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**ARCHITECT ICON**

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## PROJECT



## STYLISH EXTRAVAGANCE

Architect Emanuele Svetti of Studio Svetti Architecture has designed a private house in Arezzo, a city in Italy, with a stylish extravagance.

“Studio Svetti Architecture was born in 2004 from the professional and ideological eclecticism of the architect Emanuele Svetti who, through a technical-design research path at the rediscovery of craftsmanship and the search for new materials, reinterpreting tradition in a modern key, creates what he named the "New Tuscan Style". Creating receptive, executive, and commercial spaces, with particular attention to the study of interior design and then to residential architecture, in a few years.

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# PROJECT



## DELIGHT OF SEASONS

Concrete is the main player in the La Cresta Hotel project in Cervinia designed by Concreta, an interior contractor based in Postalesio (Sondrio) in Valtellina.

An important and successful project - Hotel La Cresta in Cervinia - by interior contractor Concreta, a Valtellina-based company based in Postalesio (Sondrio), which has been expressing its excellence in hotel furnishings and contract solutions for over thirty years. Starting from the architectural project of Mariapia Bettiol, an important architect from Aosta, Concreta's intervention for La Cresta has found an extraordinary expression in the realization of the totally custom made furniture, which reflects the personality of the owners and their philosophy of hospitality inspired by criteria of familiarity, hospitality, and cordiality.

In this hotel, you enter as guests and leave as friends. This is also possible thanks to the atmosphere which is created by the rooms and the feeling of comfort that the place transmits.

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## ARCHITECT ICON



## ART AMIDST MACHINES

Edwin Maxwell Fry known as Maxwell Fry was an English modernist architect, writer, painter, and a key figure in the British Modern Movement.

Edwin Maxwell Fry known as Maxwell Fry was an English modernist architect, writer, and painter. He was born on 2 August 1899 in Cheshire, UK. Originally trained in the neo-classical style of architecture, Fry grew to favor the new modernist style and practiced with eminent colleagues including Walter Gropius, Le Corbusier, and Pierre Jeanneret. Fry was a major influence on a generation of young architects. A key figure in the British Modern Movement, Maxwell Fry was a close friend of Le Corbusier (with whom he worked at Chandigarh, India) and Walter Gropius.

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