

JUNE 2007

Centovini restaurant and shop in New York decorated with Fornasetti Themes&Variations plates

Centovini, an Italian restaurant and shop owned by Murray Moss, Franklin Getchell, and Nicola Marzovilla on Houston Street, at the gateway to Soho conjoins the worlds of Italian design, Italian wine and Italian food in a restaurant and shop inspired by La Dolce Vita, a Fellini-esque three-ring circus of Italian design-culture, performed without regard to period or style, accompanied by the purest offerings of Italian cuisine and wine.

The wine is a thoughtfully edited collection of 100 Italian bottlings, selected by Marzovilla from his deep knowledge of regional strengths and differences but through the filters of mood, situation, even whim.

The menu is an autobiographical expression of the Italian gastronomic canon, each dish evoking a memory, place, or flavor drawn from the creators' experiences, travels, and family influences, most especially Marzovilla's mother, Dora.

The design is pure Moss, an edition of spectacular pieces, put together just so, aiming to please the most sober and educated eye but always rewarding the viewer with theatricality:

Main Room images on east wall are from "Theme and Variations" plates designed by Piero Fornasetti, taken from a series of images in a sketchbook which are now printed on plates by Fornasetti, Italy. 18th-century Richard Ginori white porcelain plates, Venetian glass votive candles, playing on an exploded white marble terrazzo bar, below delicate Venini chandeliers. Early '70's Joe Colombo stools in white leather and chrome set on a polished concrete floor, reverse painted grey glass walls and steel wine bins lining the entire space, piercing the vast diagonal glass slab separating the restaurant from the wine shop. Imagine Marcello Mastroianni, deep in sleep on a sofa at Moss, Nino Rota playing softly in the background, dreaming of the essential bacchanalian adventure: Centovini. An evolving dialogue between restaurateur and designer, a spectacle of images, flavors, and aromas.

Centovini
25 West Houston Street @ Greene NY NY 10012



Fornasetti "Themes and Variations" adorn walls at Centovini NY

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