





Francesco Della Femina

Work
Kition Munich Flagship Store
Client
Kition
Location
Munich, Germany
Project Year
2016
Architecture and Design
Francesco Della Femina
Architect
Francesco Della Femina
Project Team
Francesco Della Femina, Matthias Barth, Antimo Assuntore,
Valerio Ammendola, Paolo Maria Russo
Engineering
Matthias Barth
Building Management
Matthias Barth
Landscape
Francesco Della Femina
Size and total area
320 m²
Additional Functions
Construction: Hoffmann & Losh
Furniture: Italcorn S.r.l.
Marble floors: Solfa S.p.a.
Lighting project: Gruppo C 14 S.r.l.
Brass logo and railings: Lisar S.p.a.
Bespoke wallpaper printing: Glamora S.r.l.
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Ricardo Labouge



In November 2016 the famous Neapolitan clothing company, Kition, opened a new flagship store in Munich. The design was entrusted to the architect Francesco Della Femina, a Neapolitan interior designer whose trademark is the creation of luxury homes and furniture that combine a distinctive Mediterranean flavour with the powerful simplicity of modern design and who, for this reason, could translate into architecture the style of the tailoring company. Kition is a family-run enterprise, whose founder, Ciro Paone, after almost half a century of high quality tailoring, has been awarded with the Pitti Immagine career award. The trademark of his products is high quality tailoring – the company's motto is "il meglio del meglio più uno" (the best of the best plus one) – but what does that mean to Kition? As Paone stated: «quality is simplicity, sobriety and clear lines». This is what Della Femina was called to embody in the new flagship store. Kition's essence, a sophisticated mix of traditional Neapolitan tailoring, contemporaneity, Italian style and exceptional product quality, had to permeate the new store, just as a suit to its owner. The company asked the designer to create not only a store, but Kition's home (Casa Kition). To better understand this concept, Della Femina was invited to pay a visit to the company's factory in Arzano, where Ciro Paone has inaugurated a tailor school and where every year the best tailors create each piece of Kition's collection, including the famous ready-to-wear and made-to-measure suits. Here every single piece is different from another and every tailor counts, becoming part of the family-style company. As in all the other stores all over the world, also in Munich as





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wallpaper, almost serotinal, designed by Della Femina in moke and ivory to give the optical illusion of a bosana. Great attention was paid to light design. For this purpose Della Femina collaborated with Gruppo C14, who contributed highlighting the dresses without altering their colours. While suspended glassware bubble lamps by Giopato & Coombes hover above the stairs at different heights, the rooms offer a rich variety of models. Double Foglio wall lamps by Flos frame the last door of the succession of rooms that leads to the sewing one. Delightful chandeliers hover above the heart of the shop where a beautiful antique rosewood table is placed and strategically positioned lamps, among which are Atollo's cone by Oluca, create a warm and refined atmosphere. This wide range of lamps is integrated by specific design choices that aim at ensuring greater illumination: «Light was an important element, but since there is not much in Munich, it had to be gained, so, in addition to artificial lights, we chose to enhance it by using all the surfaces in the store, carefully selecting the colour palette and the fabrics for the curtains» recalls the architect.

Besides the aforementioned popular design pieces, such as a Galimberti's couch, stands most of the furniture, which was designed by Della Femina and made by Neapolitan craftsmen. «Each material tells a story and I like to explore the potential of the fabrics by using them in unusual ways», says the architect, who experimented this approach in the double door that, as a precious screen, hides the tailor's room and which is made inviting, sumptuous and soft by its lining in Dedar silk. Equally precious and unexpected fabrics were used for the curtains. These had to let natural light in and be a discrete presence for the fabrics of the clothing, while shielding the interior from the view of the office building right in front of the shop. Enriched by a certain percentage of cashmere, this precious texture, however, at first sight might appear very simple and light, revealing its softness only when touched.

As for the paintings and photographs on the walls, they were selected according to what is closest to Ciro Paone: old pictures, vintage prints and contemporary photographs. Very dear both to Paone and Della Femina, is Cape – as the latter has designed many villas in the island – to which is dedicated an Umberto D'Annunzio's black and white picture of Villa San Michela placed in the main salon.

The store was completed in November 2016 and presented to the public and the family in the same day. Entering it Ciro Paone stated that «it feels like home», recognising Della Femina's ability to create an international shop deeply rooted in his Mediterranean birthplace, a shop in which modernity and timeless class meet and where the visitor is attracted by unexpected details and made to feel at home by a reliable space distribution. This new interior design has been such a success that from now on the very same concept of Casa Kton will permeate all the other flagship stores around the world, letting everyone feel the Neapolitan warmth of Kton's home.

Giovanna Russo Knauff





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