



CASAMICA –
Maddalena De Padova, Italian Style
By Gege Marogna



It's one of the cult showrooms in Milan, in Corso Venezia 14. It's not a simple furniture store, but a temple of style. This is the place where people – not only from Milan – have been introduced to Danish designers like Arne Jacobsen and Fin Juhl; Alvar Aalto's glasses, the furniture of famous designers for Herman Miller, the basic pieces of Shakers, the lamps by Noguchi.

Here people from everywhere have become familiar with the idea of contemporary home. The result of the mix of Scandinavian and Californian taste. Here people have learnt the art of connecting different things: the Anatolic kilims with Eams' Wire Chair, heartwood armchair with tables designed by Magistretti and Castiglioni, composing ambient connecting different things in harmony.

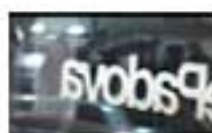
And this is her reign, the headquarter of the Madame-manager who, with a natural instinct for good design and a bit of chance - but what chance could do without intellectual and curiosity?

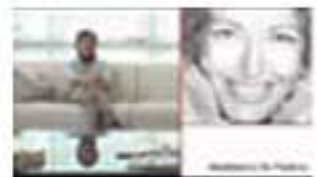
Without the ancient attitude to understand the meaning of things? - interior design in the last 30 years has changed our way to compose the home and the office, bringing warmth to the office ambient and rigorous simplicity to home.

The luminous showroom in Corso Venezia, together with the activity of talent scout of its owner and her omnivorous good taste, has been more relevant than an Architectural Faculty.

It is true that the surname De Padova, preceded by the "è", has become a warranty. 'È De Padova': that means, everything has been overviewed by Maddalena, the personification of the capability of making "connections": paths of taste of harmonious contaminations.









Luca Ingauri
Oliviero Toscani
Marco De Seta
Massimiliano Fuksas
1981-1982

