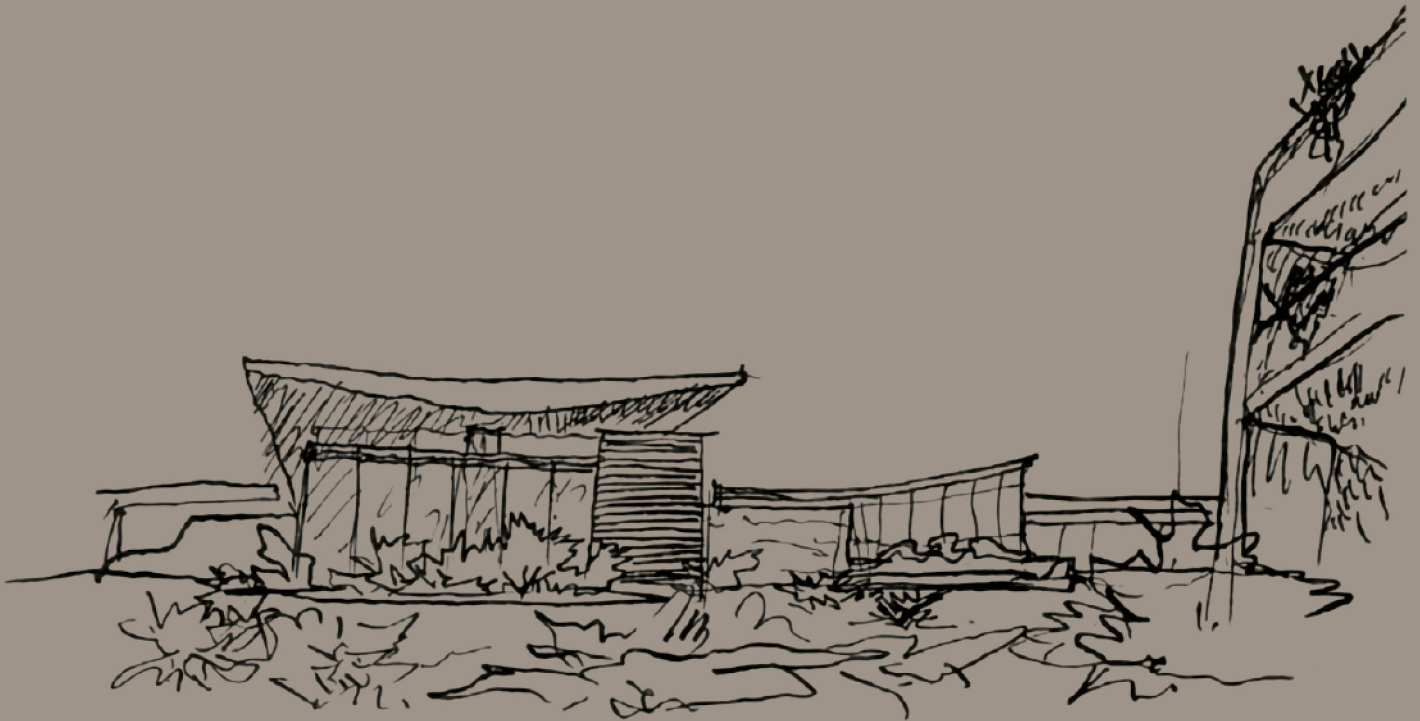


la Saracena

slow living





GTV unveils a 360° furnishing project

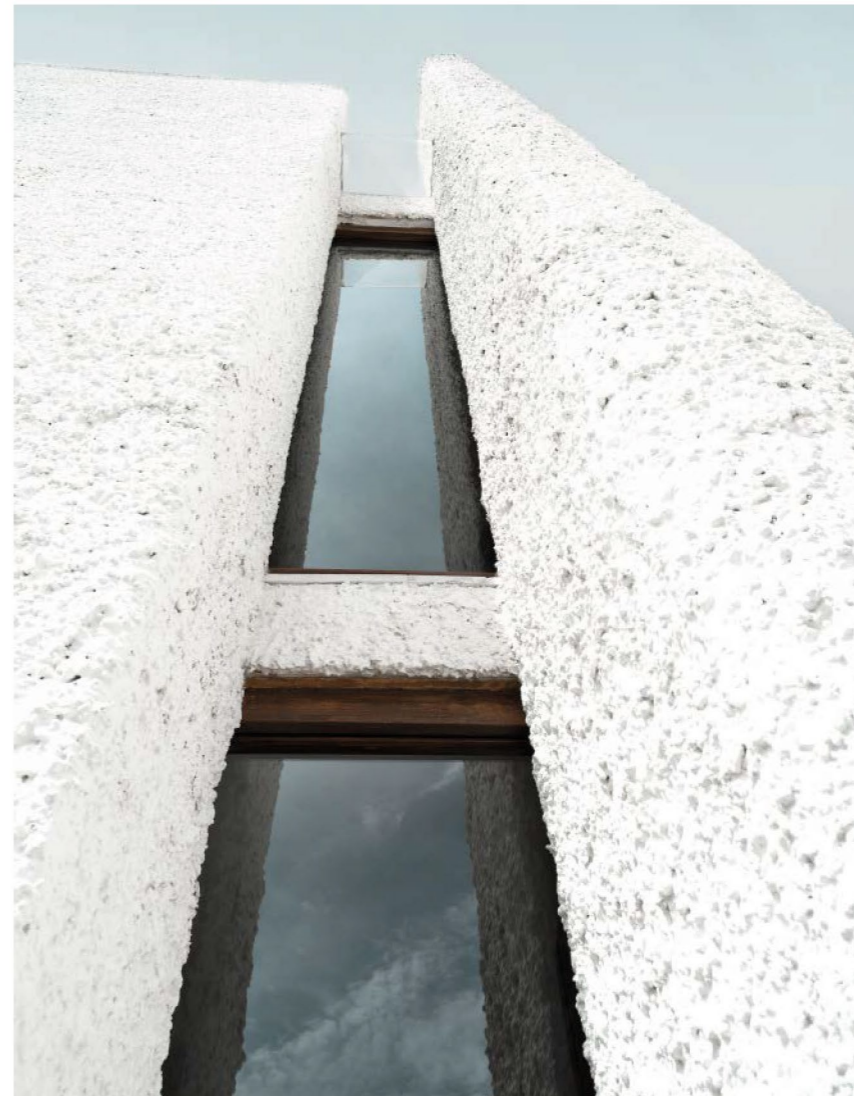
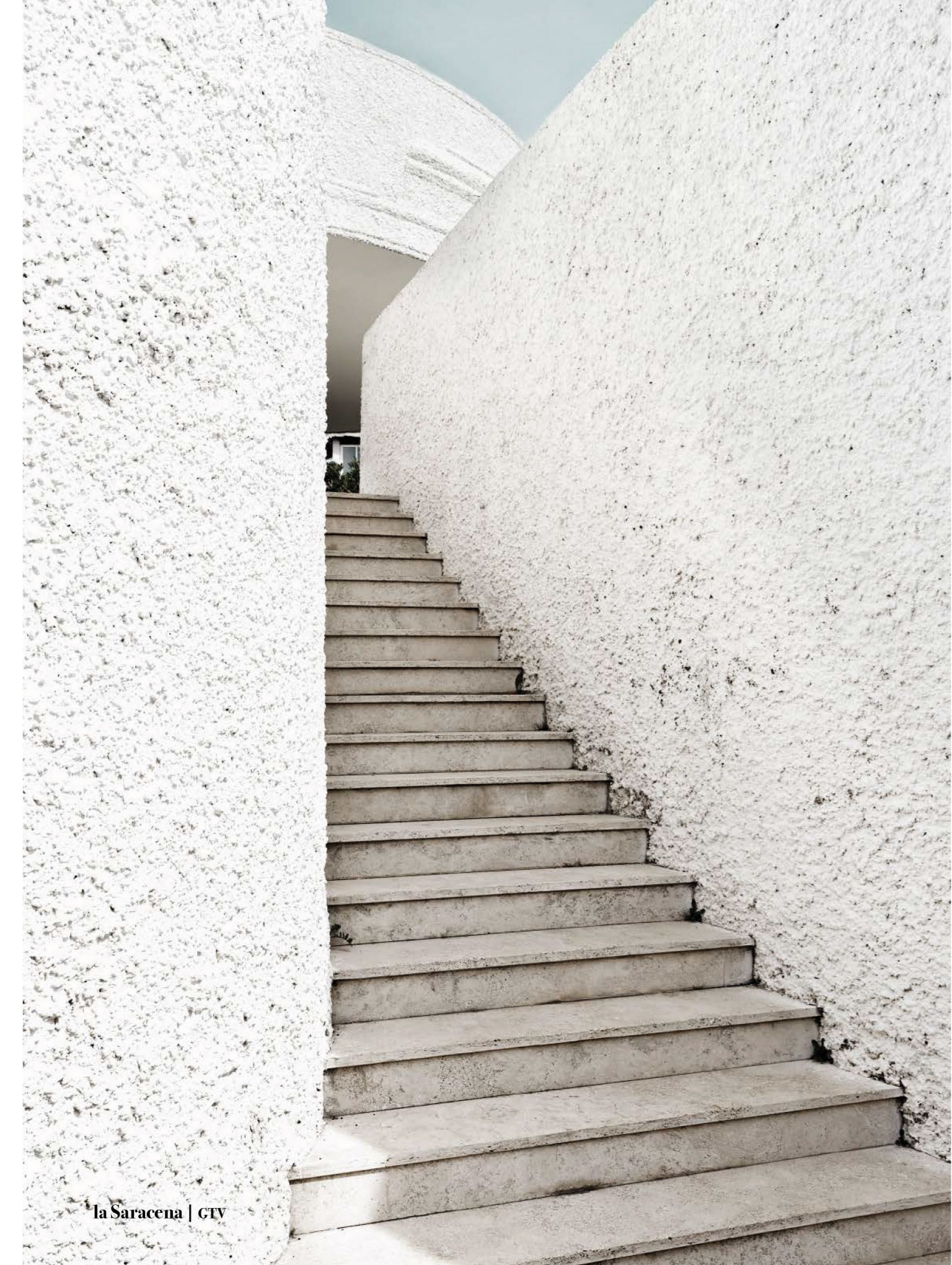
Characterised by a lifestyle that encourages people to enjoy every moment of everyday life, the new GTV collection represents the constant search for a balance between the increasingly fast-paced modern world and the natural, calmer state of things:

→ a hymn to “slow living”.



location:
Villa "la Saracena", Santa Marinella (RM)

latitude:
42° 01' 51.4" N
longitude:
11° 50' 03.5" E







la Saracena | GTV





history

In the mid-fifties, during the ecstasy of economic boom, parties, sports cars, stardom and paparazzi: Santa Marinella was known as "the pearl of Tirreno" and challenged Saint Tropez and Sanremo for the status of the favourite place for those belonging to international high society. This was the "buen retiro" of the Bergman-Rossellini couple, who hosted Gregory Peck, whilst on a break from filming "Vacanze Romane", Rock Hudson, Marlon Brando, Federico Fellini and Dino Risi.



1955

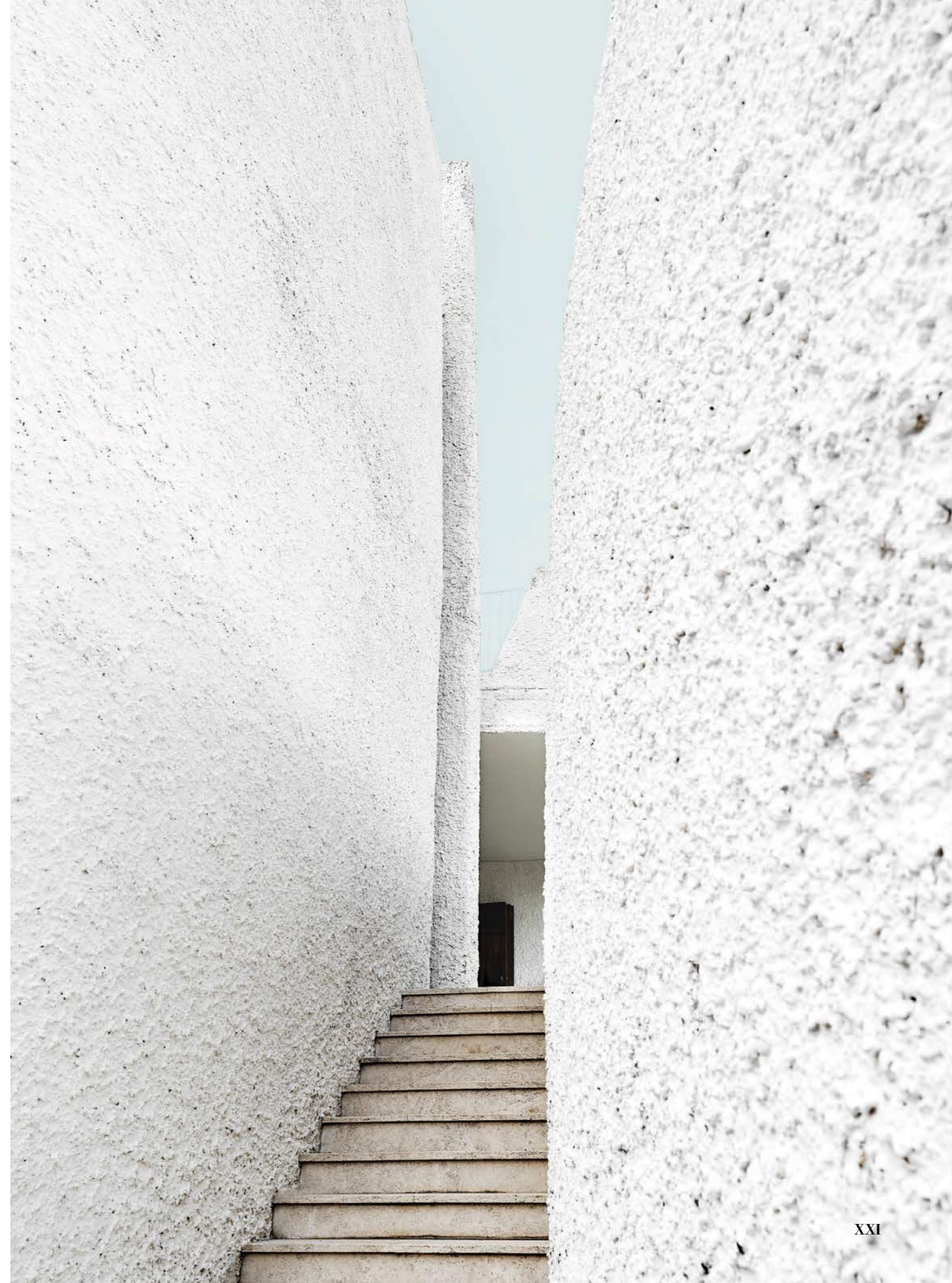
Arch. Luigi Moretti was asked to interpret in his own way the idea of a holiday home.

→ a virtuosic balance between open and closed, in which the forms become the instrument of a precise emotional intent.





a minimal gash
in the concrete,
a couple of meters
above the ground.



















coffee, scent of citrus fruits
and a look towards the sea.

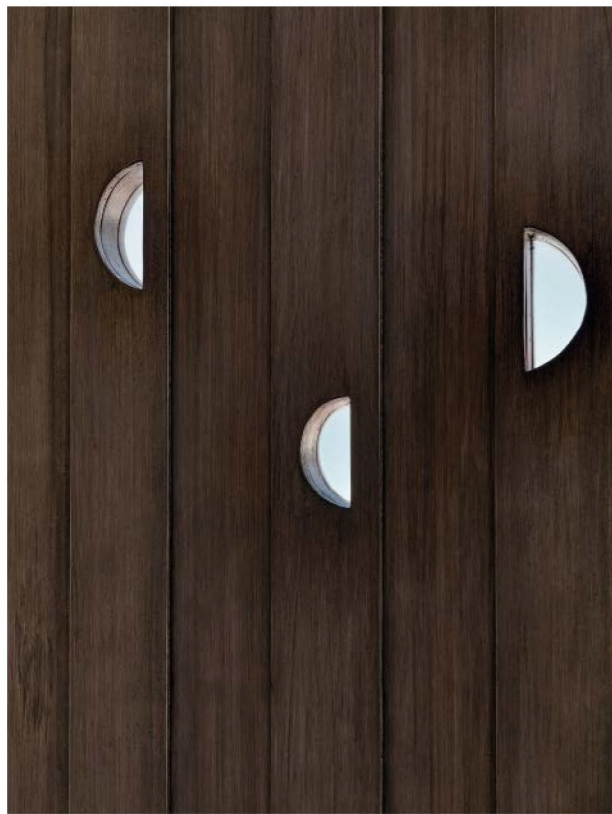




mediterranean flavor of timeless charm.

Filtered by the lens of a camera, the gaze of a photographer observes the work of a writer with whom she finds herself sharing the spaces of this villa.









a dialogue between
people and places,

strange gazes that observe themselves
from afar and cross paths without ever
seeing each other.



the tower that rises high above the villa, like a
viewpoint observes the landscape through narrow
slits into the structure.





a notebook, a typewriter,
a presence that comes alive in absence.



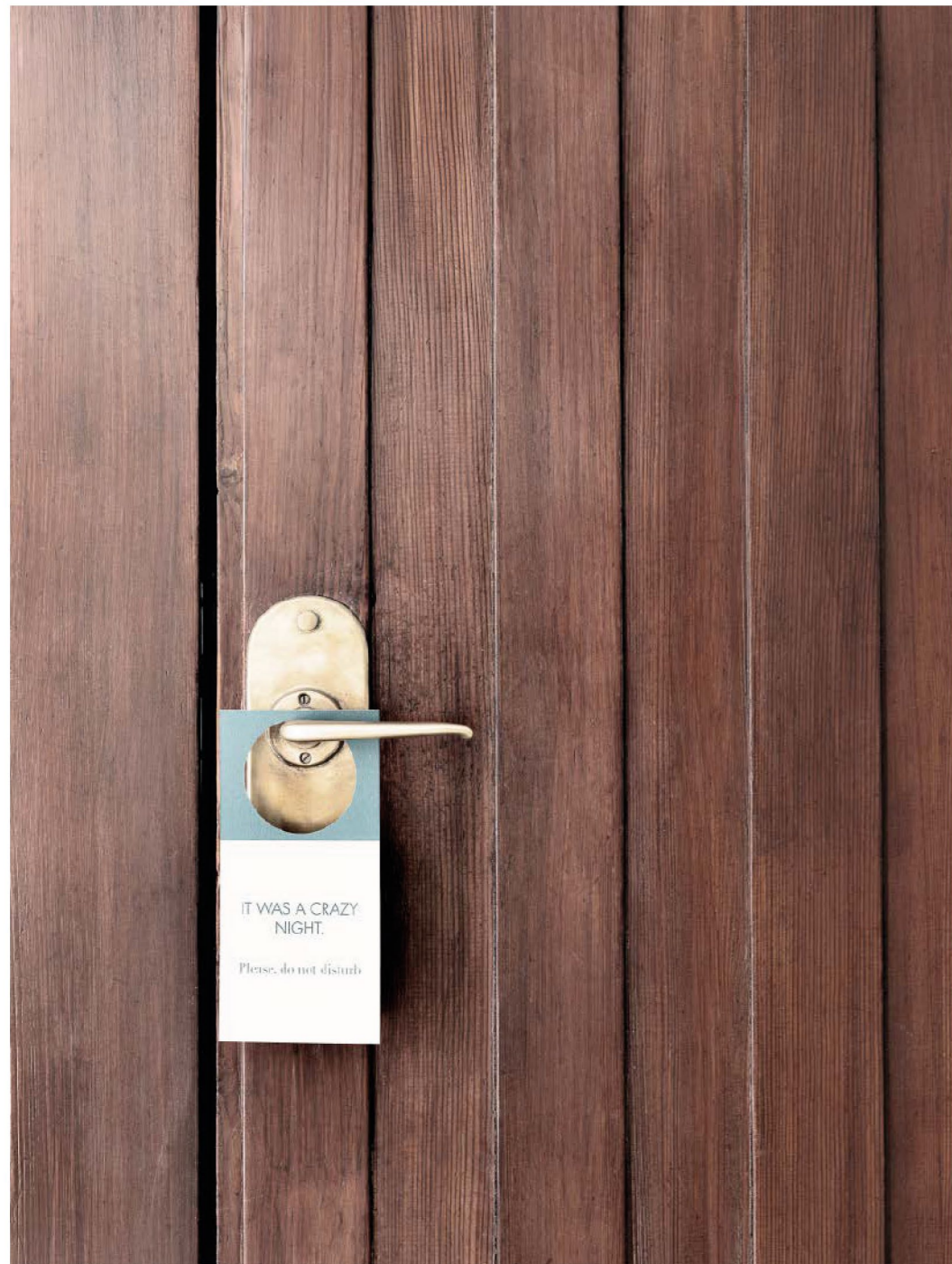


large windows flood
the bedrooms with light.

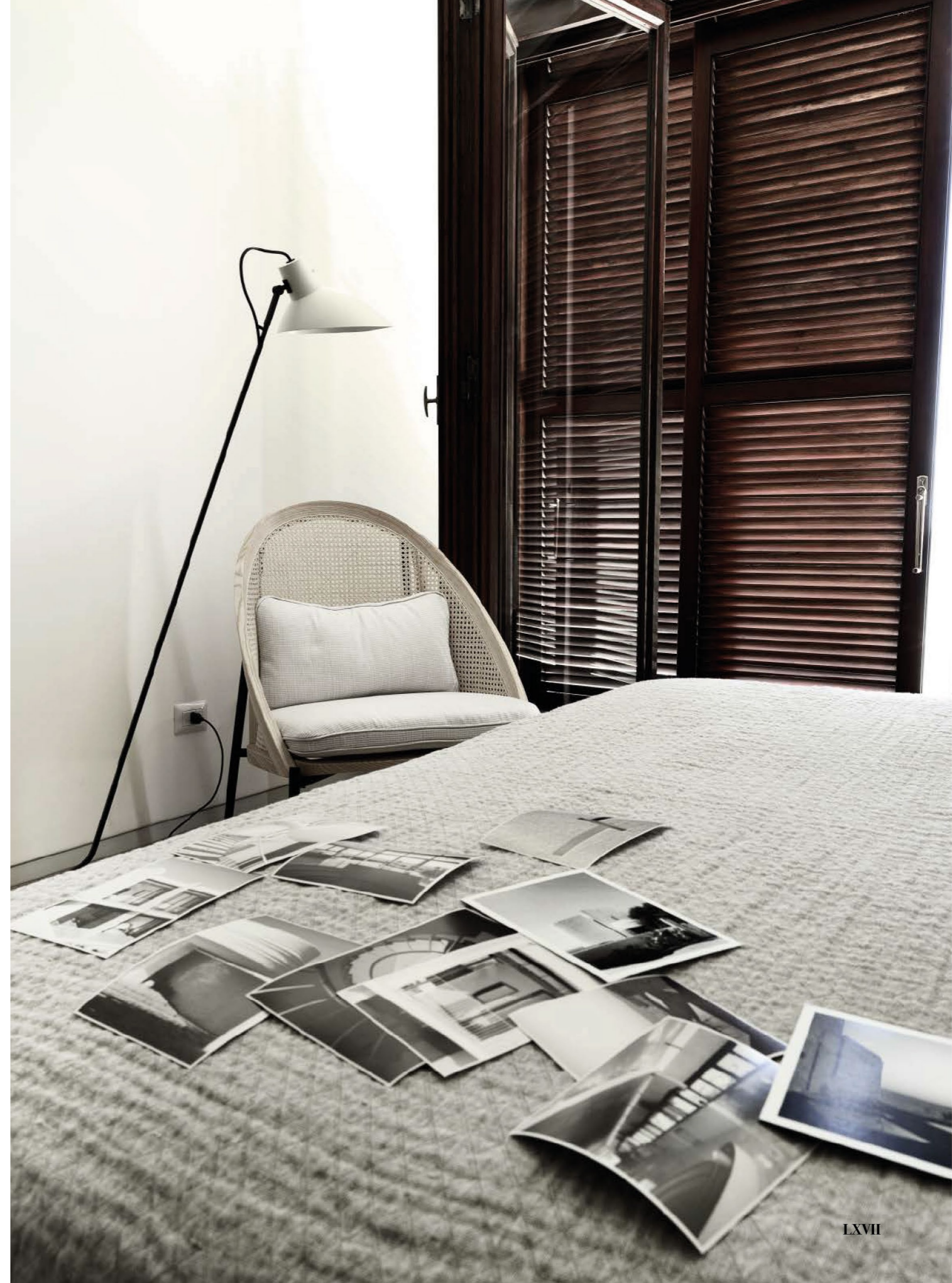
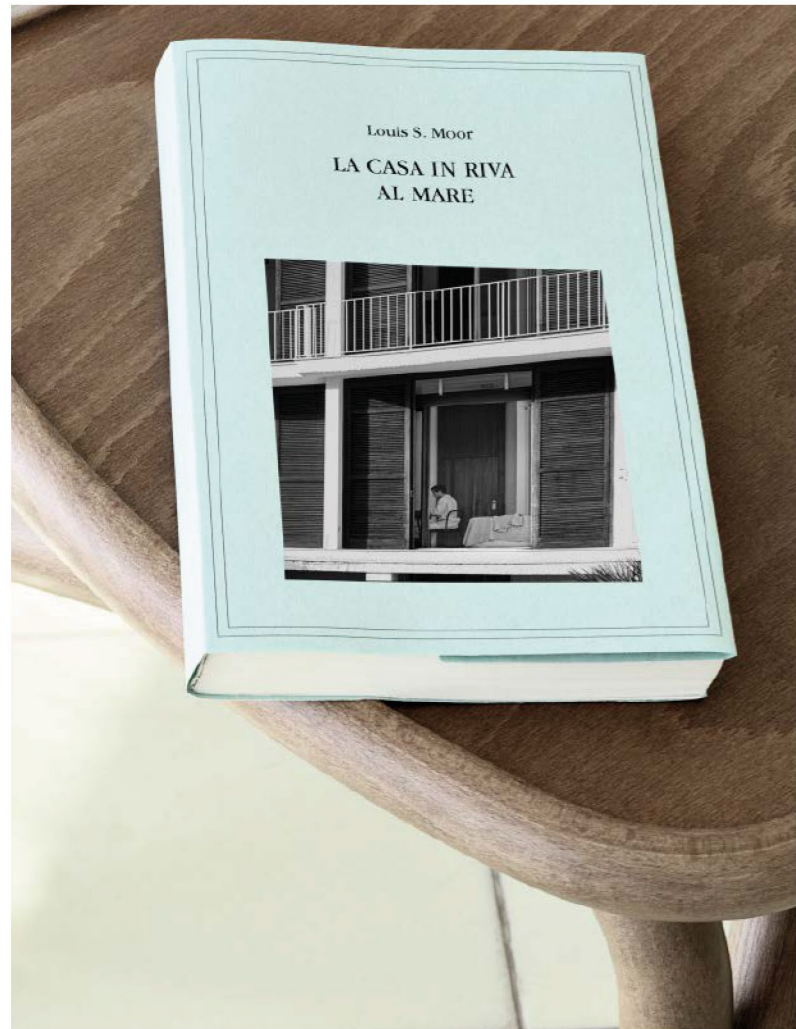


























Art Direction:
R+W

Graphic Project:
Country Lab | Gianfranco Martorella

Project Coordination:
Caterina Moiso
Giulia Cabrini

Photo:
Gionata Xerra Studio

Concept e styling:
Simona Silenzi Studio

Ha collaborato:
Gaia Marchesini, Giordano Sarno

Photo assistant:
Leonardo Duggento
Marco Manigrasso

Post produzione immagini:
Pierpaolo Mazzola

Gebrüder Thonet Vienna GmbH
Prinz Eugen Straße 42 - 1040 Wien, (AT)
www.gebruederthonetvienna.com

Offices of the trademarks' licensee
Production Furniture International S.p.A.
Via Foggia, 23/H - 10152 Torino (TO) Italy
Phone: 0039 011 0133330
info@gebruederthonetvienna.com