

The 2016 Collection

One year on from the launch of the first Surcanapé collection, Orietta Matarazzo is launching the second one, designed by Andrea Dall'Olio, the brand's creative director. The bold businesswoman, president and CEO of MCA, decided just over a year ago to turn the company's attention to Surcanapé, a historic Italian fabric company.

With a drum roll the showroom in Milan's Via Verdi was fitted out and reopened, and the first collection of the reborn brand presented. Its success was immediate, and Surcanapé has reaffirmed its European and Middle Eastern clientele. This success would be repeated owing to Andrea Dall'Olio's creativity and originality, and his experience – just think of the many trendbooks which emerge from his studio each year, a real creativity factory – quite naturally harmonising with the brand's style and with client expectations.

After the successful trial of the first collection, and in perfect harmony with the brand's philosophy, Andrea Dall'Olio has designed a collection which unites novelty with a sense of familiarity, using textiles which emphasise and bring classical decorative styles up to date of as part of a fresh desire for decoration.

The mix between past and future finds a perfect meeting-point in the creation of textiles which would be equally at home in the futuristic buildings of the next Star Wars movie, or alternatively in a period piece set in eighteenth-century Versailles.

Silk, metallic colours, damask, deep earthy colours, a computer-generated ageing effect, old documents chosen from Andrea Dall'Olio's fabric archives, these are just some of the original ideas emanating from the vast assortment offered to a discerning clientele and presented in the elegant showroom in Via Verdi.

SURCANAPE'
Via Verdi, 5 Piazza della Scala - 20121 Milan - Italy
Ph. +39 (0)362 3971
surcanape@surcanape.it
Showroom opening time:
From Monday to Friday 11 a.m. - 6 p.m.

Special thanks to Production Designer Beatrice Rossetti and Photographer Marco Beck Peccoz

Orietta Matarazzo

An architect by training, Orietta Matarazzo is the president and CEO of MCA, a company distributing textiles which was founded in 1974 by her father, Sabino Matarazzo.

After specialising in company management, Orietta has worked in recent years to transform the company and create a Made in Italy brand which has been strengthened through its international, global, proactive dynamism, while remaining attentive to changes in the market-place.



SURCANAPÉ'
ITALIAN FABRICS

Surcanapé, a textile company, was set up in 1986 and has been working for over 30 years with great freedom of expression, in a balance between modern sensitivity and the desire for the styles of the past, to create unostentatious luxury and discreet, timeless elegance, thereby creating collections for a design house which expresses a new way of looking at living.

MCA's recent acquisition of Surcanapé, in 2014, enables it to cover the high quality band and relaunch a brand already well-known to and much appreciated by its public.

The brand is presented to its public for the second year running with a vast collection wholly designed by Andrea Dall'Olio.



Andrea Dall'Olio

Possessing strong creativity, Andrea Dall'Olio worked for some years with some of the most important style houses in Paris, and then he opened his own studio in Milan in 1995. His success in textile and fashion design was consolidated in just a few years. The creator of textile designs, creative director of international textile companies, curtains, printed cloth, household linen and furnishings, Andrea Dall'Olio edits twelve trendbooks twice a year dedicated to colours, yarns, fashion, textiles and design.

- SINCE 1986 -
SURCANAPÉ'
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S070.04 Ironwork
S073.04/03 Losange

Comp. Silk Co.
2 Patterns
7 Colours for each pattern

NEW ART DECO

Design: Andrea Dall'Olio

New York Art Deco inspiration and great lozenges for two clear and decisive designs, made of creased and materic jacquard. This line is characterised by a silk possessing warm lucent colours and a metallic iridescence, and it's a perfect synthesis of the traditional elegance of noble materials and designs, historical in origin but modernised.

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Photo Marco Beck Peccoz

S041.06 Fresco
S042.02/06 Regimental
S074.01/03/06 Empire

Comp. Silk Co. Vi.
3 Patterns
6 Colours for each pattern

RESHAPED TRADITION (velvet)

Design: Andrea Dall'Olio

An 'aged' motif with lilies printed on velvet with coordinated lines. The desirable effect of a faded fresco on a soft, enveloping surface like cotton velvet. Possibly the most surprising element of this collection.



Photo Marco Beck Peccoz

S043.01 Still life

Comp. Silk Co. Vi.
1 Pattern
3 Colours for each pattern

FLEMISH BOUQUET

Design: Andrea Dall'Olio

The theme of this printed cotton velvet is the floral still life of renaissance tradition. As rich and opulent as a Flemish painting, possessing intense and deep shades of colour, the bouquet takes on the character of a sculpture. In red, ochre or blue.

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Photo Marco Beck Peccoz

S064.07 Documento Surcanapé
S069.07 Labyrinth
S068.02 Net

Comp. Silk Ac. Vi.
3 Patterns
7 Colours for each pattern

SILK ROAD

Design: Andrea Dall'Olio

All the timeless classicalness of Surcanapé is to be found in this new version of silk dedicated to royal and noble palaces.

The elegant Silk Road product line is one of the company's historic elements and is well-suited to be combined with contemporary ones. It is available in a range of warm, natural colours.

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Photo Marco Beck Peccoz

S074.04 Empire

Comp. Silk Vi.
1 Pattern
6 Colours for each pattern

RESHAPED TRADITION (silk)

Design: Andrea Dall'Olio

This silk jacquard medallion originates in the Renaissance and is made richer through a printed chain background.

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