

Cristina Celestino

# FLORILEGIO

## Ecosystem of an Interior

Radaelli Fioraio, via A. Manzoni 16, Milano

Milano Design Week 2022 | May 30th - June 11th (closed on June 2nd)



The project by Cristina Celestino takes its cue from the nature of the space itself, the indoor-outdoor dialogue, interacting with the existing aesthetic and establishing a fertile synergy between an idea of design and domesticated nature. The work is organized around the relationship generated between the original architectural parts designed by Ulrich, and the designer's new intervention: sublimating any decorative interference through the use of mirror-finish objects, an ironic but also magical tribute to the 'nature' of the place. An ode to Nature.

The companies involved in the creative process are all part of a sustainable production network, reflecting the 'nature' of the project.

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## **RADAELLI FIORAIO**

Fioreria Radaelli was founded in Milan in 1886.

A historic florist's boutique in the heart of Milan's "fashion quad," which still represents excellence in the city, embodying a tradition that has been passed on from generation to generation. Giuseppe Sironi was the creative force behind Radaelli since 1959. Over the years, his clients included personalities like Valentina Cortese, Maria Callas, Grace Kelly and Ava Gardner. Today Marco Sironi, his son, is the head flower designer at Radaelli. After having completed his studies in Geneva at the Ecole d'horticulture de Châtelaine-Lullier, in 1975 he decided to follow in his father's footsteps: over time, he has developed a refined personal style in his floral compositions, while keeping the trademark Radaelli touch completely intact.