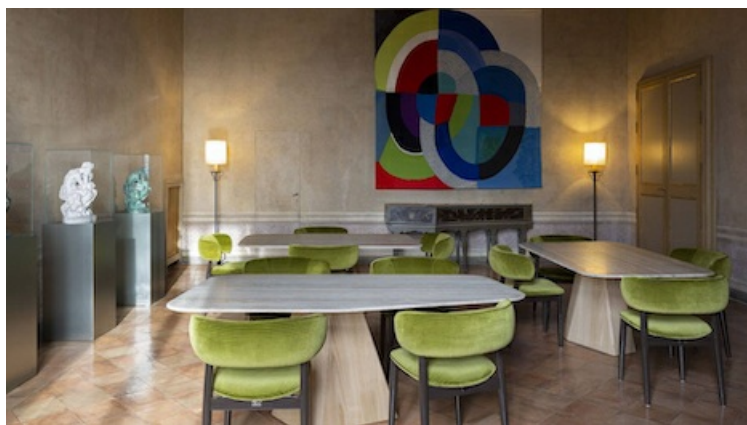


HOME FURNISHINGS

Fendi refurbishes rooms in Villa Medici with help from international designers

March 30, 2023



Furniture pieces from Fendi Casa were chosen according to each salon's existing palette. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** has given a contemporary new look to a 17th-century historical house in its native Rome.

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The house's director of couture and womenswear, Kim Jones, and artistic director of accessories and menswear, Silvia Venturini Fendi, oversaw the refurbishing of the French Academy in Villa Medici, Rome, which was officially unveiled this week.

Representative of the historic building's ties to both France and Italy, the project was a collaboration among artists from both countries.

Salon society

Standards for the project were set by Mobilier National, an agency within the French Ministry of Culture responsible for conservation and restoration of national heritage objects and art collections.

The French Academy has itself long acted as a place to foster French art.

Founded in 1666 by Louis XIV, the academy housed those French artists who had come to the city to live and study, having won the prestigious Rome prize.

In 1803, when the institution was threatened to be destroyed as a result of the French Revolution, Napoleon Bonaparte moved the academy from nearby Palazzo Mancini to Villa Medici where it has remained since.

Fendi was founded in Rome in 1925 and this venture represents the brand's ongoing commitment to the preservation of history.

Updates were applied to six of the Academy's rooms or salons including the Grand Salon, the epicenter of the villa's arts and culture program.

Notable among the great room's additions are the Belleville armchairs designed by French design duo, brothers Erwin and Ronan Bouroullec. Several pieces were pulled from the Fendi Casa collection and curated to complement each room's existing palette.

There were also contributions courtesy of Paris-born, Milan-based designer Toan Nguyen and Italy's Chiara Andreatti, a designer for Fendi Casa who represented the brand at Design Miami in 2018. They were joined by No Duchaufour-Lawrance, who has recently created the latest interior architecture scheme for Montblanc's boutiques.

This is the second time in recent days that Mr. Jones has given a contemporary boost to a classic design.

Earlier this month, he was revealed as the latest creative to put his own touch on the Hennessy Cognac decanter. He also created a collectible sneaker the HNY Low as part of his limited-edition capsule for the brand ([see story](#)).

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