



Lanzetta stands in an Antonio Lupi shower with a frosted glass wall that cheekily depicts a finger drawing on a steamy surface (designs are customizable). The Lupi showroom opened in April.



## That's Italian

Luca Lanzetta makes some strong statements with his kitchen and bath showrooms **by Gina Bazer**

**I**talians are known for being particular when it comes to aesthetics. And Rome-born, Milan-raised Luca Lanzetta is no exception. An engineer by trade, he moved to Chicago in 1998 to start a company that imports manufacturing equipment for Boeing, Caterpillar, and GM. He still has this business, but a life filled with heavy machinery couldn't possibly satisfy

PHOTOGRAPH KATRINA WITTKAMP



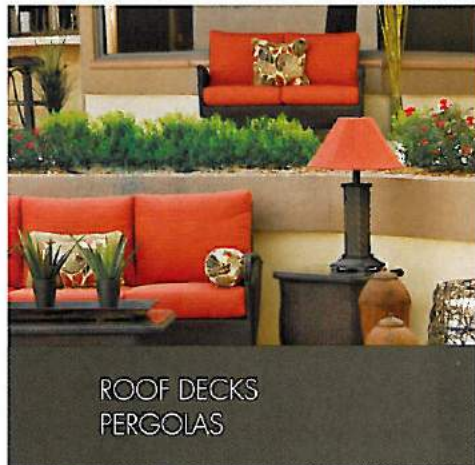
Lanzetta's ideal kitchen would have an island, a wall of cabinets and appliances, and nothing else but a table. Shown here is Ernestomeda's Elektra kitchen in stainless steel.

Both are Italian. Both are clean and minimalist—Lanzetta, who is intimately involved with the design and installation of all his products, wouldn't have it any other way. A brief conversation with him reveals that when it comes to design, he notices everything, and many things—from the “ugly Home Depot hardware on doors” to the “little light switches that stick out of the wall in so many homes”—irk him. “I'm always wanting to redo things, even in my own home,” he says. “So it's nice to have showrooms where I can do this.” Lanzetta shared some of his passion for Italian kitchen and bath design with us.

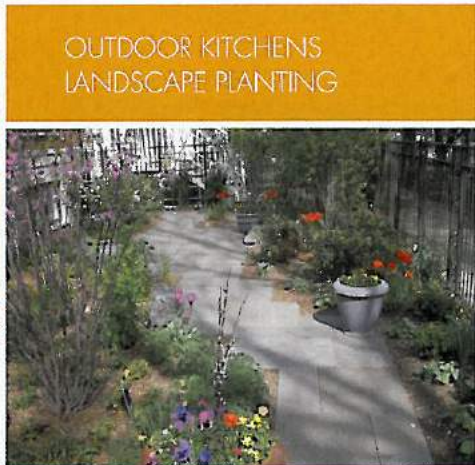
**How would you compare the American approach to design to the Italian?** In America, richness is often measured in quantity. In Italy, it's about simplicity. About finding the right thing. A lot of things piled on—that's ugly. The architecture in Italy, other than the Baroque, is rich but not overdone. It's balanced. That's what everything is about in Italy. Take pizza—there, a Margherita pizza is just tomatoes and mozzarella. Here, people put chicken and pork on it. It's the same with

an architect's son who grew up eating meals at a Saarinen table surrounded by Bauhaus chairs, and studied mechanical engineering at Politecnico di Milano, whose graduates include such Italian design heavyweights as

Antonio Citterio and Piero Lissoni. In 2007, Lanzetta opened Ernestomeda, a kitchen showroom at LuxeHome at the Merchandise Mart; this past spring, he opened Antonio Lupi, a bath showroom, on Wells Street.



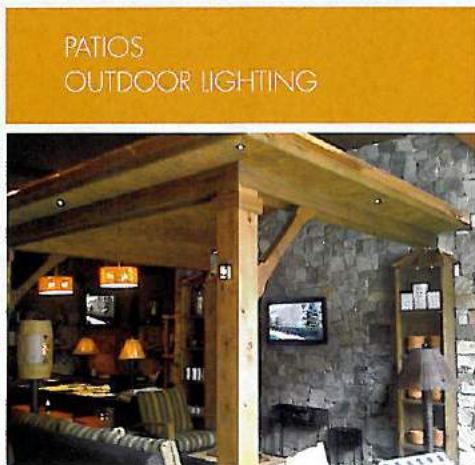
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