

# THE MID-CENTURY PARTNERSHIP OF THE YEAR



EXCLUSIVE INTERVIEW

 **ESSENTIAL HOME**  
MID-CENTURY MODERN FURNITURE

**STUDIOPEPE.**



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**WE HAVE BEEN INFLUENCED BY THEIR  
PASSION.**

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WITH STUDIO PEPE ABOUT THE NEW COLLECTION DESIGNED FOR ESSENTIAL HOME

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ESSENTIAL HOME: Where do you find the inspiration when starting a new project?

CHIARA: The inspirational topic is very wide, I mean, for us is a natural process. We get inspirations travelling, as well as into the art, and by everyday life. Sometimes we visit a place, or a house and we find new ideas for the future or current project. We know each other for many years and we have a kind of shared “alphabet” of inspirations, that is very useful, because, when I have in my mind something that we have experienced together, is helpful for both of us to understand it. We can focus together on that, in order to convert the inspirations in a project.

ARIANNA: We also love to create stories. As Chiara said, we begin with a detail we have seen before, and from that detail we investigate about a specific age of history, and from that point, as a brainstorming, we develop something, with an object. Then we go more and more deeply to the point that we blur the boundaries and we create an entire world, with just a single object.

ESSENTIAL HOME: What did encourage you creating mid-century furniture collections?

ARIANNA: Creating a mid-century furniture collection has been really interesting, as well as a challenge. We didn’t want to copy, or be inspired to much in something already existing. We found out really interesting getting inspiration from the ancient architecture from Milan, but not only. Coming here in Porto we found out a really interesting architecture, in each detail. Then all of these elements, as well as the craftsmanship concept and the artisans’ know-how, contributes to create an “alphabet”, useful for designing this collection.

ESSENTIAL HOME: What was your reaction when we aproach to create a collection for Essential Home? Did you think that it was a good creative challenge?

CHIARA: Surely, yes. Then especially after having seen the artisan’s potential, I would say it has been a discovery. I mean, once you realize how the materials can be used, the techniques, the processes, the care with which they are produced, and all of the combination you can make, off course for creative people it is like to be in a Luna-Park. Obviously before visiting the company,

we made an idea about our project, about the inspiration we were going to bring, but surely coming here and watching all the elements I said before, then of course there's been a brainstorming, with many possibilities, and we need to pick some. It has been a nice challenge, not in a negative meaning, but really interesting. Obviously, we are Italian, the Made in Italy is very renowned and discovering that also in Portugal there is a strong craftsmanship tradition and strong ability to work with metal and so on, this it has been a good discover.

ARIANNA: We noticed there are a lot of affinities with Italy here in Portugal, and that's is very interesting, the passion for wood's craftsmanship, the etching and other materials as the glass, the ceramic and so on. Our culture has similarities, thus, there are a lot point in common really interesting. This is a collaboration that creates bridges between the two countries, in my opinion it is beautiful.

This union between the designer's talent and the brand's unique signature style is the perfect representation of the contemporary twist that Arianna and Chiara talked about before. "We have the chance to add value toward what you already do, that is our value". This year, the two Italian designers will be the thinkers and makers behind DelightFULL and Essential Home's mid-century products that will be a wonderland for the world's design lovers!



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RITA PAIVA PRESS RELATIONS  
RPAIVA@DELIGHTFULL.EU