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Andrea Fogli Studio

The Milanese designer capturing *bellezza classica* (classical beauty) through contemporary interior design.

Andrea Fogli centres his work on perfect proportions, classical beauty with a certain twist always trying to write a new screenplay for all of his projects.

There is a certain sense of opulence and glamour linked to European design, in particular Italy. The breathtaking architecture, sculpture and art from the Renaissance period and beyond continue to draw millions of tourists in Italy each year. A country that is also famous for its traditional craftsmanship methods and high quality products.

Milan in particular, Italy's second largest city, is recognised globally as a fashion and design capital. Here, Milan Fashion Week and Milan Furniture Fair (Salone Internazionale del Mobile) attract creative architects, designers and retail leaders internationally. Visitors expect to be inspired in Italy and whether it is to gain an insight on future trends, source luxurious Italian leathers, rich fabrics or unique pieces for their clients, it's hard not to be charmed by the European design market.

Milan is also home to Andrea Fogli, a leading Italian interior and furniture designer. Andrea is renowned for his incredible work in prestigious resorts, hotels and private house projects across Europe. He has a contemporary style which exudes luxury yet manages to remain timeless. Andrea's most notable projects include the Riviera Golf Resort & Spa in San Giovanni in Marignano (2004), Argentario Golf Resort & Spa in Tuscany (2007) and Mondial Resort & Spa in Lucrea (2008). Since 2006, he has also been designer and Creative Director for Italian furniture firm, Dom Editioni.

Andrea embarked on his design adventure when he commenced studying



Hotel Excelsior Pesaro



Hotel Excelsior Pesaro



Barracuda Inn Watamu Kenya



Dama Dama Restaurant

architecture at the Politecnico in Milan, Interior Design at Istituto Europeo di Design and fashion at the European Fashion School. After working as a personal assistant and art buyer for Carla Sozzani in 10 Corso Como, he established Andrea Fogli Studio in 2004. This year saw his studio expand to Rimini and a partnership with architects Stefania Tognoloni and Claudio Spadaro for the new studio FST WORKSHOP.

Andrea's work reflects that of the 15th century Italy when furniture design became simple and functional. Although Andrea cleverly interprets this minimalist style by designing clean spaces that are livable and creatively decorated without being consumed by furnishings. Like the Italian furnishing industry, quality is of high importance to Andrea and is clear in his extensive portfolio.

You will find his work memorable and being a man of not many words, Andrea still managed to delight us with this exclusive interview. Here is an insight into Andrea Fogli Studio.

1 How did you start in the business?

By chance really; after a working experience as a buyer for Milan concept store 10 Corso Como, I was asked to take care of the artistic direction of a resort that was being built on the Adriatic Riviera.

2 You are based in Milan amongst beautiful architecture - does your city inspire you?

Not really, my mind is always elsewhere. I usually find inspiration in travels, movies and magazines.

3 How would you describe your signature style?

Contemporary with a retro touch; nostalgia of the past always lingers.

4 Do you follow trends or customise to each client?

I only follow the idea that torments me in that very moment and I try to make the client adhere to it...

5 What are 3 essential rules to interior designing?

1. Space symmetry to contradict with furniture asymmetry. 2. A few "wrong" pieces to prevent the "showroom effect". 3. Stratification of objects to avoid the "too new" look.

6 What is the interior design market like in Italy?

Italian design is internationally celebrated and the market is still very prosperous even locally as everybody wants to be surrounded by beauty. I worked on

projects in France and in Africa but always for Italian commissioners. I am looking forward to interacting with foreign commissioners.


7 How is your furniture collection going?

The collection is doing well. I keep experimenting and am now working on using poorer materials but with a craft manufacturing vs an industrial one. Italian craftsmen are a precious resource.

8 What is one of your best projects you've worked on?

The Excelsior hotel in Pesaro, nobody was expecting such a grand project in that region, not even the commissioner!

9 What does the future hold for you?

Offices in Brazil and stores in Italy. I would love to have more projects abroad, possibly more hotels in big foreign cities. 



Argentario Golf Resort & Spa