



Two style icons, Giovanni Gastel and Piero Castellini Baldissera sign the new C&C MILANO collection:

“Metamorphosis”

“Metamorphosis” is the new capsule collection from C&C Milano which represents a unique collaboration between world renowned master photographer Giovanni Gastel and architect and interior decorator Piero Castellini Baldissera. It is a collaboration that blends the unparalleled skill and atmospheric signature work of Giovanni, with Piero's aesthetic taste, to create an innovative collection that displays an eclectic and refined sensitivity.

Butterflies, shells, feminine faces and stylised figures are all brought to life with a supreme lightness of touch in the *“Metamorphosis”* fabric collection which is imbued with a lively spirit and a smart pared back style. With sheets, pillows, curtains, and furniture all embellished in a coordinated collection it represents a dynamic fusion of the two highly accomplished creative personalities involved.

The inspiration came about by combining Giovanni's elusive search for beauty and perfection that informs all of his highly acclaimed photographic work, with the provenance of Pietro's family background, and his links to the world of architecture and the rich heritage of the Lombardy textile industry.

The project beautifully captures the 'Milanese spirit' of two influential families who have contributed substantially to the cultural, industrial and productive development of the city, creating an indelible Milanese style and elegance. Without doubt the globally recognised hallmark of 'Made in Italy' is impeccably displayed here in a collection that signifies both exquisite quality and beauty.

Letting art and creativity become their common denominator, Giovanni and Piero's work with *“Metamorphosis”* represents a vibrant and lively experience of modern beauty and the ultimate in quality Italian style for the home.

“We are delighted that this new collection has brought two such eminent creative individuals together to produce something truly original and very special for this year at Salone” says Emanuele Castellini, CEO of C&C Milano

The new capsule collection will be presented at the Salone del Mobile
9-14 h. 11:00 to 20:00
8 Press Preview h. 10:00 to 18:30
8 Cocktail h. 17:30 to 22:30

C & C Milano Showroom via B. Zenale 3
Tram 16.19 Bus 50.58 MM1 Conciliation MM2 Cadorna

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