



DESIGN CONNECT

PROMOTING GOOD TASTE

A SLICE OF ITALY IN LONDON

By COLLIDANIELARCHITETTO

A WARM AND COZY CAFE

DESIGNED BY MESSNER ARCHITECTS

MOHR'S LIFE RESORT

DESIGNED BY NOA*

THE QATARI RENAISSANCE

BY PEIA ASSOCIATI



A Slice Of Italy In London

Project Designed By : COLLIDANIELARCHITETTO
Photo Courtesy: Matteo Piazza

*Vyta Convent Garden is an eclectic paradise
which sums up the magnificence of Italian
design in a cosmopolitan English landscape.*





Vyta Convent Garden by COLLIDANIELARCHITETTO

“My idea of good design is combine the contemporary vision of society and user needs with the historical and cultural context of interior design.” believes Daniela Colli, Principal Architect, COLLIDANIELARCHITETTO.

The resulting concoction of this idea blends the past with the future and leads to the creation of a pattern which is surprising, dynamic and celebratory. And Vyta Convent Garden, one of her projects based in London serves as an apt testimony.

The project, promoted by renowned entrepreneur Nicolò Marzotto, co-owner of Santa Margherita Wine group and owner of Vyta, squares up to the challenge of promoting a new style of fine food, which fuses Italian gourmet cuisine with contemporary design.

Located in the East tower of Covent Garden market, a famous listed building grade II monument in London the project draws heavily on the Italian architectural culture of the sixties. The inspiration is seen in the refined form of the construction and decorative details, the conception of the space as a living set, and the cocktail of elegance and irony in its geometric stylizations.





The project is spread across three floors with a large outdoor area overlooking the square, which brims with street artists, and two terraces on the upper floor that serve as lounge bars.

The lower floor, intimate and welcoming, houses several rooms with vaulted ceilings, once used as storage areas 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, accompanying the client on a discovery of surprising underground London.

Enveloping linear sofas, velvet-upholstered chairs in burgundy and pink peony, and glass tables with brass finishes, complete the heterogeneous design of the rooms.

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, where wine tastings and signature cocktails are passionately prepared by nimble bar tenders.



Vyta Convent Garden by COLLIDANIELAARCHITETTO

Two terraces, facing North and South respectively offer an unusual open-air experience in London. The first, more intimate, is equipped with sofas, coloured metal tables and large flower-filled vases; the other, which is larger in size, 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 dehor, 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.

VyTA convent creates a cosmopolitan setting which seamlessly synchronizes with the aura of the London. But the eclecticism crafted with an endless list of customized accessories by MMLampadari lamps, Horo Divania semicircular and linear sofas. Cafèstul black lacquered chairs by Gebruder Thonet, Kelly C chairs by Tacchini and many more such well-known brands, act as an ambassador of Made in Italy in the capital and largest city of England.

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