

# JOURNAL



# The wonderful world of Rossana

The space in Milan, bearing her name, is the mecca of design: crossing the threshold into Rossana Orlandi is like finding yourself in Wonderland, design oriented, of course.

Named the "Queen of Design" by Harper's Bazaar Interiors - "I'm extremely flattered, but I'm shy and I get very moved" – Rossana Orlandi has exceptional intuition when it comes to discovering new talents – "I trust in the creativity of today's young people, always more and more avant-garde" – with exquisite taste – she witnessed "the most beautiful years



## CYPRAEA COLLECTION, FUORISALONE 2019

#### Predicting trends: how do you do it?

I would rather talk about the evolution of design; many international magazines have defined me as a "go-to pillar for avant-garde creations" and a "talent scout". I love to discover and launch young talents from all over the world.

#### Do you become attached to certain artists and projects?

Yes, most of them call me "mamma". I don't just have a gallery, I have what many consider a home for design, where, with a lot of love and passion, true creativity immediately finds a place.

Is design emotion or functionality? Both!

### What relationship do you have with the the Icons? Do you feel like a guide to the new generations?

Our teachers are our Icons, I simply seek out and encourage new talents.

STUDIO JOB PLASTIC PORTRAIT 2019

