

# BOLD

Photography ALANA LANDSBERRY

# CHOICE



Architect and trailblazer  
Piero Gesualdi's Melbourne emporium,  
Mondopiero, is a celebration of  
timeless design and craftsmanship, with  
a sprinkling of decorative flair.





This page, clockwise from top left A Ghidini 1961 'Infinito' seating system and armchair, 'Bold' coffee table and 'Gioiello' freestanding mirror, with a Sammode 'G1' floor lamp and side table by Mondopiero. Arches add to the ambience, framing a Ghidini 1961 'Abbracci' armchair. Hale Mercantile Co. blankets and throws. Custom shelving in fabricated steel by Piero Gesualdi displays a range of Guaxs vases and tea lights. A breakout space consisting of a Ghidini 1961 'Bucket' armchair, 'Gioiello' round mirror, 'Bold' living cabinet and Branch Creative 'One on One' brass table lamp, and solid oak stool by Piero Gesualdi.



**W**HAT WERE THE REQUIREMENTS FOR YOUR SPACE AND WHAT INITIALLY APPEALED ABOUT THE SITE? Location was a top priority for us, and we were thrilled to discover a space nestled in the vibrant neighbourhood of Fitzroy (voted Melbourne's coolest neighbourhood recently). Situated on the fringe of the CBD and within walking distance of Gertrude Street, the space instantly captured our attention with its soaring cathedral-like ceilings and abundant natural light. We immediately recognised the potential to create a theatrical experience for engaging with the products and hosting events. Beyond its stunning aesthetic appeal, the sheer magnitude of the space provides ample room for installations and dramatic backdrops and can accommodate our larger scale items. **WHAT WAS THE DESIGN CONCEPT FOR THE STORE'S INTERIORS?** I tapped into a rich reservoir of ideas and insights cultivated over four decades of travel, along with my deep passion for design, fashion, restaurants and interior architecture. Inspired by the ambience of a bustling market, our goal was to curate breakout spaces within our space – notable examples include the Santa Maria Novella section, or the captivating Ghidini 1961 setting. My vision was to create a platform where the exquisite products could take centre stage and truly shine. **WHAT DID THE FIT-OUT ENTAIL?** We made the choice to preserve the original structure and integrity of the space and created custom-designed furniture to elegantly showcase our collections. Additionally, we conceived and crafted striking raw steel walk-through oval bookshelves situated at the store's heart. These served a dual purpose, both as functional storage for books and as eye-catching displays for our unique curiosities. More recently, we introduced Giorgio de Chirico-inspired arches as a tribute to the inclusion of Ghidini 1961's luxurious Italian furniture, lighting, and objects to our

portfolio of international brands. These arches add a touch of artistic flair to our space, enhancing the overall aesthetic and celebrating exceptional design. **WHAT DO YOU ENJOY ABOUT WORKING HERE?** I love being surrounded by beautiful treasures to enjoy and being able to share these with our clients. Mondopiero feels like another home to me, which is an interesting juxtaposition, as my actual home is quite minimal and monastic. **WHAT ARE SOME OF YOUR ENDURING CREATIVE INFLUENCES?** Cinematography – particularly the films of Ridley Scott, Federico Fellini, Pier Paolo Pasolini and Peter Greenaway. Additionally, the influence of AI, technology and innovation in creating more futuristic landscapes. I also remain creatively influenced by my soul city of Florence and all its rich history. **HOW DOES THE SPACE REFLECT THE WORK THAT YOU DO?** Much like my work over the years, the Mondopiero space is bold and expressive, while simultaneously softened with artfully created and selected objects of desire. I like to think of Mondopiero's offering as an extension of myself, refined by brave and distinctly personal style. **DESCRIBE A TYPICAL WORK DAY?** It usually starts with a stovetop coffee at home around 3.30am, contemplating the day ahead. I find that my mind is freshest during this time, primed for the creative process. Following this, I venture out to a local cafe for another coffee, either alone or with whoever is around. Throughout the day, I engage in a variety of activities. I visit fabricators to closely oversee the production progress of my designs for clients, as well as pieces destined for Mondopiero's offering. I dedicate time to sourcing materials and collaborating with my architect associates on various projects. More often than not, you'll find me at Mondopiero, either immersed in the design process or working with colleagues and clients. **IS THERE AN AESTHETIC OR APPROACH THAT RUNS THROUGH YOUR WORK?** My design approach typically begins with a more abstract and free-flowing concept, which gradually takes on a more defined and intricate form. However, even as it evolves, I strive to ensure that the final result maintains a gentle and inviting essence at its core. **WHAT PROJECTS ARE YOU LOOKING FORWARD TO?** Excitingly, there is another store on the drawing board! I also have some furniture pieces which are ready for fabrication, as well as three pieces that are in the final design stage. **TOP PRODUCT RECOMMENDATIONS?** It's difficult to narrow down! It's hard to look past the unparalleled craftsmanship and luxury of the Ghidini 1961 range when it comes to furniture. I also adore the simple, yet always-stylish Kaymet London series of trays, lap trays and trolleys, as well as the mouth-blown, cast and hand-carved vases of German brand Guaxs. [mondopiero.com.au](http://mondopiero.com.au)

This page, clockwise from top left Oval steel shelving heralds the beginning of the Ghidini 1961 display space, where a cluster of Studio Kalfp pendant lights are suspended in the centre. Books and objects on display. Ormaie Paris fragrances are another of Mondopiero's many offerings. A horse head sculpture found in an antique store in Florence is used in the store to celebrate Italian design and Piero's ties to the vibrant city. Neatly folded House of Rolfe silk scarves by Imagen Rolfe.

