



the indian review of
world furniture,
interiors and design

91

volume 17 . issue 02 . march - april 2020

FORENA



Architects serve a greater purpose than being mere designers and artists. They carry the potential to be activists.

RAJEEV SHAH
Principal Designer, Delta



INSIDE :

☞ FOCUS : FACADES | ☞ INDUSTRY FORUM : PREFABRICATED HOMES | ☞ PERSONALITY : AR. AMIT PORWAL
☞ GENNEXT : QUIRK STUDIO | ☞ PHOTO ESSAY : ANTONELLA SAVA

VYTA COVENT GARDEN

london, uk

commission : collidanielarchitetto, rome

Located in the east tower of Covent Garden market, a listed grade II monument in the heart of London, VyTA is part of a broader redevelopment program that has transformed the neighborhood from a tourist destination into a lively, upbeat corner of the city. VyTA Covent Garden, promoted by entrepreneur Nicolò Marzotto, co-owner of Santa Margherita Wine group and owner of Vyta, promotes a new style of Italian gourmet cuisine in a contemporary design context.

The interior design draws heavily on the Italian architectural culture of the sixties to reflect its context in Covent Garden. Organized on three floors, a large outdoor area overlooks the square which brims with street artists while two terraces on the upper floor serve as lounge bars.

Through a Victorian-style window, consumers enter a vestibule where the staircase with its rosewood steps – the heart of the historic building’s renovation – winds seamlessly around a robust septum in green Alpi marble. This visually and physically connects the different levels. Gold-colored wallpaper adorns the stairwell, dominated by a chandelier with macro brass leaves.

An intimate lower floor houses several rooms with vaulted ceilings; this space was once used as storage area for the shops above. The polychrome marble floor, inspired by the artworks of the futurist painter Giacomo Balla, and

the dynamism of his design composed of over 7,000 rhombuses and half-rhombuses in marble, brings continuity and fluidity to the rooms, fragmented by the original structure.

White lacquered vaults with rhombus and circle decorations dominate the succession of private spaces and niches, wrapped in lacquered walls with friezes and mirrors that amplify the space. Enveloping linear sofas, velvet-upholstered chairs in burgundy and pink peony, and glass tables with brass finishes complete the heterogeneous design.

The upper floor interacts with the city through large windows. In the main room, mirrored surfaces amplify the space, while precious





materials such as rosewood, brass, glass and velvet invite guests to immerse themselves in a contemporary atmosphere. The cocktail bar is dominated by a counter clad with polished brass tubes and a shelf in green Alpi marble.



Two terraces, facing north and south respectively offer an unusual open-air experience in London. The first, more intimate, is equipped with sofas, colored metal tables and large flower-filled vases; the other, which is larger, features a long counter and emerald green metal stools, and is visually projected towards the iconic Covent Garden dome and the vivid life of the square. Finally, the external area, rebaptized "VyTA Garden" accommodates up to 100 people. Set with tables and chairs and shielded by large white umbrellas, it represents an urban oasis where consumers can take a break from the heat and pace of the city.

The geometric patterns on the surfaces, the bold color choices, the striking velvet furnishings, and the large lamps with metallized globes, contribute to creating a unique location, of character. ifj

LIKES