

cheat sheet

Who lives here Various members of the Veronelli family.

Style of home A studio apartment that's become a multipurpose space for living, working and entertaining.

Location An historical building adjacent to Milan's Brera Palace.

🕒 This renovation took less than two months as most of the bespoke furniture pieces were made elsewhere and the installation process was relatively simple.



LIVING INSIDE

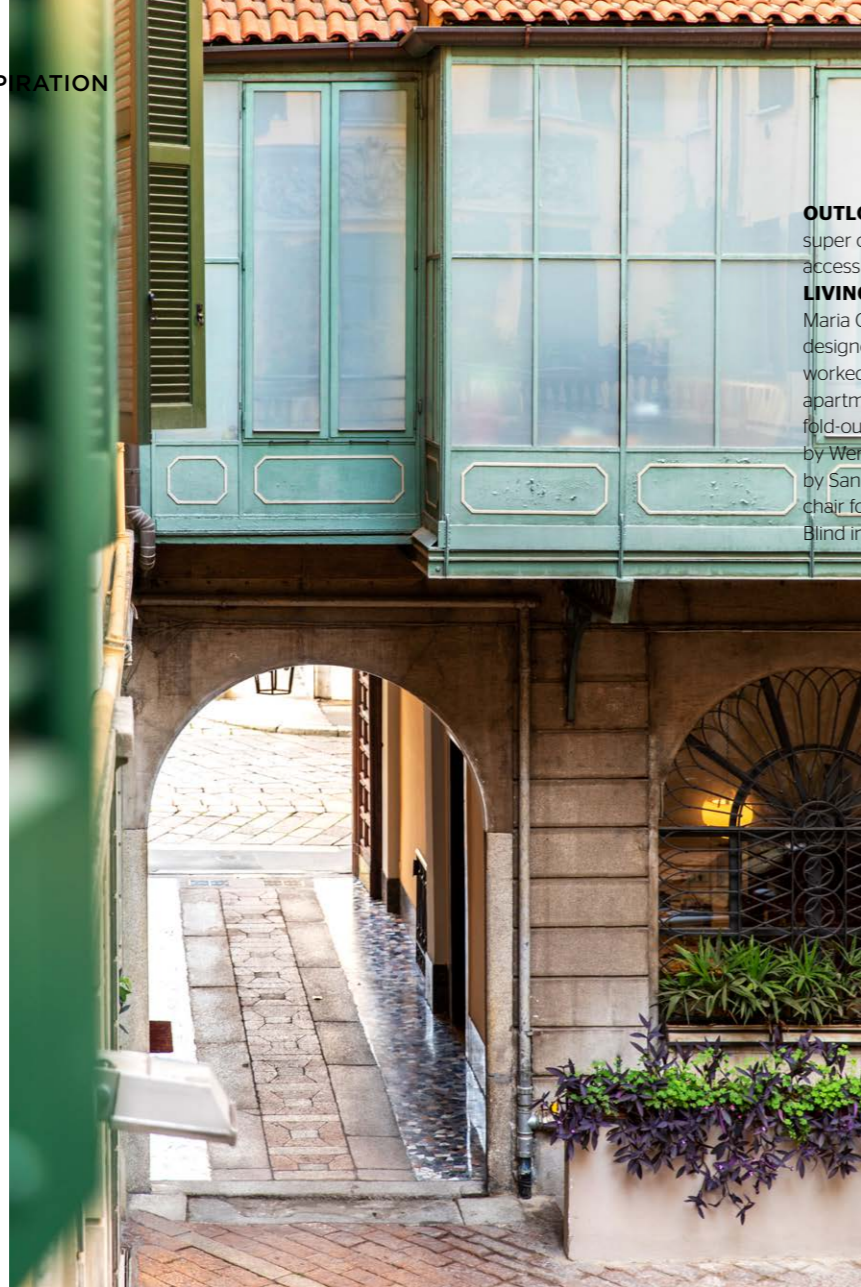
TABLE DETAIL Carefully chosen objects sit atop an octagonal glass table by Sandra & Raimondo.

KITCHEN (opposite) A full-height wall in green-tinted mirrored glass elevates the space. Parquet flooring, customised by project designer Maria Vittoria Paggini.



suite success

A collaboration between an Italian business owner and a clever young designer has turned a tiny Milanese apartment into a big-time hospitality venue



OUTLOOK The city location is super central and easy for people to access for functions and gatherings.

LIVING AREA (opposite) Owner Maria Chiara Veronelli (left) and designer Maria Vittoria Paggini worked closely together on the apartment. Behind them is the fold-out bed, covered in wallpaper by Wendy Morrison. Side tables by Sandra & Raimondo. Olivetti chair for BBPR, Officina Antiquaria. Blind in Dedar fabric.

Pure imagination is a powerful tool. So is good taste. A mix of the two can be almost intoxicating when accompanied by a substantial renovation budget – as was the case with this jewel-like flat in Milan’s central Brera district.

Bought as a diamond in the rough by Italian socialite Maria Chiara Veronelli for the eldest of her two sons in 2022, the design direction was immediately obvious. “We had been looking for a nest for him for a long time. As soon as we saw it, we fell in love with this place,” she says. “Even though it was tiny, we quickly understood that it was a unique environment and needed a new and elegant vision to make it really special.”

Veronelli is the founder of A Casa Veronelli, a network of social dinners people enjoy in their own homes with specially themed and curated cuisine. As well as a place for her son, this apartment was also to be a base for her and husband Christian when required. To ensure its success, Veronelli hired Maria Vittoria Paggini, a smart young designer specialising in iconic furniture pieces. Paggini headed up the team that renovated the apartment in just 50 days – while the city’s huge Salone del Mobile design show was being held. “The commission was to

imprint our personality on the space by adding familiar objects,” says Veronelli, who quickly developed a close working relationship with the designer. Paggini is from a family of goldsmiths. She is also adept at reading the room and connecting with emotions that inspire her work. “Therefore,” says the client, “the colours Paggini has chosen for the apartment recount our background. You can see mine and my husband’s personalities.”

“I was selected for my ability to optimise spaces,” adds the designer. “In fact, the goal was to make the entire apartment feel bigger and be able to cope with multitasking occupants. I did everything from A to Z, as we moved the bathroom and redid the floors. I also designed or specified each piece of furniture and had them produced by both Tuscan and Milanese artisans,” she tells. “I tried to translate Chiara’s ideas with my vision and colours. The only limit was ‘no purple’, but of course I accepted that compromise and worked with it.”

So, pretty much all of the interior was redesigned, apart from the pre-existing remains of a door that divides the entrance and the bedroom, and the main entry door, which the designer enhanced by handcrafting an extension of the frame up to the ceiling. The frame is in iroko timber and glossy lacquered wood,

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MARIA VITTORIA PAGGINI, DESIGNER





KITCHEN/DINING (both pages)


The sophisticated eat-in space has a sleek benchtop in black Dekton with cupboards underneath. Table and chairs, clients' own. On the table are objects by Tuscan artisans, including majolica by Gio Ponti. Glass goblets and jugs by Fferrone.

EXTERIOR (below) Detail of the building's inner courtyard.

which is decorative and consistent with the height of the mirrors on the kitchen wall and a large window.

Everything that was brought into the apartment is designed in line with the overall concept of space maximisation and customisation, from the mirrored walls and the parquet floors to the partially disguised kitchen and all its detail – everything has Paggini's signature. "The furniture is largely custom-made," she says, "but there are some pieces, like the side tables, from my own MV Collection, and the chandeliers are modern antiques dating from the 1930s to the '70s." Nothing was bought off the shelf as she likes to make every environment unique.

Veronelli's decision to give creative freedom to the designer came from a deep, mutual understanding that has worked out in everyone's favour. "I believe that to give life to a successful interior and renovation project, it is necessary to find the right person – the interior designer – who can fully understand you. It is not just a question of experience and professional skills, but a matter of creative language," she says.

This synergy has resulted in a stylish space that is perfect for work and relaxation but can also function as a showroom, shoot location or hospitality venue. "I love this elegant and comfortable environment," Veronelli adds. "It's now a suite that has everything. It also sits perfectly with my A Casa Veronelli brand, which involves themes dedicated to home and conviviality. This place has become a means of communicating my ideas, my personality and my profession." 

Maria Vittoria Paggini is at mariavittoriapaggini.com

lessons learnt

You can have a space that does everything

The living area doubles as a great-sized bedroom, courtesy of a foldaway bed hidden inside an art-covered cabinet. After the bed is stored away, the room becomes a carefully curated salon/reception space with a built-in window seat, the design's only constant.



BEDROOM (above and top) Sitting in the quietest corner of the room is a 1940s dressing table in lacquered wood by Guglielmo Ulrich, also purchased from Officina Antiquaria. **BATHROOM** (right and opposite) Maria Vittoria Paggini designed the wet-area enclosure in iroko wood covered in fluted mirrored glass. The marble sink was purchased at a flea market in France. Gio Ponti taps by Mamoli.





BEDROOM When pulled down from the wall, the bed's beautiful timber frame is revealed. Bedspread, Lanerossi. Bench seat and cushion in Dedar fabric. Bergboms floor lamps, Officina Antiquaria. Brutalist 1960s glass appliqué wall sculpture by Poliarte, bought from a flea market in Tuscany. Silk moquette carpet, Golran.

GREAT FINDS



1 Bistro four-arm chandelier, POA, The Montauk Lighting Co. **2** New York Standard mirror, \$1250, MCM House. **3** Acqua resin wall sconce, \$795, Coco Republic. **4** Graffito fabric by Kelly Wearstler, \$420 per m, The Fabric Editors. **5** Ligne Roset 'Polygon' vase in White/Black, from \$375, Domo. **6** Arflex 'Sigmund' side table, \$2695, Space Furniture. **7** Linen sheet set in Fawn, \$425 for queen, Cultiver. **8** Envy II shower column with sliding hand shower in Brushed Brass, POA, Parisi. **9** Lanerossi 'Ulisse' throw rug in Palude, \$799, Polite Society. **10** Caroma 'Liano II' pull-down sink mixer in Brushed Brass, \$869, The Blue Space. **11** Warwick 'Mala' fabric, \$99 per m, The Fabric Editors. **12** Palladio marble tiles, \$389 per sq m, Greg Natale. **13** Verde Green honed marble basin, \$920, Marble Hub. **14** Loom wall mixer with 180mm spout on Brushed Brass plate, POA, Parisi. **15** Bethany Linz 'Spring Landscape' mural, from \$262 per sq m, Milton & King. **16** Fferone 'Margot' white-wine goblets, \$385 for two, Space Furniture. **17** Minotti 'Divo' side table, POA, Dedec. **18** Lake Como wool rug (300cm x 240cm), \$4950, Greg Natale. **19** Atticus floor lamp in Brass, \$314.95, Life Interiors. **20** Wittmann 'Fledermaus' armchair, \$4675, Domo.

ADDITIONAL PRODUCT SOURCING: KATE LINCOLN