onto fabric and into the new century: stylish, creative and contemporary.

by Zimmer + Rohde

## Giardino D'Inverno | 15487

The extraordinary textile dyeing skills of the fashion designer Fortuny, who became famous for his special color nuances and his fabrics stamped with gold and silver, were the inspiration for this highly decorative jacquard fabric. The special finish and the artisanal dyeing technique provide GIARDINO D'IVERNO with its refined three-dimensional effect. The elegance of this softly falling and impressive decorative material is also emphasized by the shimmering matt-gloss effect. GIARDINO D'IVERNO is an environmentally-friendly product made in northern Italy in an artisanal weaving mill.

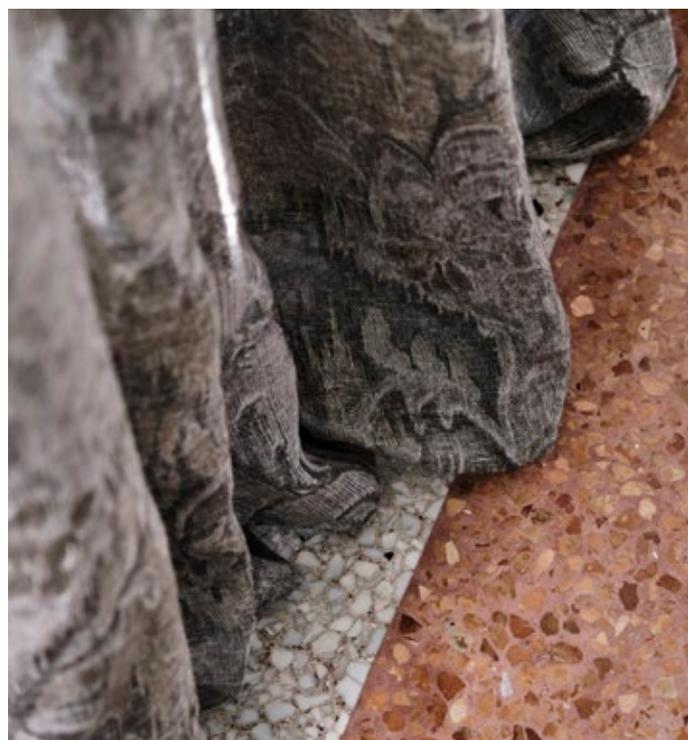
Decoration, fabric width: 150 cm, 7 colours,  
57% PES, 25% CV, 10% PA, 8% CO



## Via Mozart | 15488

A prestigious, floor-to-ceiling transparent fabric with a laid-back sophisticated look. The contemporary interpretation of this elegant, ornamental design was realized in an intricate fil coupé weave carried out in an Italian manufactory for luxury items. The special dyeing technique, emphasized by the subtle matte-gloss effect, gives VIA MOZART its premium elegant look. The base fabric is made of 40% European linen and 40% organically-sourced cotton and was produced in Italy. This article is European Flex and Oeko-Tex-certified and is an environmentally-friendly product.

Decoration, fabric width: 320 cm, room-height, 4 colours,  
41% LI, 41% CO, 18% PES



## La Veranda | 15489

An intricate jacquard weave with a very fine silken warp. The decorative leafwork and florals intertwine on the elegant satin base. The special weaving technique and soft finish give the fabric its refined relief and a modern, softly flowing character, underscored by the subtle color palette. LA VERANDA is an expressive and extraordinary interpretation of a floral motif, woven in the region near Lake Como in Italy.

Decoration, fabric width: 140 cm, 6 colours,  
65% PES, 21% CO, 14% PA



## Atrio | 15490

A highlight in this collection is this spectacular embroidery on a lightly textured, softly draping jacquard base. The lively colorfulness of the base fabric is particularly emphasized by the expressive graphic design truly making ATRIO a textile masterpiece. Stylish and highly elegant, this decoration fabric captivates with its handcrafted character and sophisticated technique.

Decoration, fabric width: 137 cm, 6 colours,  
34% CV, 34% CO, 31% PES, Embroidery: 82% CV, 18% PES



## L'Innovazione | 15491

The contemporary interpretation of this graphic, jacquard-patterned fabric beguiles with its softly flowing materiality and its extraordinary touch and feel. The base fabric, which looks like a soft velour, is created by brushing, whereby mainly the weft of fine cotton is "roughened". Together with the stylish pattern the result is an all-over graphic design that gives L'INNOVAZIONE its sophisticated expressiveness. This fabric was made in Italy.

Decoration, fabric width: 140 cm, 5 colours,  
48% CV, 32% LI, 20% PES



## Il Fumoir | 15492

IL FUMOIR is a contemporary and decorative jacquard patterned fabric. The different weave effects, delicately hinted at, are comprised of countless small dots reminiscent of a floating cloud formation. Thanks to the subtle sheen of the satin base and the balanced color palette, IL FUMOIR's lively lightness lends a pleasant degree of comfort to any room. This fabric was made in Italy.

Decoration, fabric width: 140 cm, 4 colours,  
70% CO, 30% PA



## Il Travertino | 15493

The timeless design of the jacquard fabric IL TRAVERTINO thrives on the interplay between texture and surface, utilizing a range of patina effects. Craftsmanship and elegance are cleverly combined with the combination of voluminous wool and linen yarns with shimmering metallic accents, underlining the powerful dynamics of this all-over fabric. IL TRAVERTINO, which can be used both as an upholstery material or as a decorative fabric, captivates with its subtle sophistication. This fabric was made in Italy.

Decoration, upholstery, fabric width: 138 cm, 6 colours,  
50% CV, 15% WO, 15% PAN, 14% PA, 6% LI



## Portaluppi | 15494

Inspired by the eponymous Italian architect and the luxurious marble floors he used in Villa Necchi, PORTALUPPI reflects a delightful interplay of modernity and noblesse. Behind this spectacular jacquard velour with its pleasantly soft touch lies an intricate creative process, covering the whole range from weaving to dyeing and finishing. A premium, attractive eye-catcher for upholstery or as a decorative curtain fabric. This exceptional decorative fabric is produced climate-neutrally in Germany. The yarns used are of European origin. PORTALUPPI is an environmentally-friendly product and is manufactured in a resource-efficient production facility.

Upholstery, fabric width: 140 cm, 3 colours,  
Ground: 100% PES, Pile: 58% CV, 42% PAN



## Razionalismo | 15495

RAZIONALISMO is a lavishly produced upholstery fabric in jacquard-patterned velour, made particularly eye-catching thanks to its stylish color combination and the rhythmic character of the all-over effect of the design. The inspiration for this motif, which corresponds to the current zeitgeist, is the Villa Necchi with its legendary staircase, built in Milan in the 1930s by the architect PIERO PORTALUPPI. Graphical and clear, the 12 exclusive colorways of this premium item will be a positive addition to any interior.

Upholstery, fabric width: 140 cm, 12 colours,  
Ground: 100% CO, Pile: 100% CV



## Dimora | 15496

In 20 beautiful colorways, DIMORA celebrates the passion and depth of sensual worlds of color. The sumptuous quality of this moiré is underlined by the handcrafted touch and the complex creation process, resulting in a finely drawn, organic design. A textile masterpiece made in France using traditional craftsmanship, it can be used both as an elegant decorative fabric or as a lightweight cover. Sophisticated, stylish and spectacular. DIMORA is certified to ISO 14001.

Decoration, fabric width: 140 cm, 20 colours,  
53% CV, 24% WO, 23% CO

