



A lively interpreter of contemporary dynamism, Valentina Raffaelli was born in Trentino but lives in Amsterdam, combining design culture with cuisine

CHEF & DESIGNER



In her creative versatility, Valentina Raffaelli reveals the new spirit of design, which brings distant worlds together and quickly captures them on Instagram. Born in Rovereto, she studied architecture at the IUAV University of Venice, followed by a year in the Erasmus exchange program at the Sorbonne in Paris, and then a masters in interior design at the Milan Polytechnic. She gained experience with Studio Azzurro in Milan, and then spent four years in Holland in the exhibition design firm Kossmann. Dejong. In 2014, with Alice Spadaro, she founded the studio Internoconcucina in Amsterdam, with a name that already brings the two spheres into contact: interior design and cuisine. Valentina. "I think of



1. FOOD STORAGE, STRUCTURE IN METAL TUBING, MODULAR WOODEN DRAWERS, PREFORMED METAL PANELS FOR FOODS, A COMPARTMENT IN TERRACOTTA FOR STORING PRODUCE. AT THE SALONE SATELLITE 2013; PRODUCTION BY **KANN DESIGN**, FRANCE 2016.
2. VALENTINA RAFFAELLI (1985) WORKING ON A COMPOSITION OF FOODS, 2018. PHOTO MARIE VERDENIUS.
3. CIBI BRUTTI. ART DIRECTION AND STYLING OF A RECIPE VIDEO THAT ILLUSTRATES THE TRANSFORMATION OF TUBERS FROM AN UNAPPEALING LOOK INTO VERY COLORFUL RECIPES, 2017.
4. SEA-SONAL, STYLING PROJECT THAT REVEALS THE SEASONAL CHARACTER OF FISH AND URGES PROPER SCHEDULING OF FISHING, 2017.

LookiNg AROUND

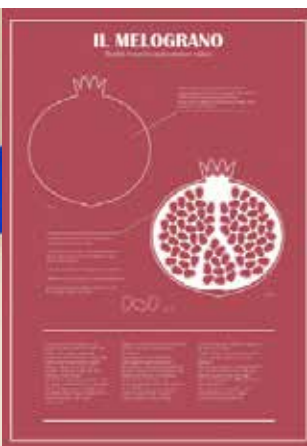
YOUNG DESIGNERS

1.2. STANZE, IMAGES OF AN ABSTRACT INTERIOR MADE BY **INTERNOCONCUCINA**, WHICH ALSO DESIGNED THE LAMP, TABLES AND PANELS, 2017.

3. THE BOOK **HERBARIUM TASTE** IS AN INFOGRAPHICS ANTHOLOGY THAT CLEARLY ILLUSTRATES THE NUTRITIONAL PROPERTIES OF FOODS, CORRAINI 2015.



4. LES MADELEINES, A COLLECTION OF SOCIAL TABLEWARE IN CERAMIC AND WOOD, WITH A FOCUS ON THREE SECONDARY MEALS: BREAKFAST, SNACKS AND AFTERNOON TEA, MADE WITH CERAMISTS IN THE VENETO DISTRICT OF NOVE, IN A LIMITED EDITION FOR **RESTORED**, HOLLAND, 2015-18.



myself as a designer, I studied to be a designer, and I have worked for the last ten years on doing it well. Now I am also a chef. For three years I have been in the kitchen of the Toscanini restaurant in Amsterdam. While at first it was a hobby, today cooking is my main activity, my greatest passion. But I have not abandoned my original path. I continue to create content, images, conducting research on the theme of food.”

The coexistence of graphics, design and food began with two projects: a cabinet and a book. The cabinet sets out to give

foods their proper places: wooden drawers for bread, pasta and cereals, a space without light for potatoes and onions, a terracotta compartment for fruit and vegetables, preformed shelves for eggs and jars for legumes, places to cultivate herbs and to store many foods outside the refrigerator. The book, published by Corraini and inspired by Bruno Munari, is an illustrated manual that narrates the goodness of the fruit and vegetables we consume every day, in a simple, memorable way. Beautiful, erudite and tasty design. ■ *Virginio Briatore*