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Abitare > Architecture > Projects > Pawson, a bakery in Milan

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8 May 2018



Pawson, a bakery in Milan

Matteo Zambelli

Unrivalled master of white, ascetic atmospheres, in the Farini Bakery in Milan, John Pawson instead autographs a textured setting drawing on the chromatic and tactile properties of the materials

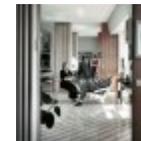


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through 27 May 2018



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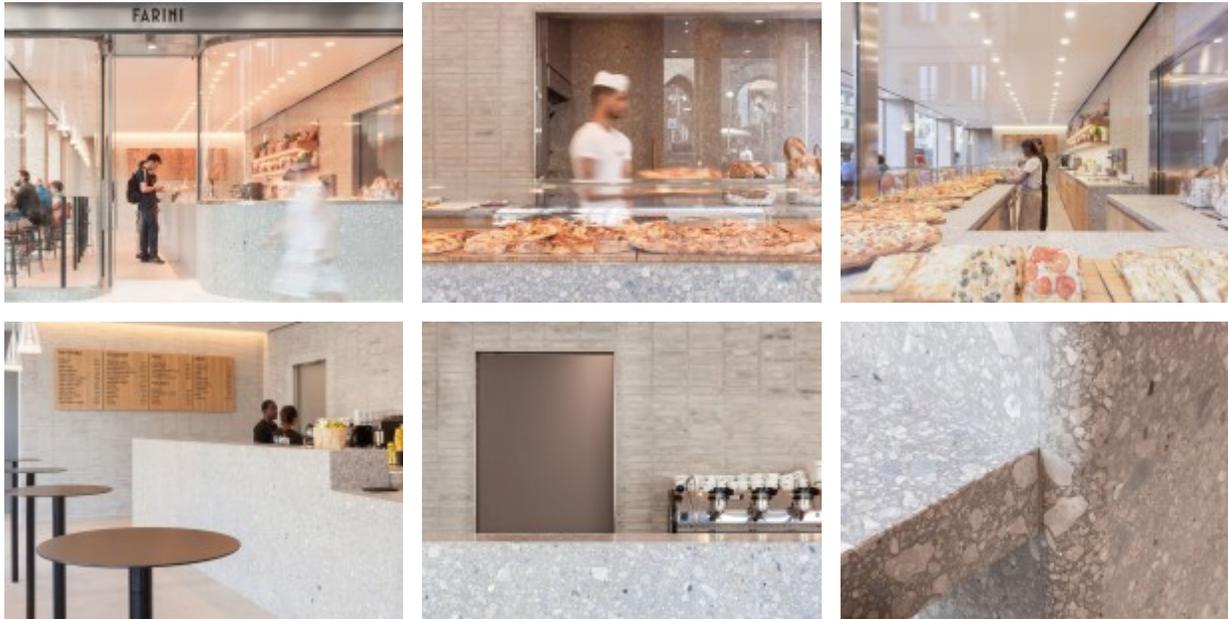


Gio Ponti in São Paulo



The Value of Empathy

If you leaf through a recently published book of 320 photographs by **John Pawson** (*Spectrum*, Phaidon 2017), you will find photos of stone and cement walls that might have given the English architect his inspiration for the recently opened Farini Bakery, where Pawson has orchestrated an elegant and sober combination of Ceppo di Gré stone and English bricks.

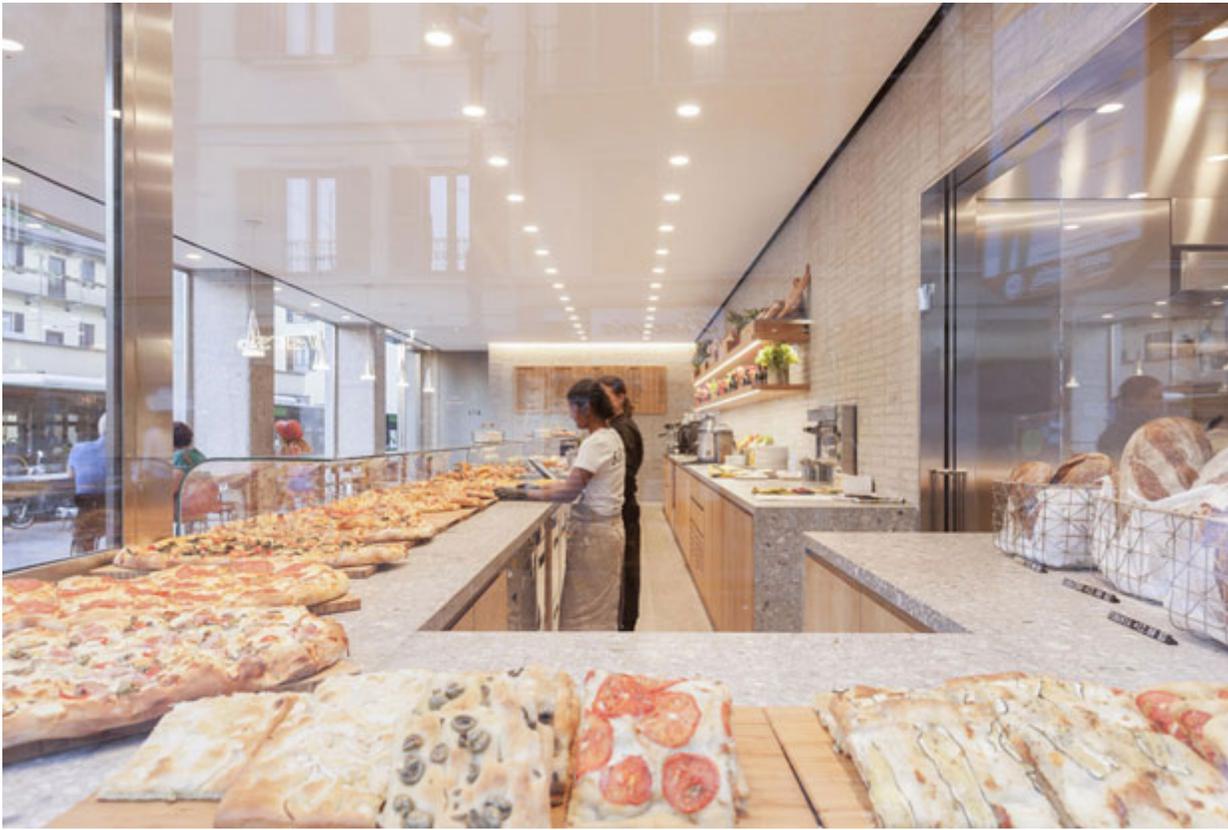


GO TO THE GALLERY

Entirely faced in stone, the fourteen-metre counter is the main organizational element in the design—separating the bakers from the customers—but also the aesthetic protagonist of the space, a massive monolith polished by expert hands and rising up from an oak floor. Behind the counter, dove-grey English bricks serve as the backdrop to the grey-blue stone. The light ripples over them and gains an almost tactile quality. The bakery has broad plate-glass windows on its main façade and incurving windows on the side with the entrance, inviting passers-by to enter.



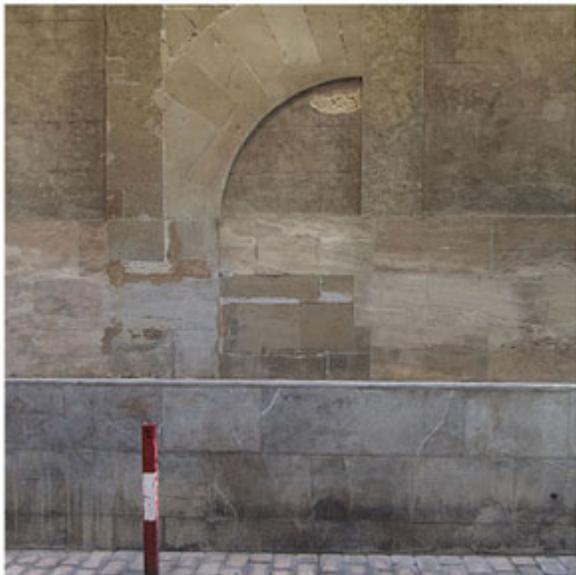
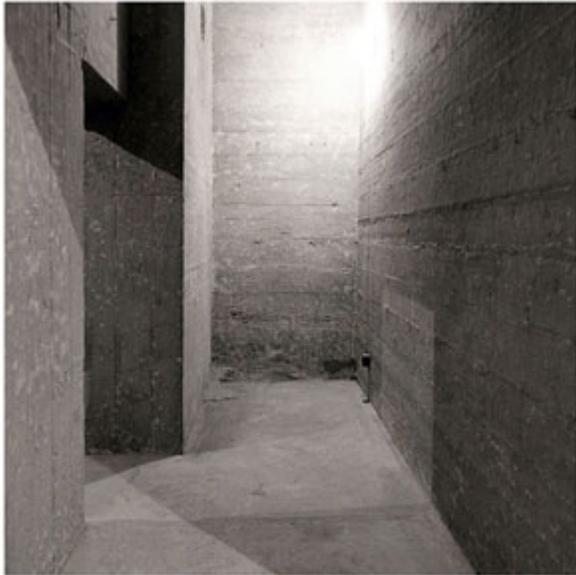
↑ The Ceppo di Gré stone counter, back wall faced in English brick, oak flooring, and steel tables. (Photo, Max Gleeson)



↑ *The counter, the pizzas, and the baker. The client asked Pawson to design a sort of bread gallery, a stage for the bakers, and an inviting gathering place for the customers. (Photo, Max Gleeson)*

In his book, Pawson writes about how photography integrates into his work: “The connection between photography and architecture is an intimate one. They are each ‘deeds of light’. I am an architect before anything. At the same time the act of taking photographs is of the essence of how I work. I have an emphatically visual memory and a strong instinct for using images to archive my thoughts and experiences. When others might sketch or make notes, my reflex is to reach for a lens. Each of the photographs here [...] represents one of such moment of reaching for the lens. [...] Mine is a greedy eye, hungry for anything of interest. Years later, the memory of a wall in a Kyoto ryokan or

the weathered grain of a church pew in Gloucestershire, preserved as a digital file, might serve as the perfect reference for a project in Stockholm or West Hollywood.”



↑ Photos by John Pawson from the book "Spectrum", Phaidon, 2017

1. Kreuzberg, Berlin, May 2016; 2. Arta, Majorca, Spain, May 2013; 3. Palma, Majorca, Spain, May 2016; 4. Woodstock, Oxfordshire, UK, September 2014.

Spectrum

John Pawson

Phaidon, 2017

352 pages, 55 euros

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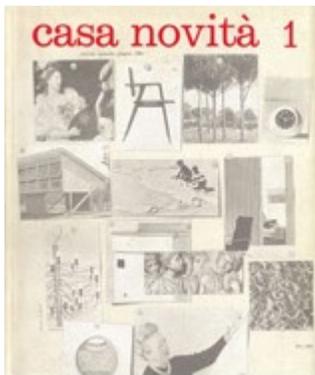
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