

# Neo-retro

Thiene, Italy

## HOMEOWNER & DESIGNER

Giacomo Totti

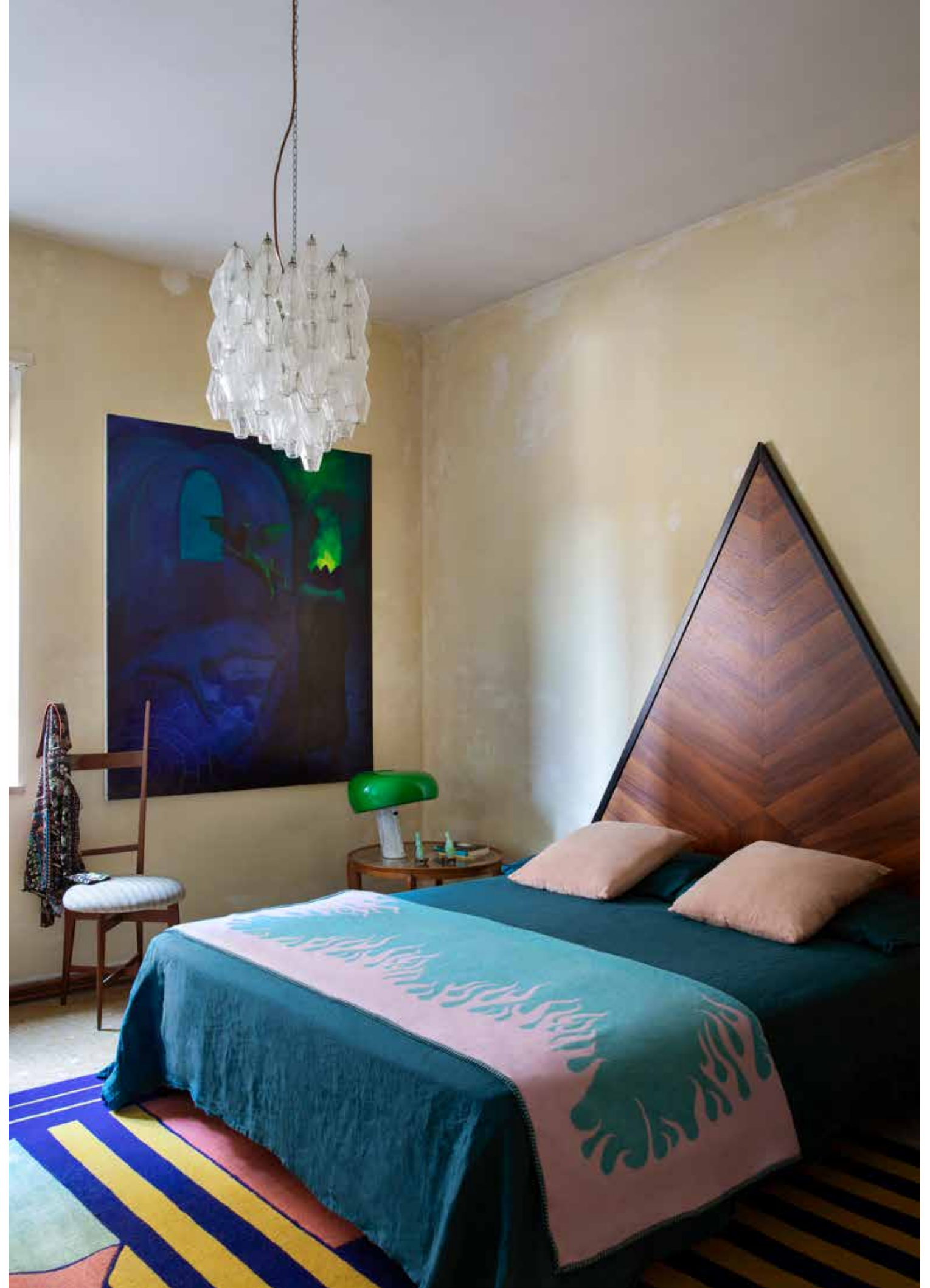
Giacomo Totti is a rising star in Italy's ever-competitive interior design landscape. Born in Veneto, the architect is an avid and passionate collector, and his apartment in his hometown of Thiene's radical 1958 building on Corso Garibaldi is inspired by the iconic Torre Velasca in Milan. The thirty-something architect has remodelled his home to perfectly reflect who he is as a professional but also what he is most passionate about: vintage furniture. As he explains: 'Instead of playing with my friends as a child, I used to go to fairs and markets with my father. He was looking for antiques, and I became passionate about modern antiques.' Totti was determined to revive the apartment, which had been neglected by past tenants, and make it his own. He infused the entrance hall with olive-wood panelling, mirrors and brass, echoing the materials of the past and mixing bespoke pieces designed by him with pieces from his collection. Across the apartment, he introduced a free-standing '50s-style bookcase, a yellow and purple carpet inspired by Sottsass's petrol-station palette, and the Memphis-inspired triangular headboard of his own creation in the bedroom. Every inch of the home was becoming his.

With the green marble thresholds, a fantastic original feature, serving as an anchor for each room, Chinese antiques and rare vintage pieces open an eclectic dialogue between periods and places. The home is seen as a stage where historical reference meets personal expression, and every corner is an opportunity for playful, unexpected juxtaposition. Where Totti shines is in his command of colour, texture and materiality. Chromatically sophisticated yellows, pinks and blues grace the walls, while a diamond-patterned stucco overhead pays homage to one of Totti's design heroes, Gio Ponti. On the floor, original marble, Palladian stone and linoleum made from natural linseed oil create a tactile, modernist platform that is warm yet understated. Bold oriental carpets and rare 1920s Nichols Deco rugs, with emerald, raspberry, violet and plum tones, layer textures and add pattern, echoing the walls and bespoke furniture. Vignelli coffee tables and Stilnovò and Venini chandeliers seamlessly sit alongside Totti's custom-designed pieces, including hand-coloured kitchen tiles that blend crystalline and aged-bronze hues.

An open-plan layout links the living, dining and study areas, giving the home a contemporary function while remaining true to the nostalgia evoked by Totti's use of colour and furniture. 'I carved out a dining/study area, but it is much more dining than study these days, as my work keeps me away from home a lot,' he explains. Currently expanding into large-scale architectural projects, he is overseeing the restoration of an 18th-century palazzo. 'The client is a Chinese woman who is even more decorative than I am,' he laughs. Having met Giacomo on numerous occasions, I can quite confidently state that this project is everything he stands for and believes in. There is a confluence of time and style that he fully embodies; he is still that little boy chasing after his father in flea markets, searching for the next big discovery.











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# Contemporary vintage

Milan, Italy

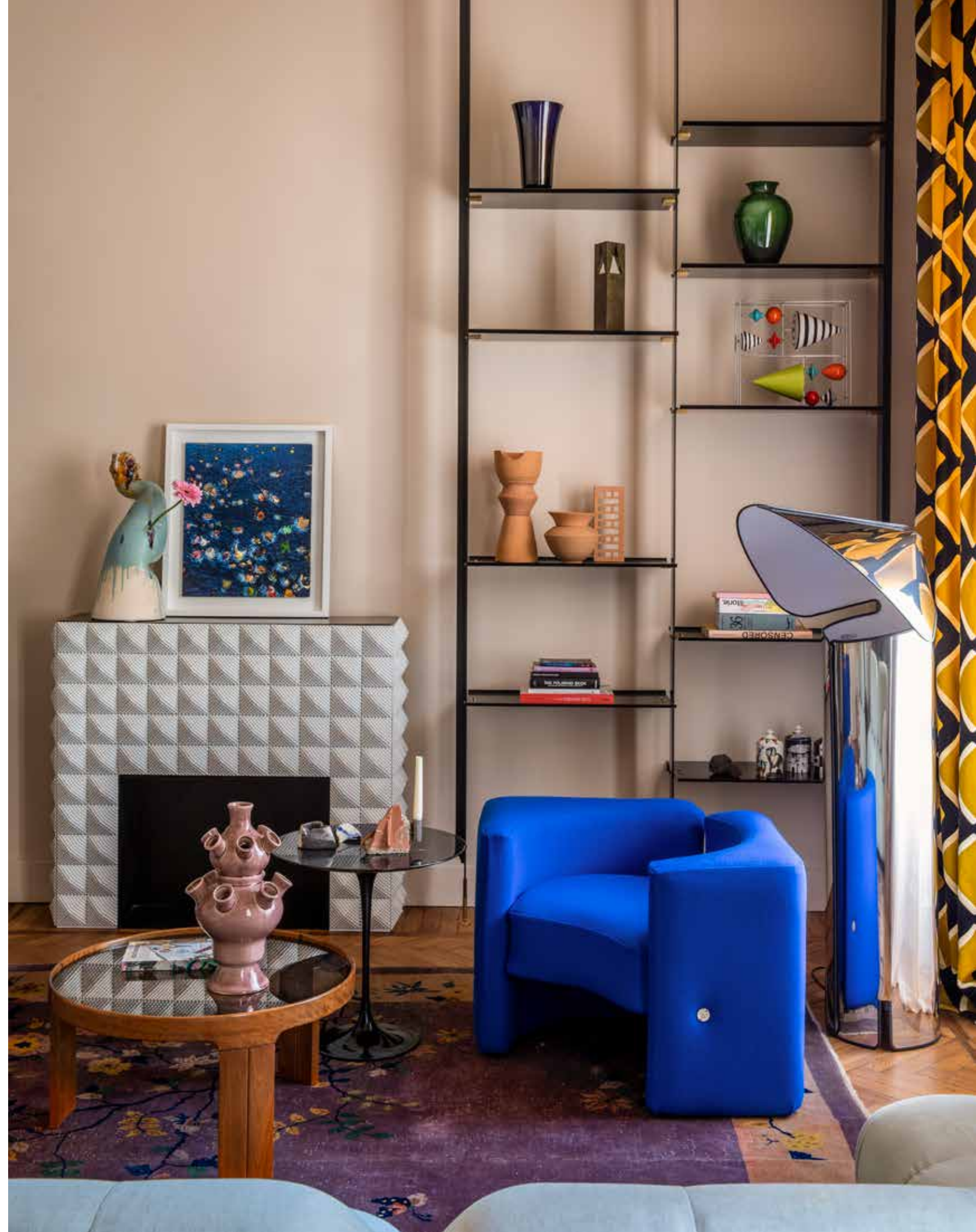
**HOMEOWNER**  
Private

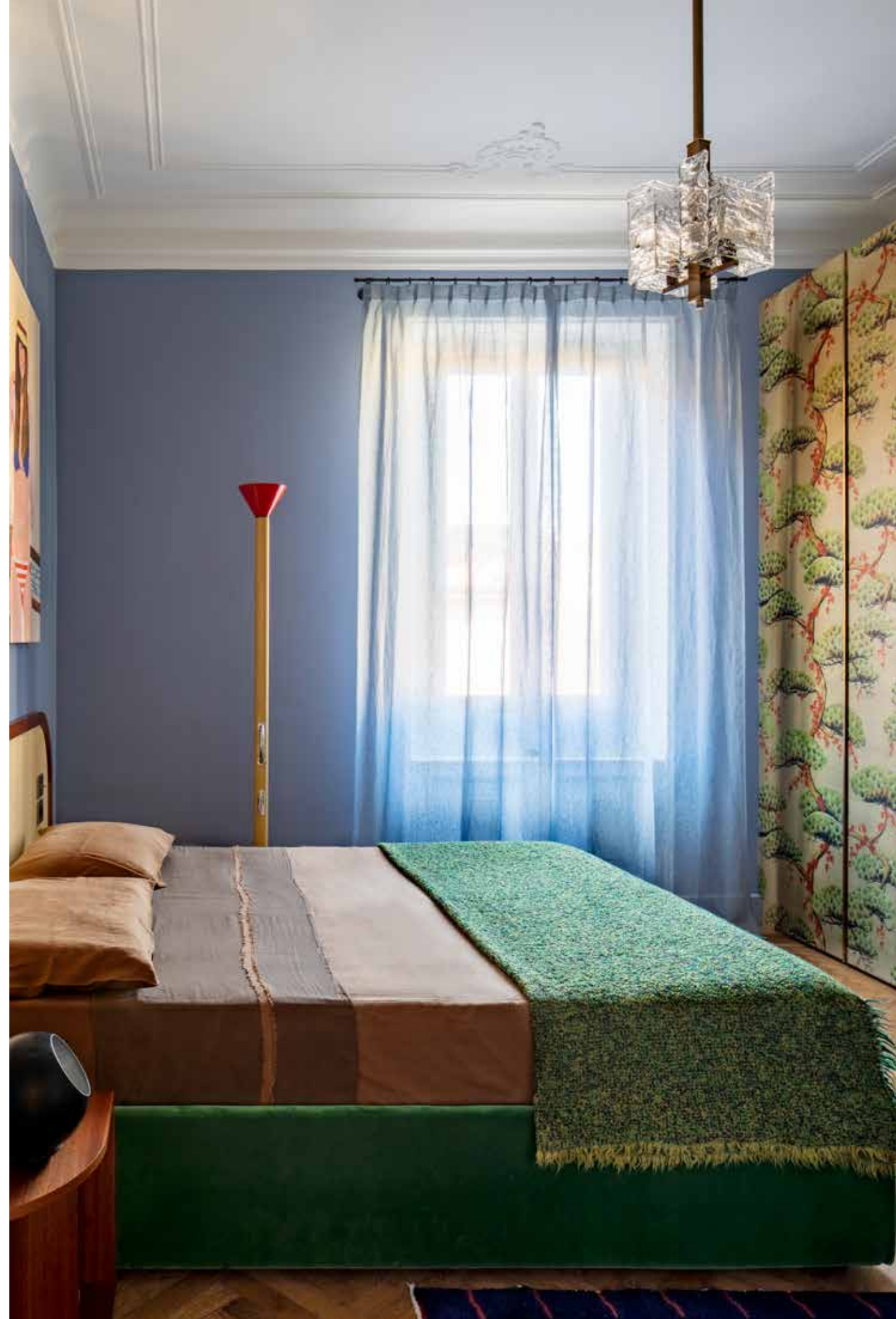
**DESIGN**  
Giacomo Totti

At 36 years old, interior designer Giacomo Totti's style is maturing and consolidating. His love of mid-century modern and the Italian masters is now just a side note in what has become his signature style: big bold colours, innovative materials, statement pieces and the preservation at all costs of the original details. This family home in the Conciliazione district of Milan is in one of the many turn-of-the-century Liberty buildings that characterise the area. Decorated façades, tall trees and established boulevards make this part of the city highly sought-after, and Totti wanted to preserve the history of the apartment. The elaborate stuccos, high ceilings, ornate doors and frames, and original herringbone floor, all over a hundred years old, were lovingly restored to their former glory.

As Giacomo recalls: 'I had to convince the clients, a manager in the automotive sector and a psychologist with their daughter, to maintain the original layout as much as possible. They were in favour of a single open-plan "formula dining" room for the main living areas, but I managed to persuade them to retain the two separate spaces, allowing for grandeur over convenience.' In Totti's usual manner, he has created a home that is eclectic, nostalgic and elegant, yet fun and vibrant, not afraid to express itself. Totti draws inspiration from Milanese masters like Gio Ponti and Carlo Scarpa, whose influence is visible throughout the apartment. The long Radica sideboard echoes Scarpa's staircases, while the free-standing bookcase references Ignazio Gardella. The oversized brass-and-iron chandelier, neo-retro in style, evokes a UFO or satellite, a whimsical nod to the designer's playful imagination and courage. Totti continues to demonstrate a self-assuredness that is most evident in his choice of colours. From the peachy pinks of the living room to the powdery blue of the bedroom, he not only works with paint but also manages to infuse new colours into the space through ceramics, rugs and fabrics.

From the curtains to the bed coverings, every colour is considered and weighed to be in harmony with the rest of the room. It is already difficult to successfully pull off an eclectic interior, especially when it has not developed organically over time. Here, Totti is extremely skilled at integrating great vintage pieces from the mid-century with some of his own bespoke elements, and in turn with ultra-modern focus points like the fireplace dressed in three-dimensional white porcelain tiles. All of this occurs in a turn-of-the-century environment where the light changes throughout the day and the tones of the walls shift from morning to evening. Totti has taken a family home with great bones and transformed it into a visual storybook, where each object has its place and every surface is treated as if it is the focal point of the room. The furniture is both evocative yet functional, and Totti's vision transforms the apartment into a space that celebrates Milanese design heritage while asserting a vibrant, individual identity – combining historical reverence with playful experimentation in an elegant and contemporary fashion.









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