

**BE.**  
DESIGN  
AMBASSADOR

DESIGN PROCESS & ACHIEVEMENT

# INTERIORS STYLING PRODUCT DESIGN RESEARCH

BE. is a design agency based in Florence, founded by Barbara Benini and Eleonora Franchi.

Our focus is interior design and styling, product design, art and research. Our approach is conceptual and eclectic while the feeling and the attention to detail are the determining factor of our work.

We are attracted by the emotional side of design in a way that brings an expressive and seductive power to spaces. We focus on the mood and the connections among their pulsing creative energy.

## DESIGN PROCESS & ACHIEVEMENTS

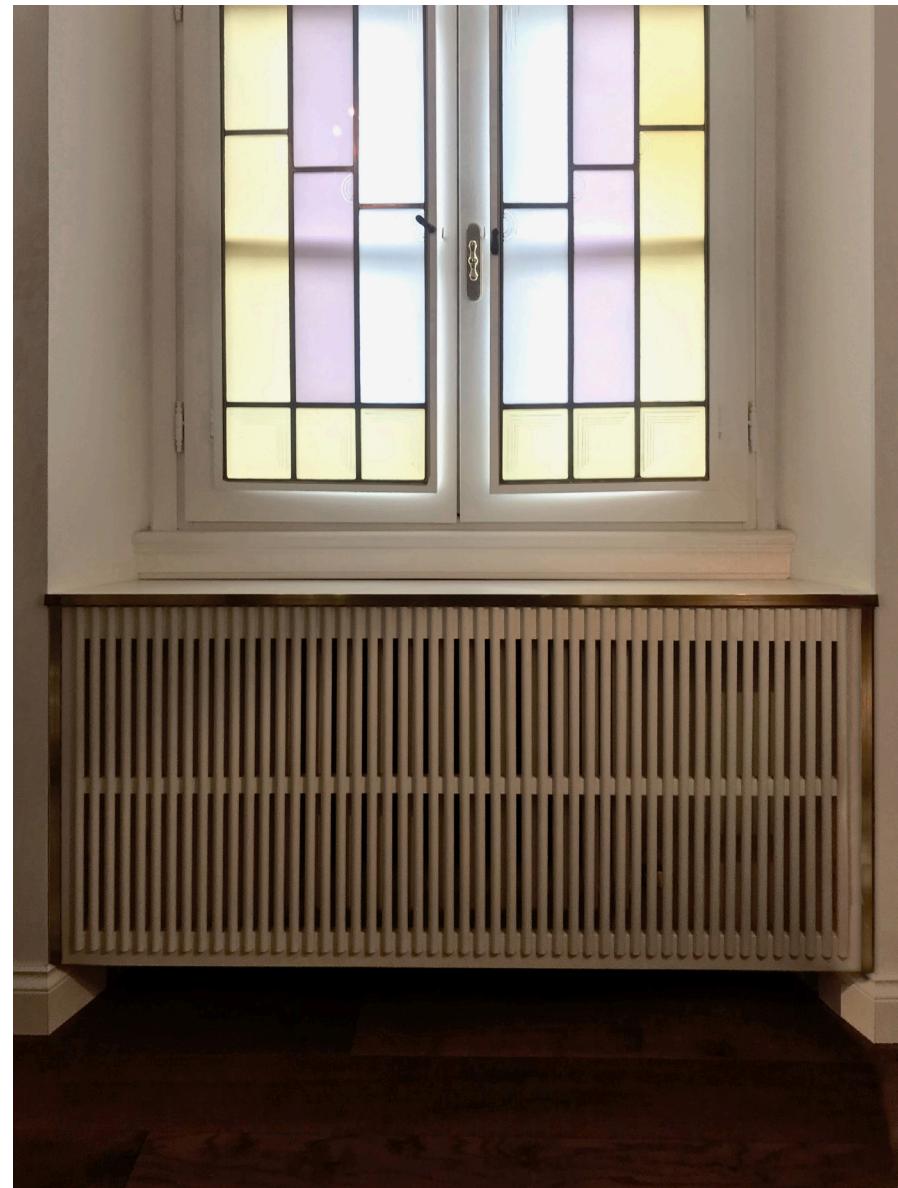
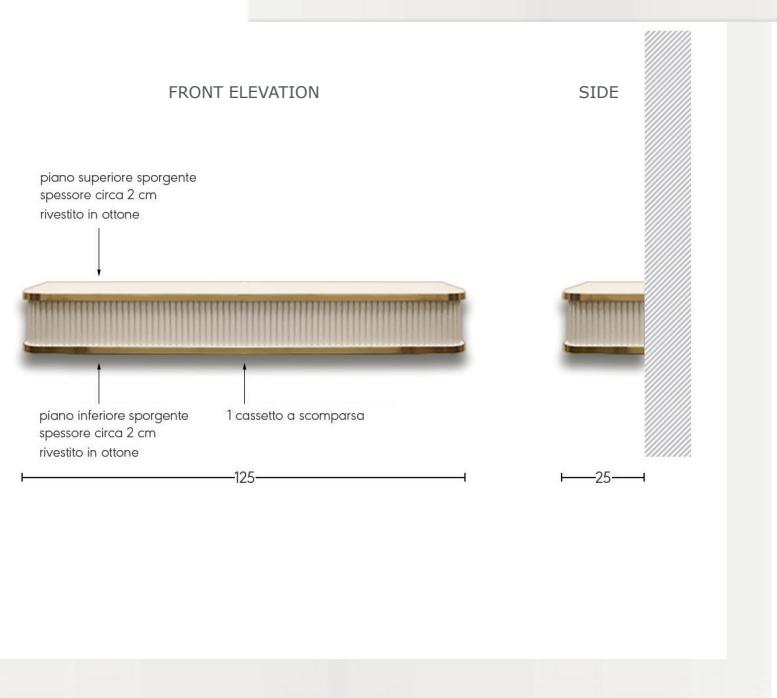
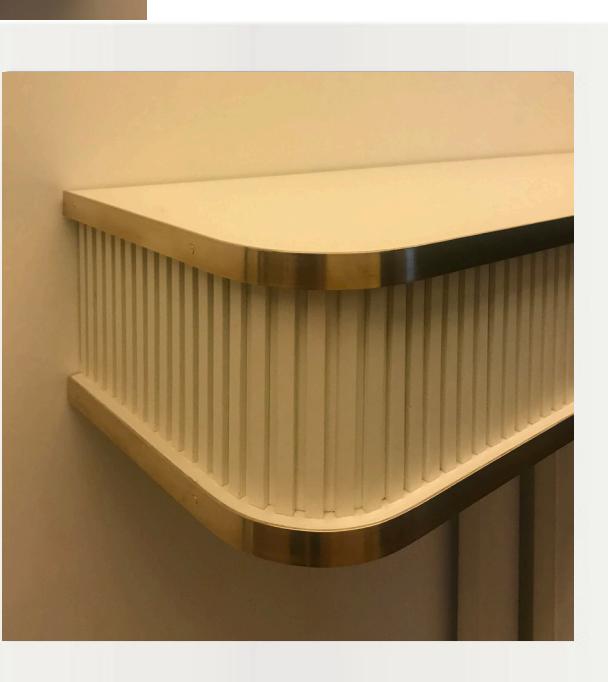


# Project ONE

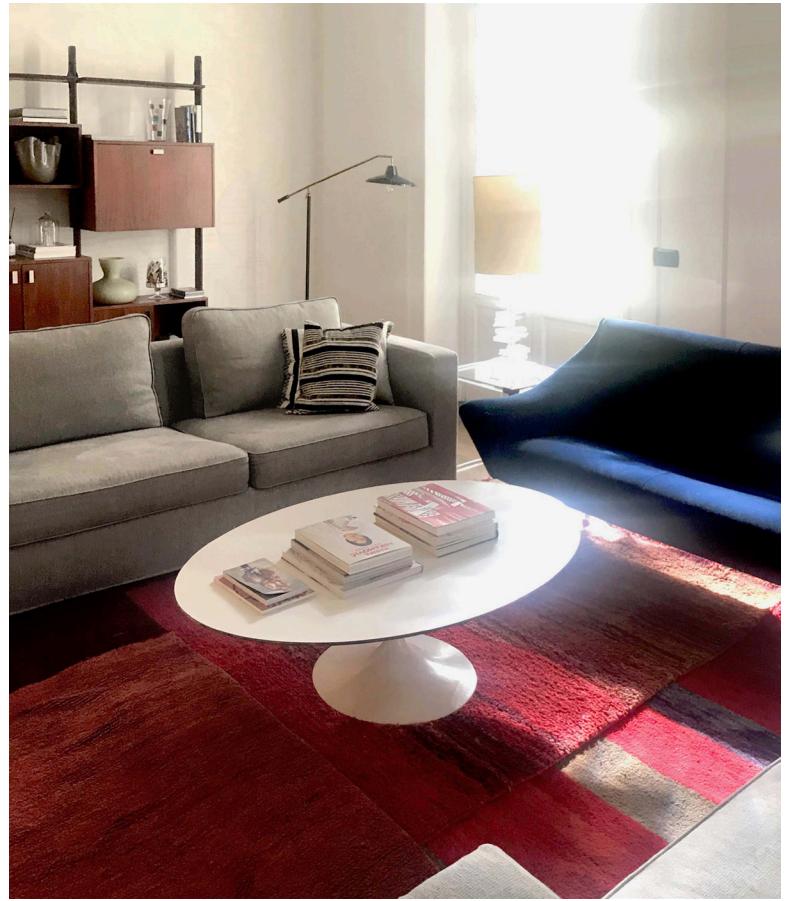
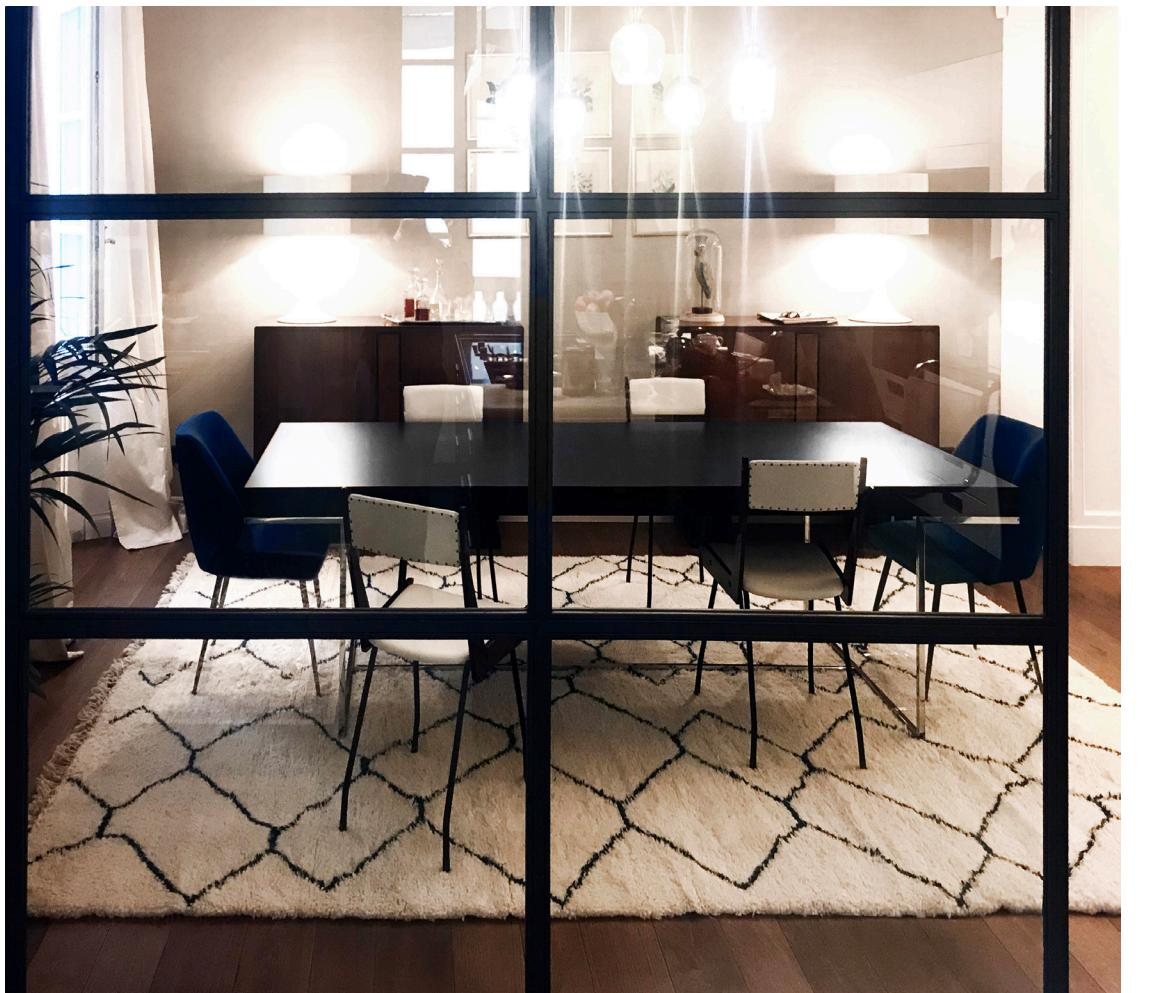


**Client:**  
Simona Fanciullacci

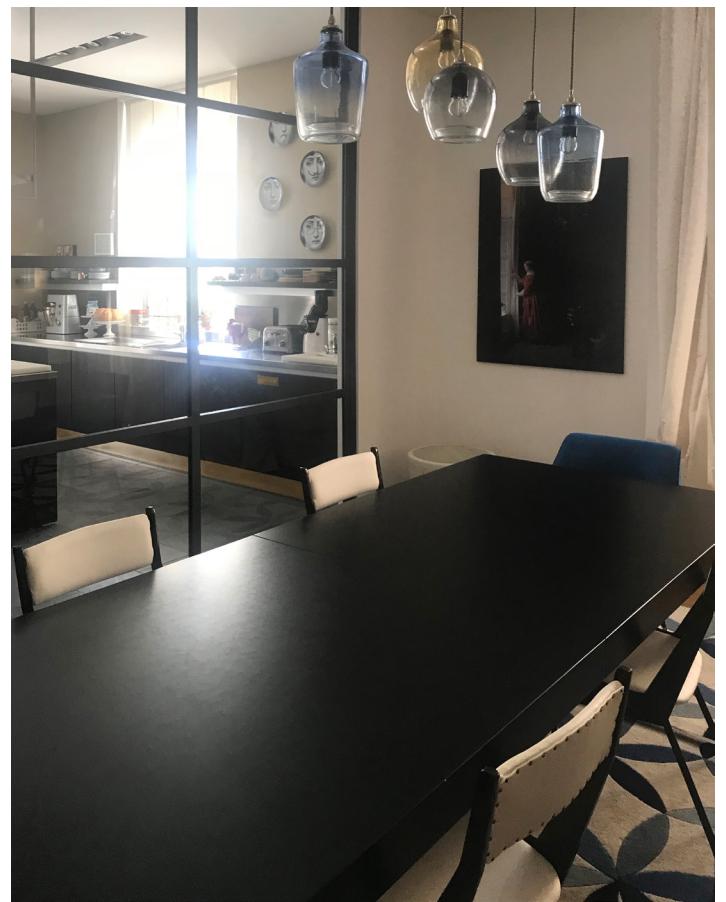
**Design:**  
Mobile consolle in legno con  
cassetto frontale a scomparsa  
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con dettagli in ottone  
motivo: cannette  
misure: larghezza 125 cm circa  
profondità 25 cm  
altezza 20 cm

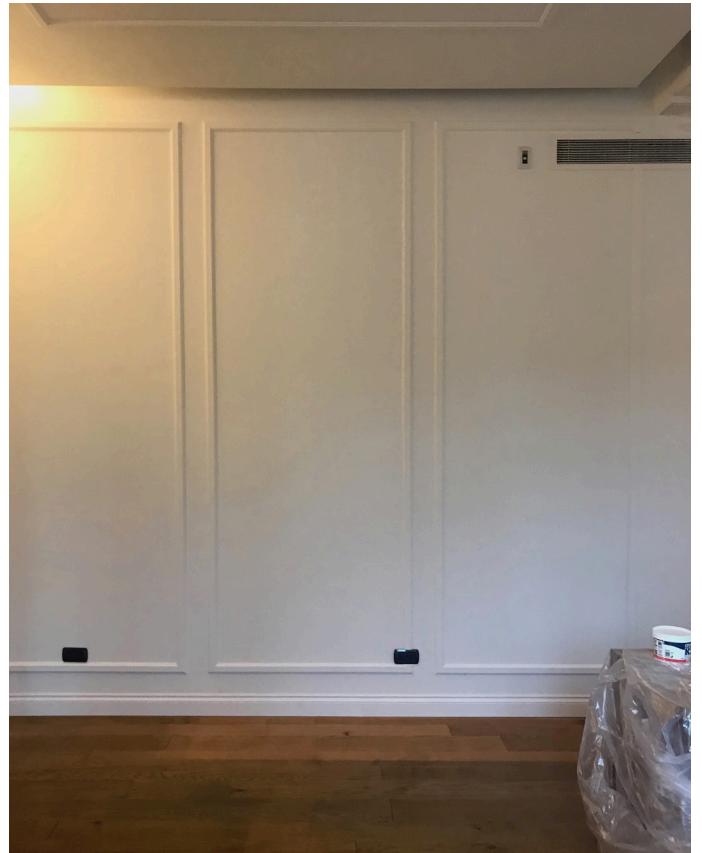
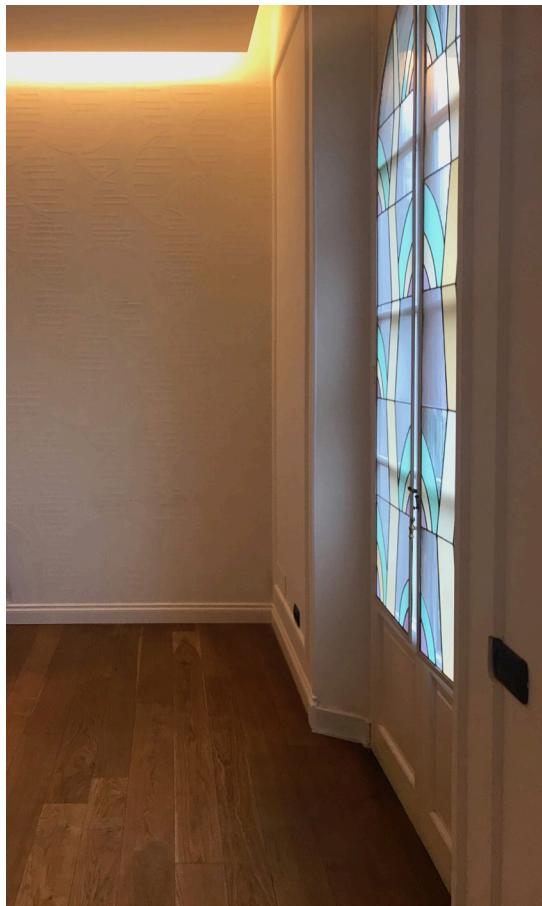
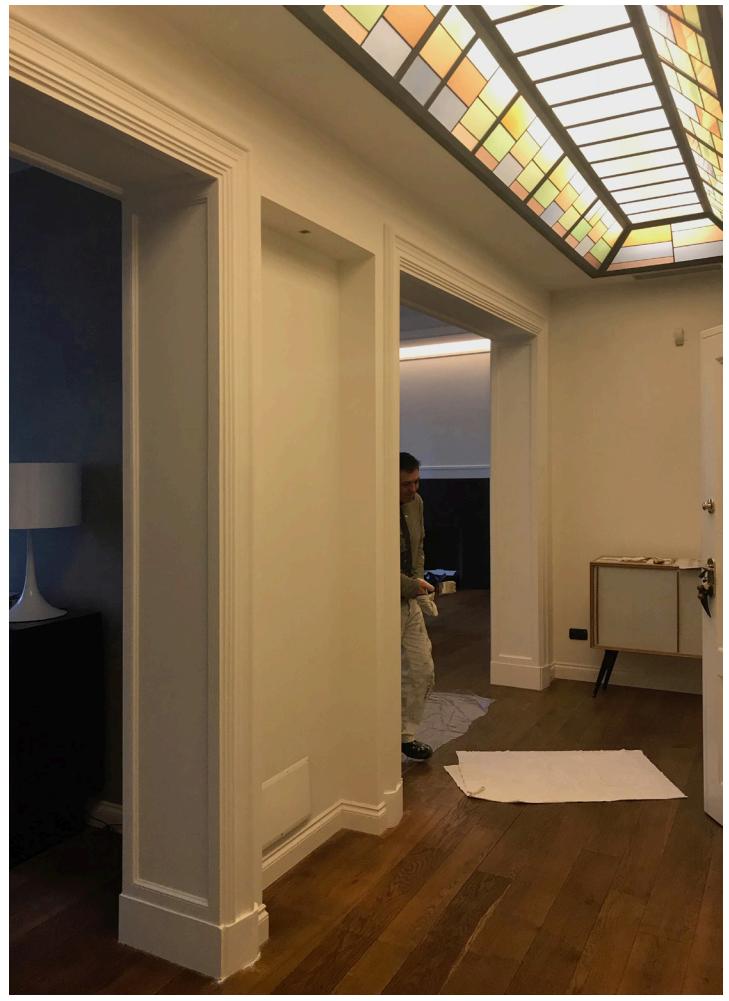


Design, creation and assembly of some furnishing of an apartment located in an ancient palazzo in Prato, completely renovated in 2019.  
*Left:* Laquered ribbed wood console with brass details. *Above:* laquered ribbed wood radiator cover with brass details.



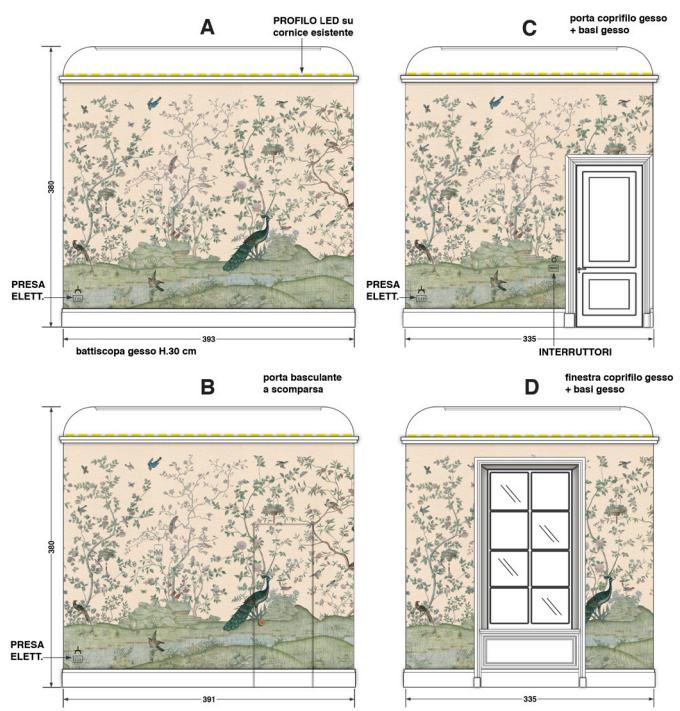
The dining-room, furished with old berber carpets, a pair of mid-century rosewood sideboards vintage chairs and a contemporary B&B Italia table, is divided from the kitchen by a custom large steel and glass door. *Left:* The living-room, with an eclectic style as well. *Opposite:* Another glimpse of the living-room, another dining area with mid-century table and chairs and a vase-sculpture designed by Ettore Sottsass in the 80s, and the kitchen. *Following pages:* The application of plaster moldings in the living-room and entrance hallway. Vintage wallpaper installation on walls and ceiling in the bedroom.





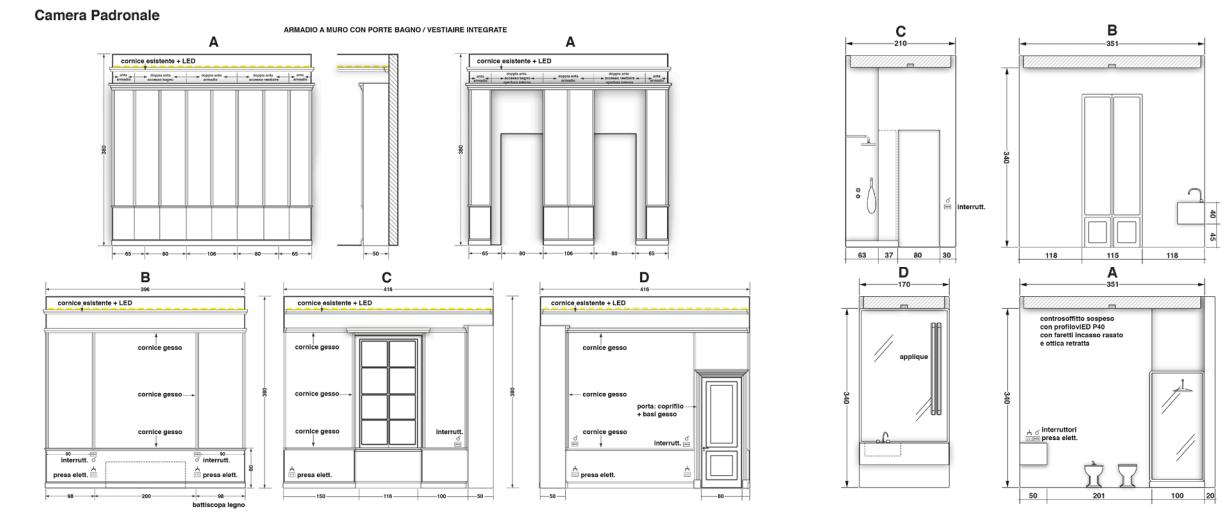
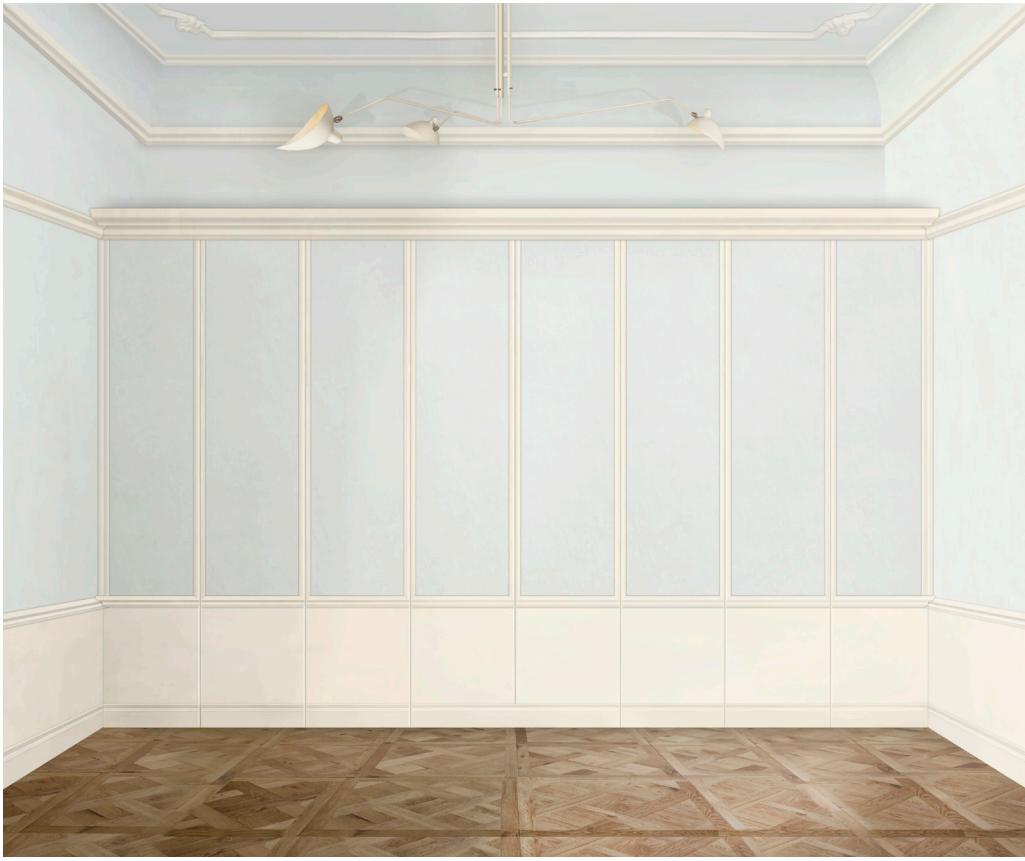
# Project TWO





Renovation project of an apartment located in an ancient palazzo. The focus is preserving its heritage and the charm of the past while turning it into contemporary living. The goal is a harmonious layered style, eclectic, vibrant and fascinating vibe. Drawings and Elevations of the spaces, with the finishings details: Versailles parquet floor, moldings and plaster frames on walls and ceiling, lime-plaster and lime-wash finishes, brass accents and hand-painted chinoiserie pattern, typical of the early 1900s in the dining room, reminding a secret garden vibe.



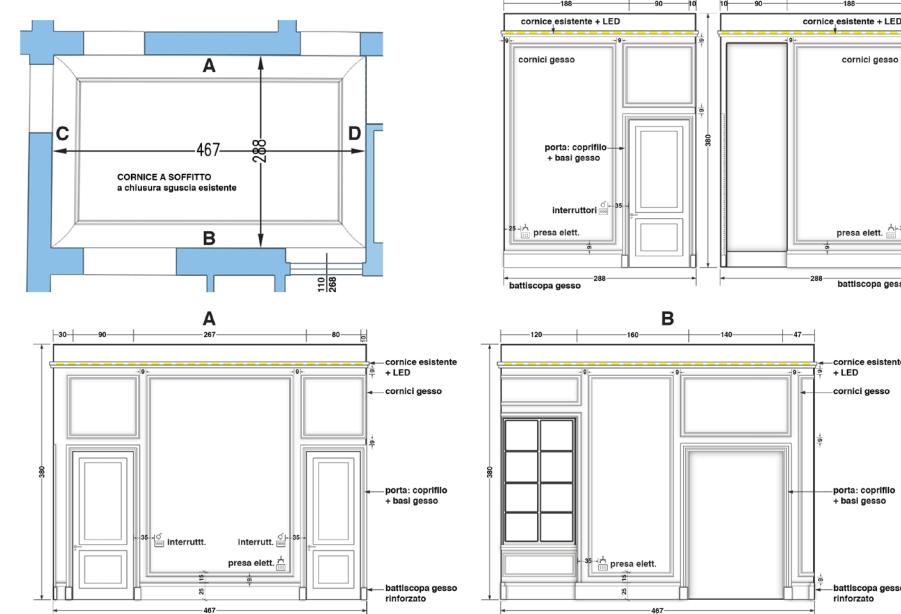




Living



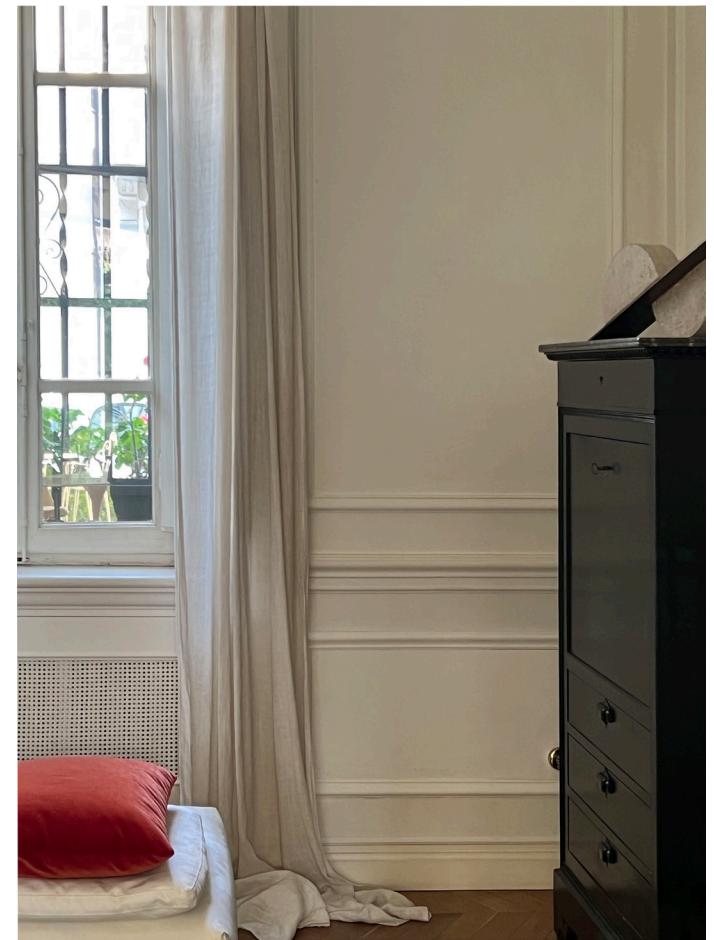
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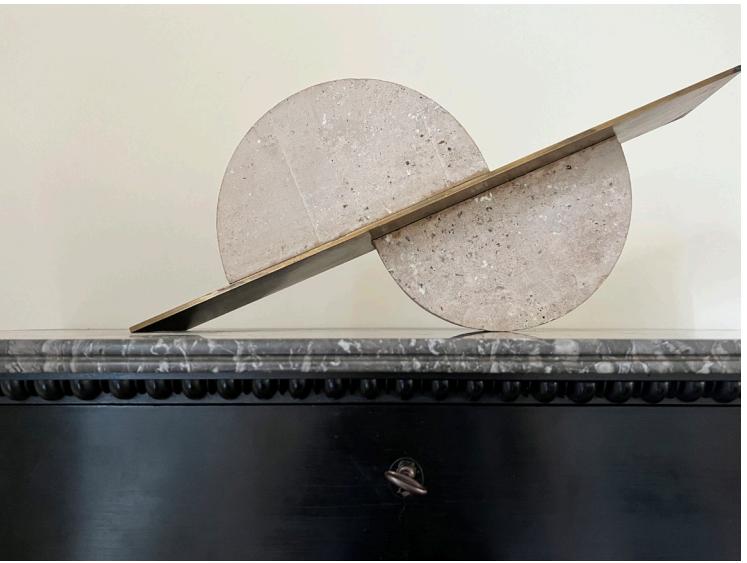


# Project THREE



Interior design, custom furnishings and installation of an early 20th century townhouse in Prato. *Opposite*: The dining-room overlooks the garden through a large floor-to-ceiling door window. All the architectural decoration has been redesigned and created, since this radical renovation and the former not-so-suitable refurbishing involved the loss of the heritage of the building. French-herringbone oak parquet floor, plaster moldings on walls and ceiling, and made-to-design statuary marble fireplace seem to have always been there. The furniture is eclectic: 60s Saarinen Tulip table and chairs, a 70s brass and glass coffetable, a 80s floor lamp and a brutalist bronze sculpture. *Above-Right*: In the living-room, the off-white walls and ceiling, decorated with plaster frames, are the background for the Living Divani sofa, Flos Aco floor lamp and a Gae Aulenti coffetable.

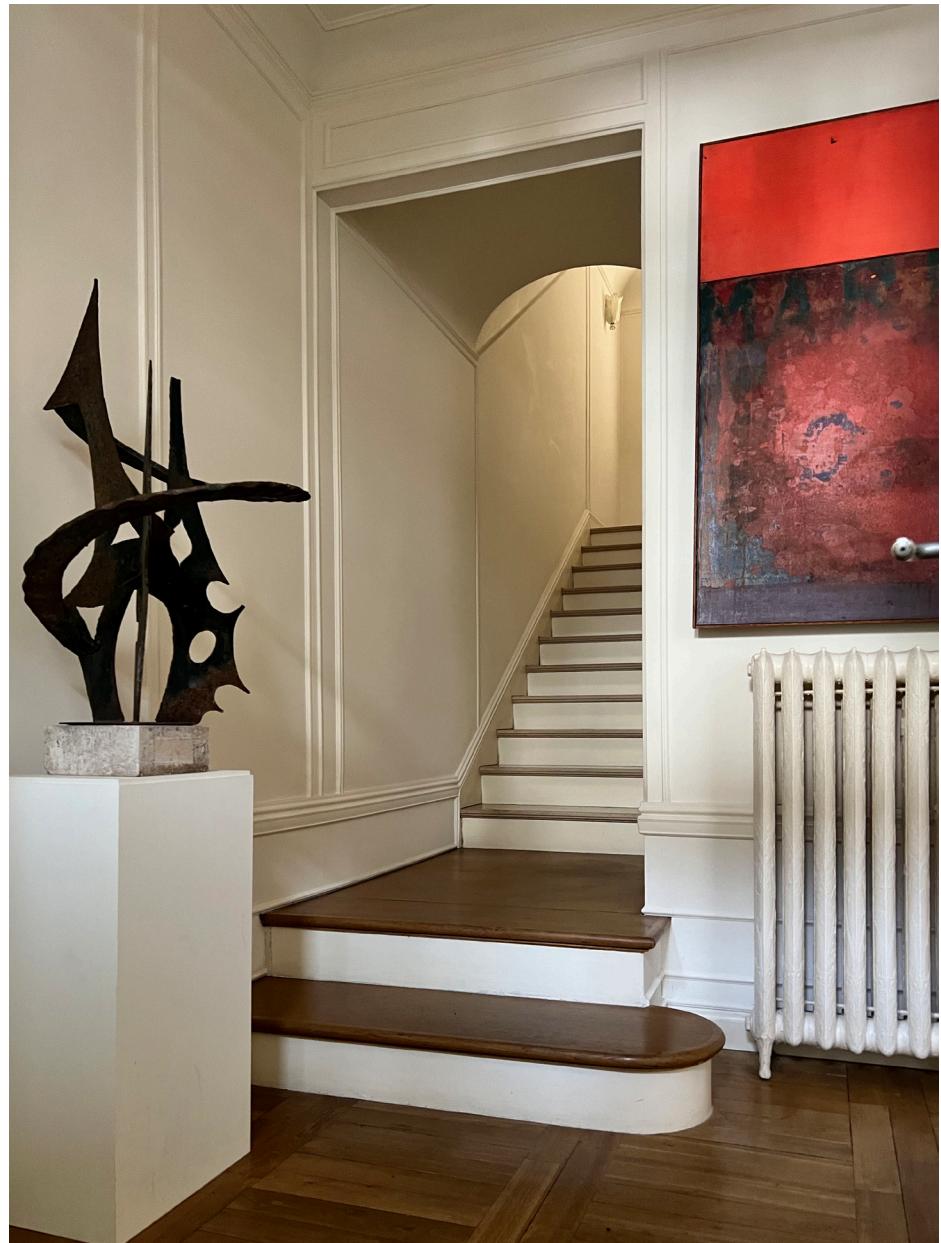






The built-in wardrobe at the entrance hall hides the two doors through the plaster moldings that recall the ones of the frontal wall. *Right:* The second area of the entrance hall with the stairway leading to the upper floors: a brightly colored abstract artwork breaks up the monochrome off-white of the walls. A glimpse of the living-room that overlooks the staircase area, where a brutalist sculpture stands out. *Previous page:* The living-room and the 50s Danish sideboard in the dininig area, with a vintage Artemide Chimera table-lampe.

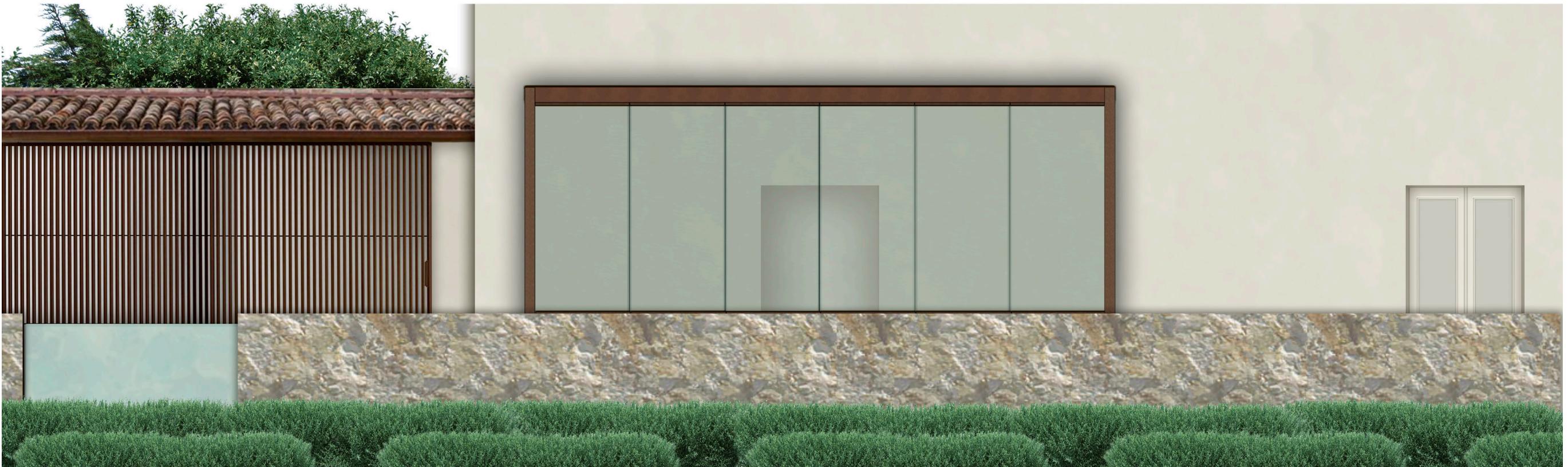




Another view of the stairway area with the plaster moldings on the ceiling and walls, and an old cast iron radiator. The contemporary bold artworks give a different twist to the classicism of this architectural setting. *Right:* A detail of the statuary marble gas-fireplace, with a mirror above it, set in the molding. The installation of the plaster moldings. A detail of a plaster molded frame and a 50s vintage wall clock, deigned by George Nelson.



# Project FOUR

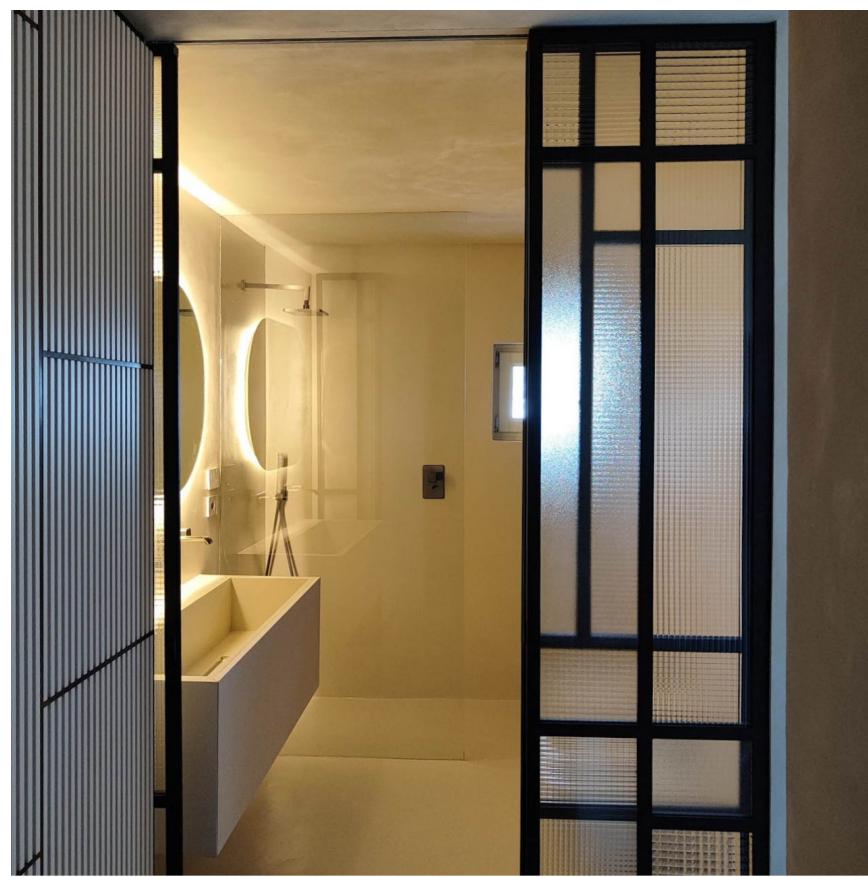
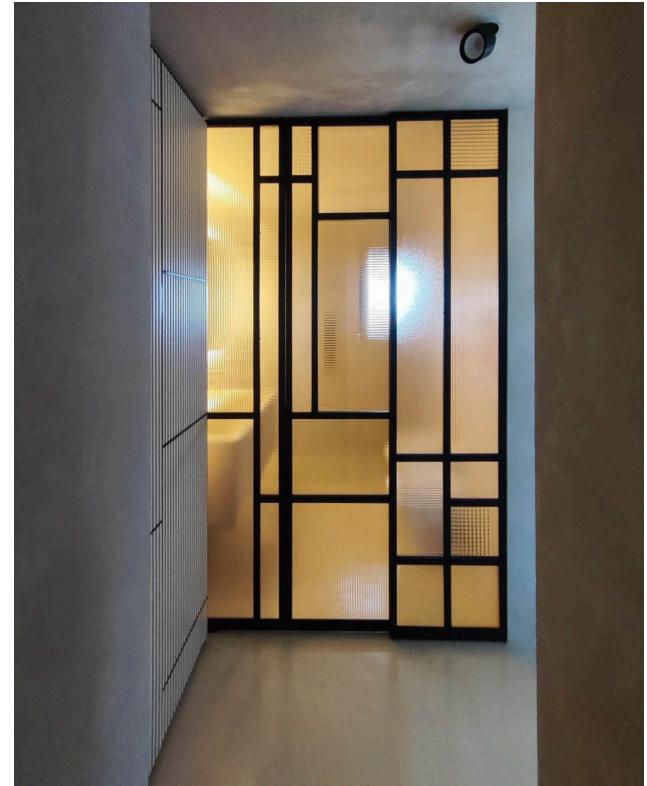


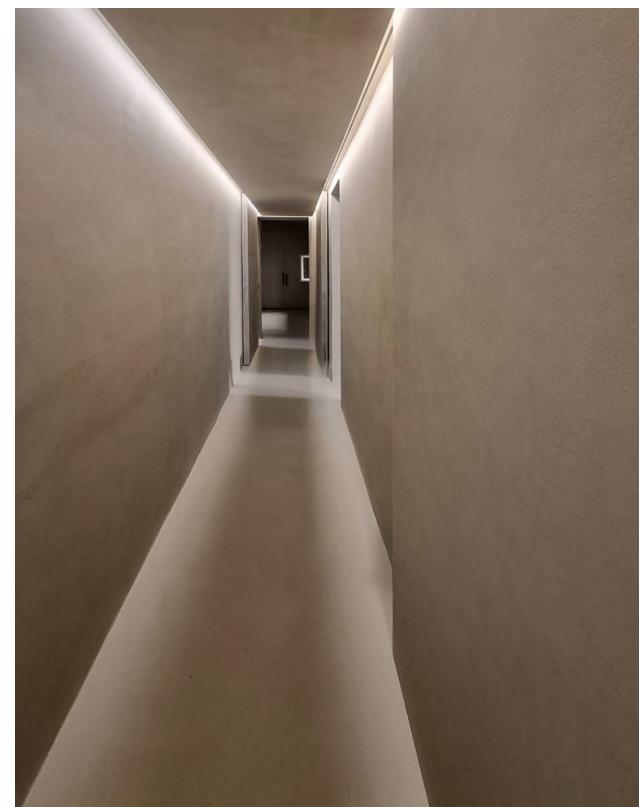
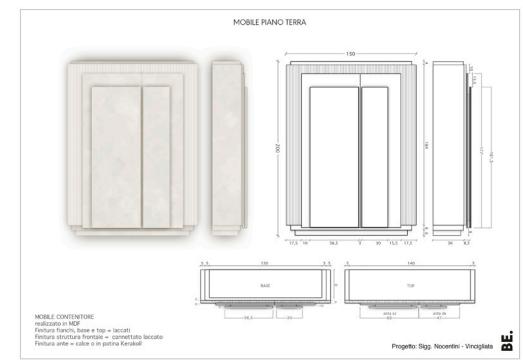
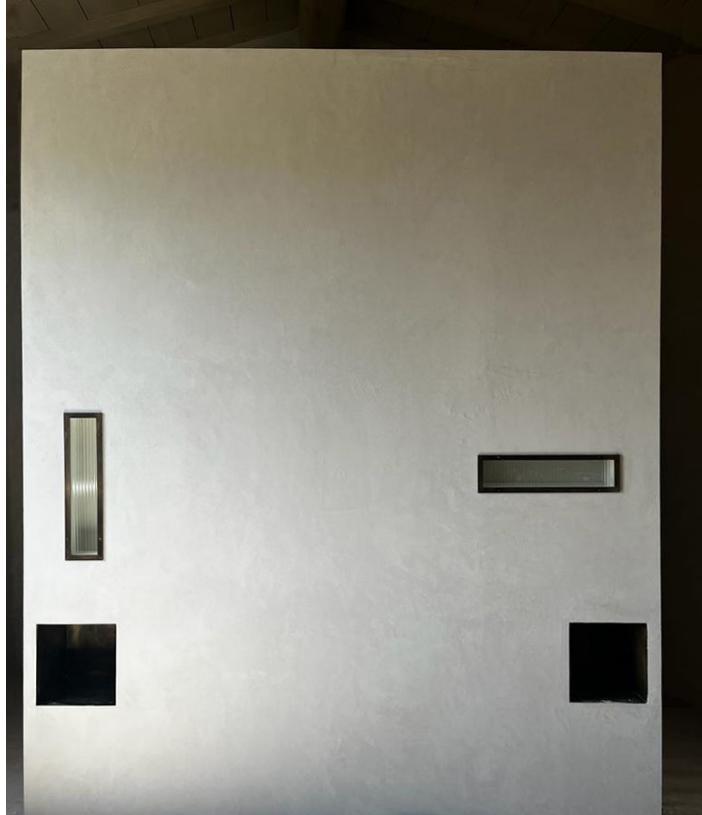
Renovation project of a country house in Fiesole. *Above*: Outdoor front entrance elevation, outdoor view elevations with the plunge-pool glass-wall to keep the view while seating



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Night hallway and masterbedroom ensuite drawings. Bathroom installation *Opposite*: Masterbedroom ensuite construction just completed. Throughout the house, walls, ceilings and floors are finished with lime, even some doors and custom furniture.

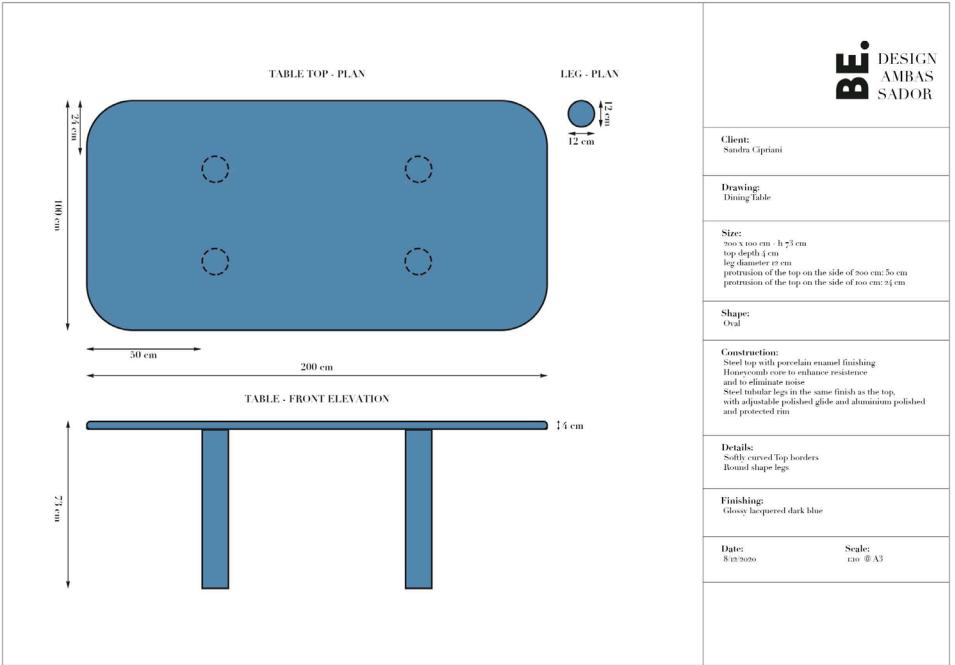




# Project FIVE

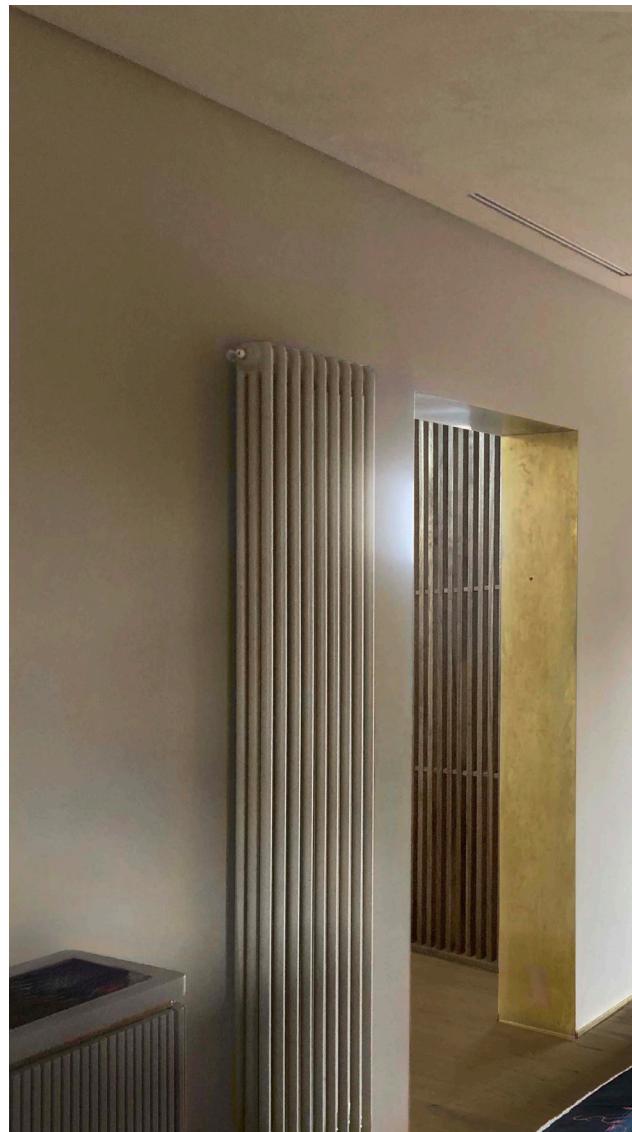
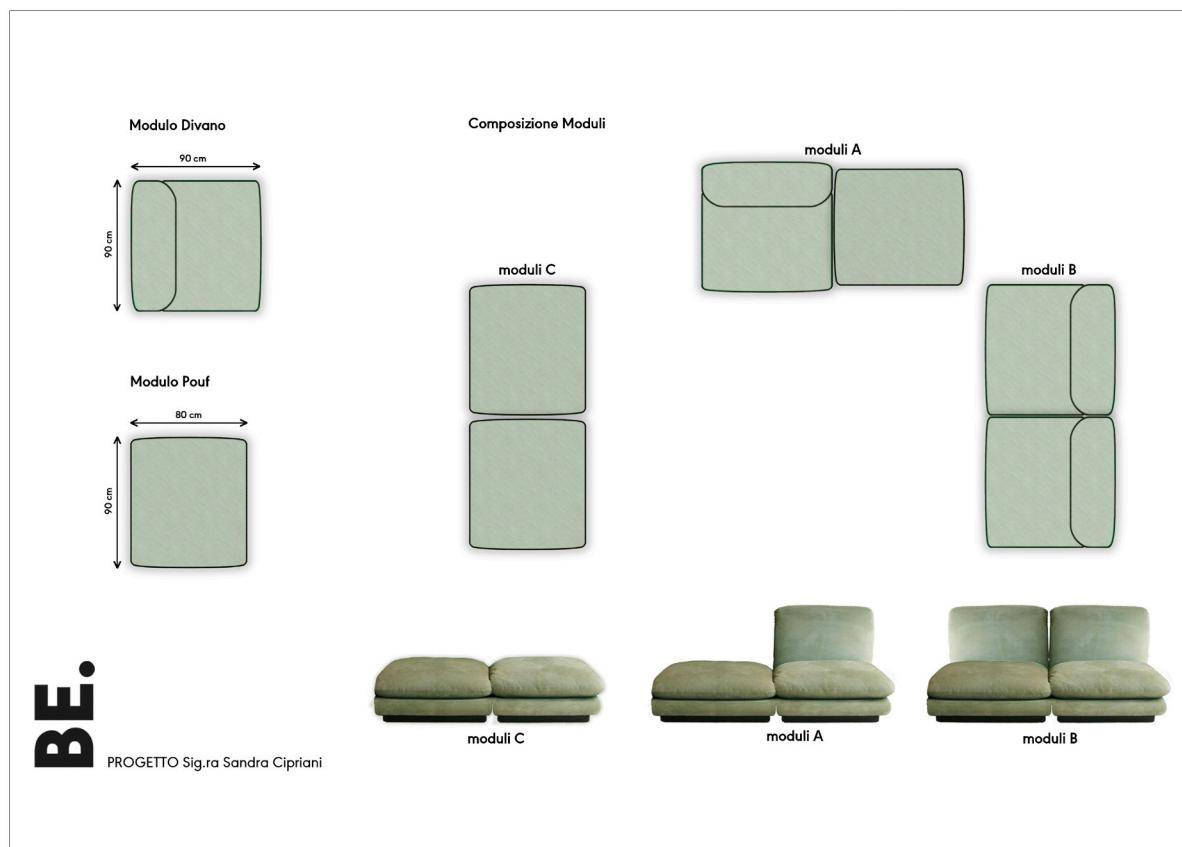


Furniture design, creations and assembly of an apartment located in Florence, totally renovated in 2020. *Above*: Glossy lacquered wood and steel dining table. *Right*: The project of the kitchen area and the assembly of the kitchen island.

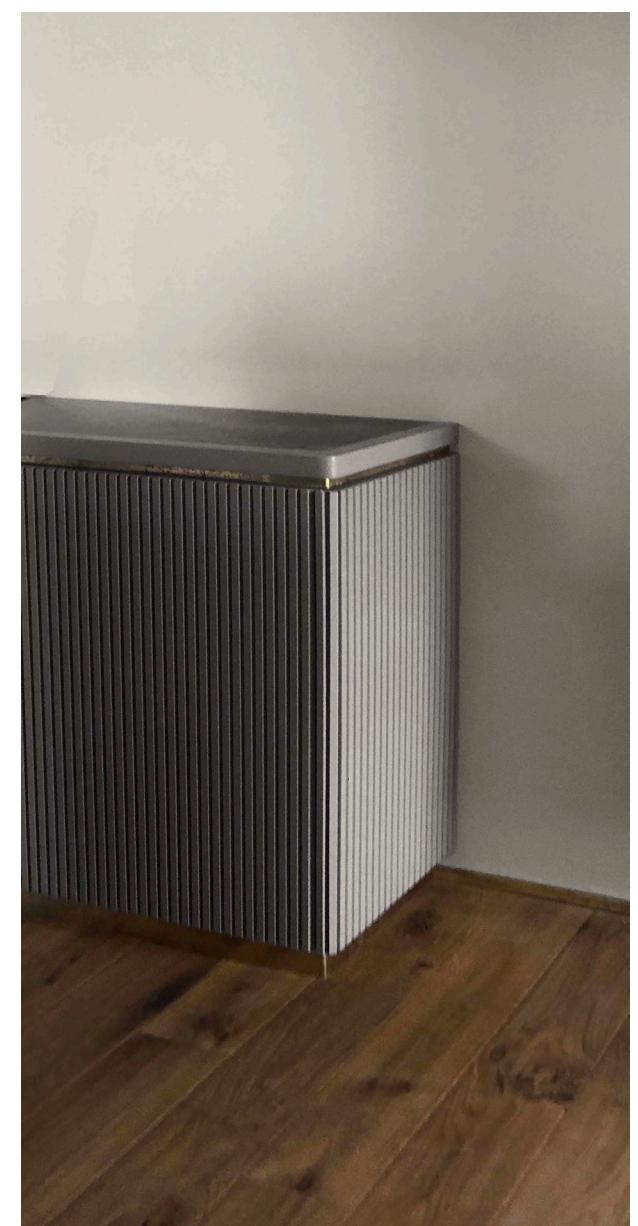


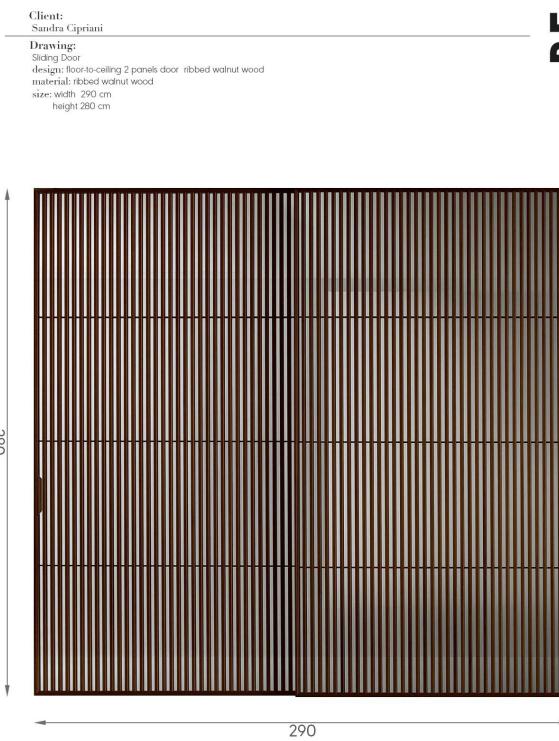


70's inspired modular sofa



Brass-covered intrados during the installation of the furniture. **Right:** A detail of the custom sideboard in ribbed laquered wood and brass accents, with emperador marble top, such as the kitchen island. The living area of the house is finished with lime plaster, both walls and ceiling, creating a rendered effect: the result is smooth but textural. **Opposite:** The picture of an element of the green mint modular sofa, inspired by the 70s design, with suede upholstery and black lacquered wood base.



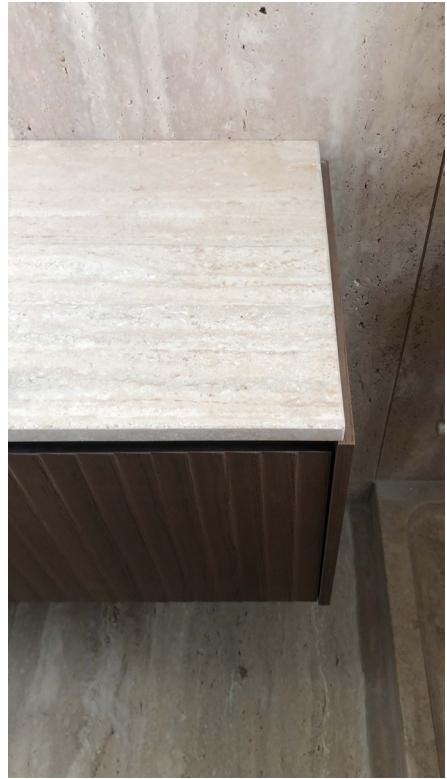


**B.E.**



The modular green-mint sofas set in the living room. **Below-Beside:** The walnut two-panels sliding door, leading to the study. **Opposite:** The entrance hallway with a pair of custom brass wall lamps; two vintage Flos Foglia sconces, floor and stairs in warm light tones microcement.





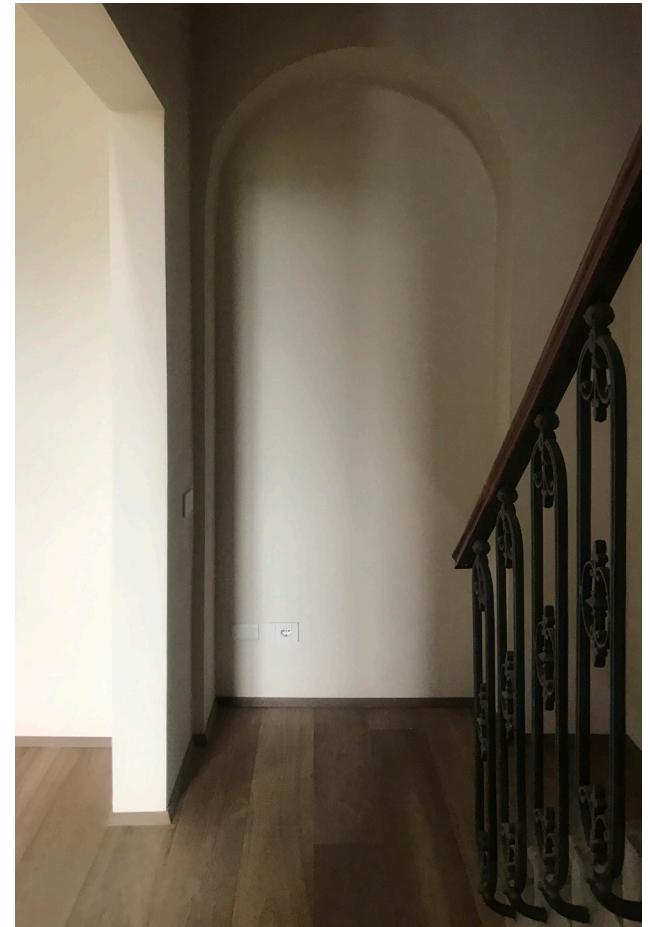
Ribbed walnut vanity -with travertine countertop and washbasin - assembly in the bathroom; travertine marble walls and floor and satin rose gold taps. *Opposite*: In the study-room a vintage light installation, a 70s leather sofa and a detail of a Serge Mouille three arms ceiling lamp.



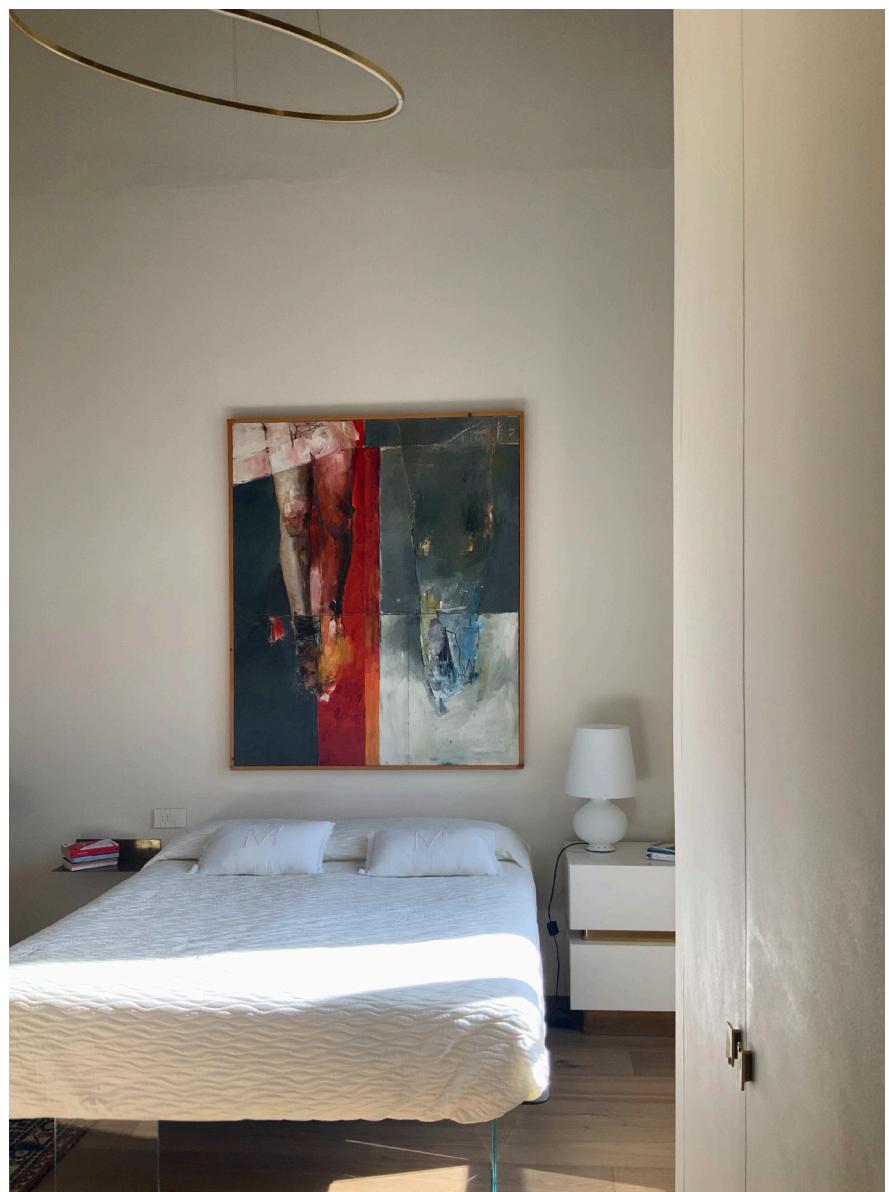
# Project SIX



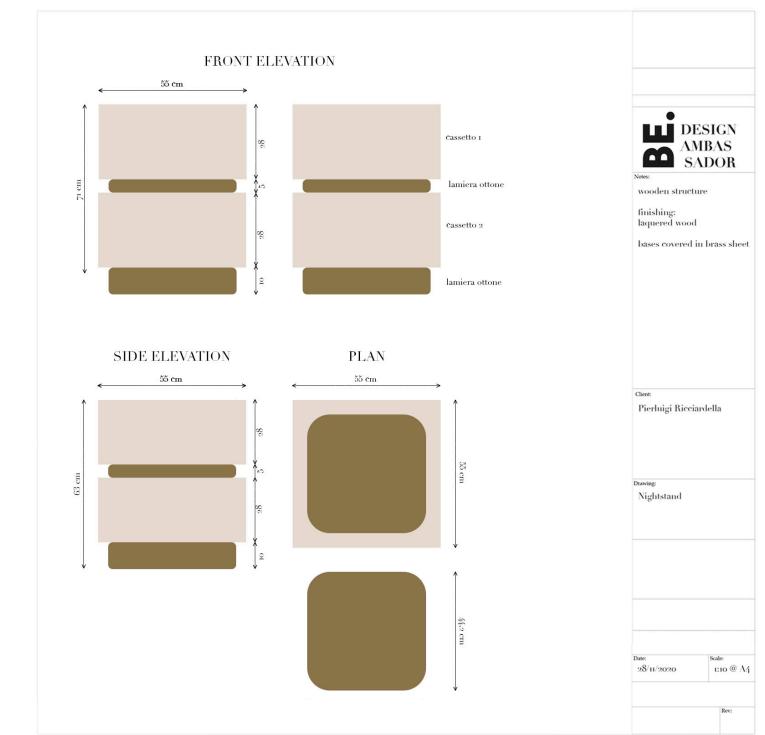
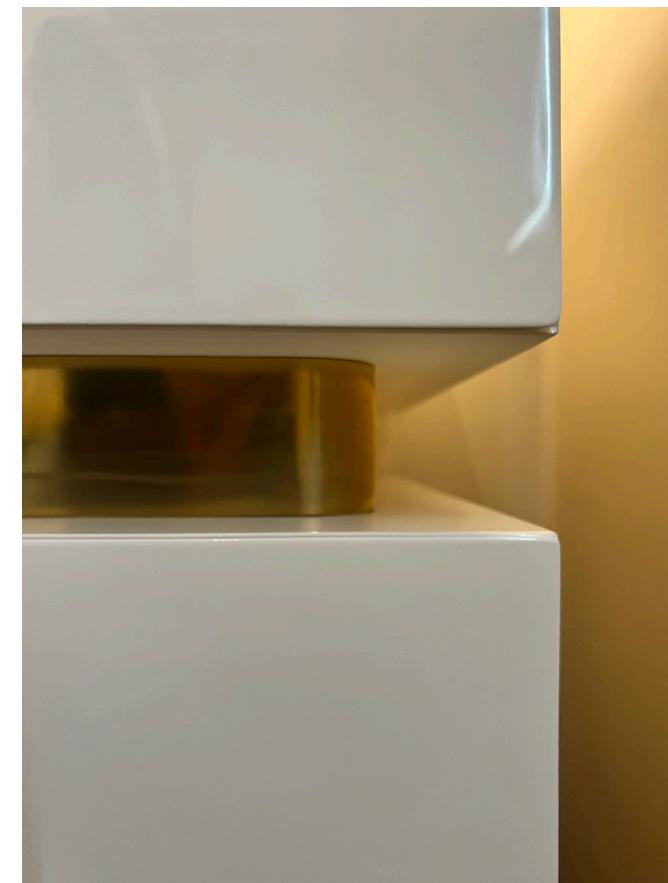
Furniture design and creations of an apartment located at an ancient palazzo in Florence, completely renovated in 2020. *Above:* The storage cabinet was designed to look like an old arched door.

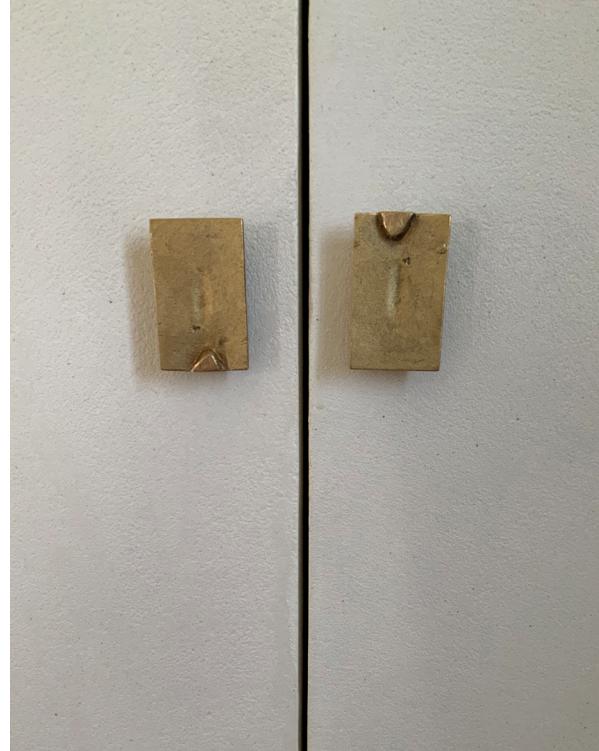


*Left:* The drawing of the doors of the wall cabinet that looks like an old door, with aged mirror.  
*Below:* A detail of the doors, made of hand-laquered wood with aged mirrors and antique brass knob. The wall with the arched niche, before the assembly of the cabinet.

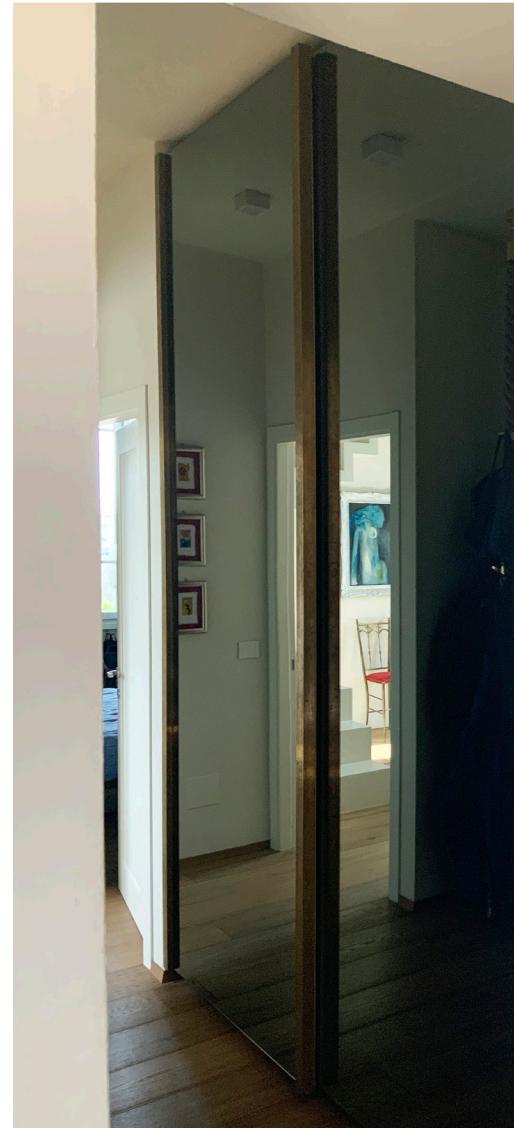


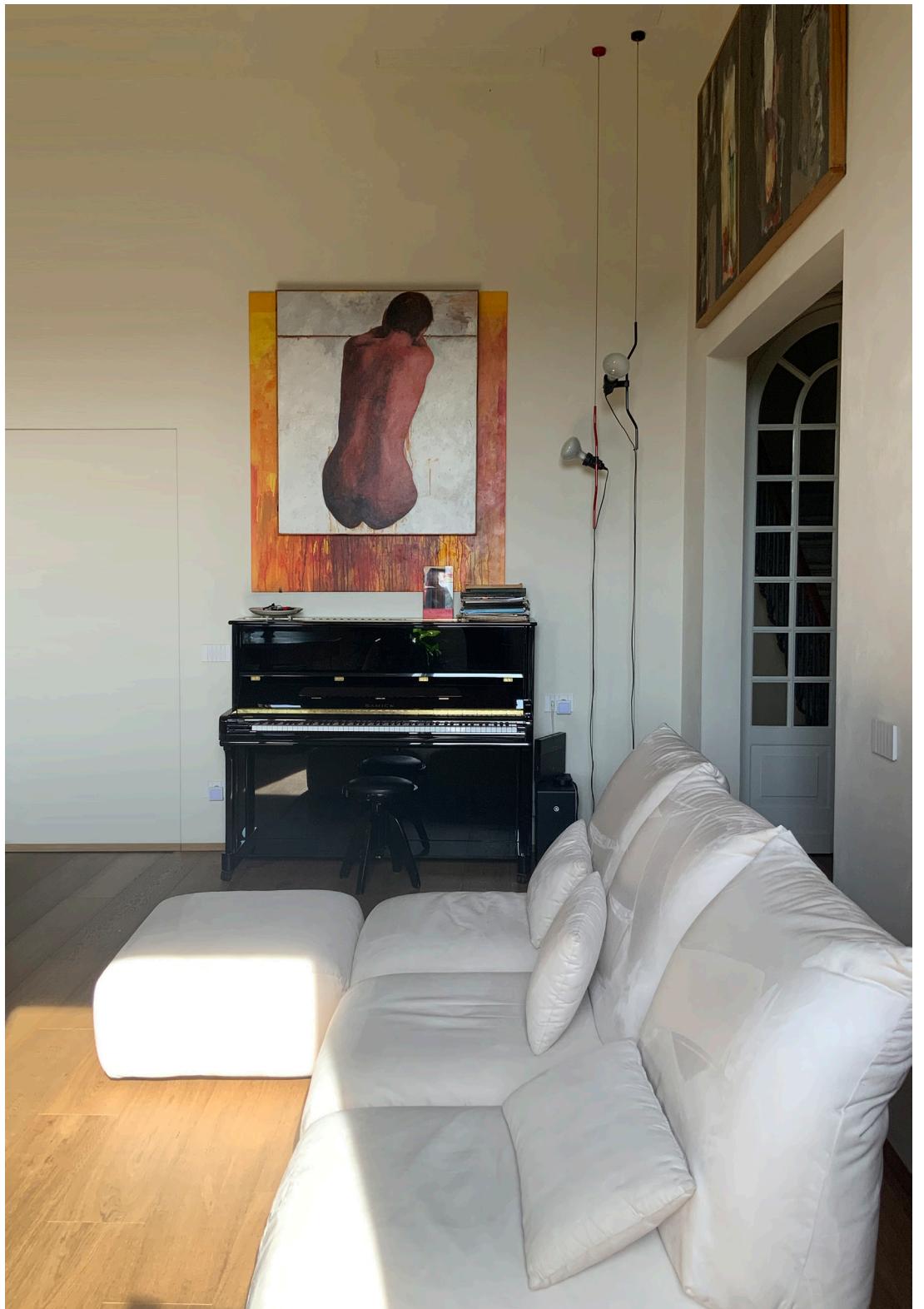
In the masterbedroom the bed has three asymmetrical transparent glass legs with a hanging effect. *Right:* A detail of the left nightstand that is nothing more than a folded burnished brass sheet fixed to the wall with brass bolts, which add an industrial chic twist. *Opposite:* The wood beside-cabinet with a glossy laquered finishing has two square-shaped drawers, while the profile separating them and the base with gentle curves, made by burnished brass.



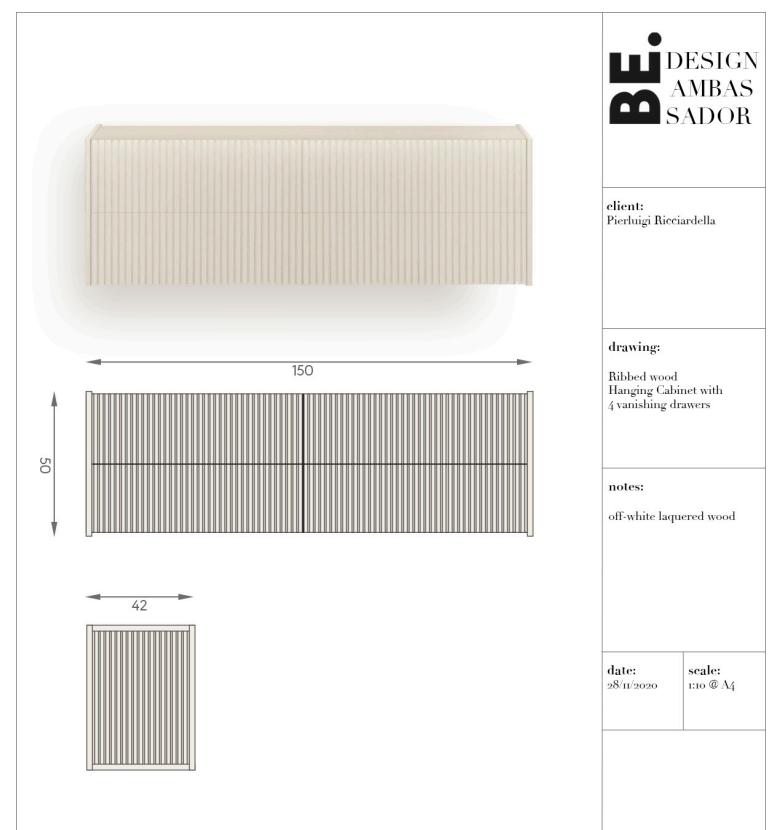
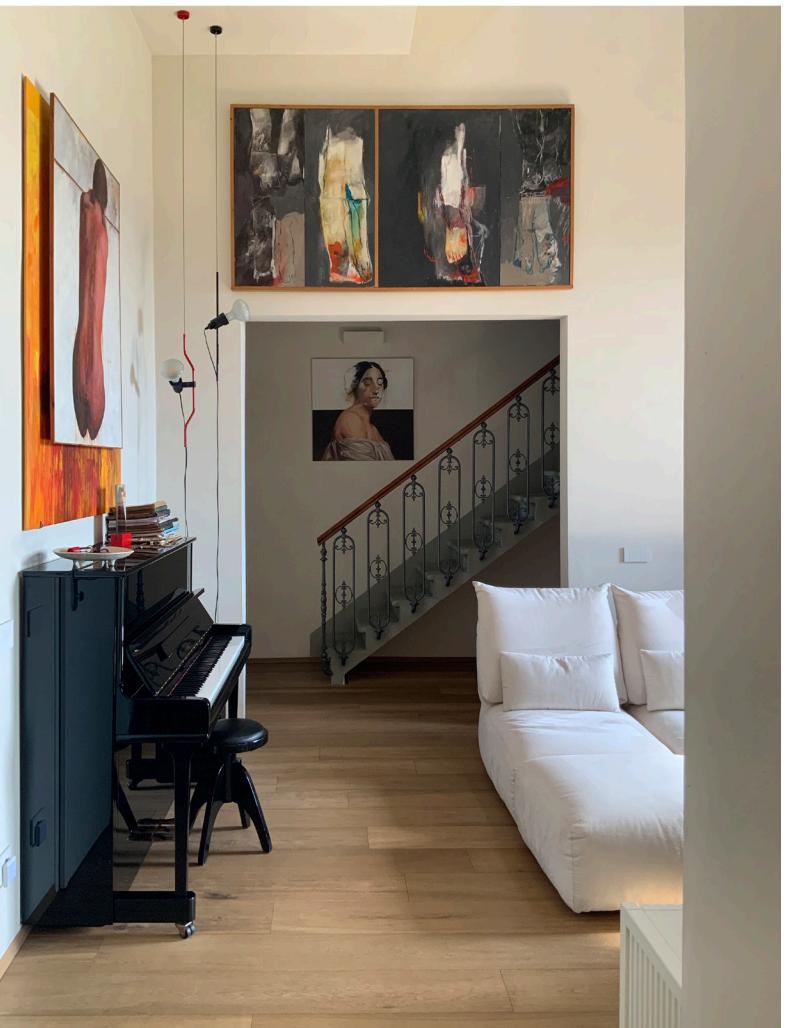


*Opposite:* The wardrobe in the masterbedroom is framless floor to ceiling and is rendered in the same stucco finishes as the walls, while the hand-made brass door handles are unique pieces, reminding of the brutalist artworks. The steel staircase leading to the mezzanine is finished in microresina and the handrail has brass accents.  
*Right:* The sliding doors wardrobe in the hallway is covered with smoked mirrors and brass profiles.  
*Below:* A detail of the burnished brass profile that also works as handle.



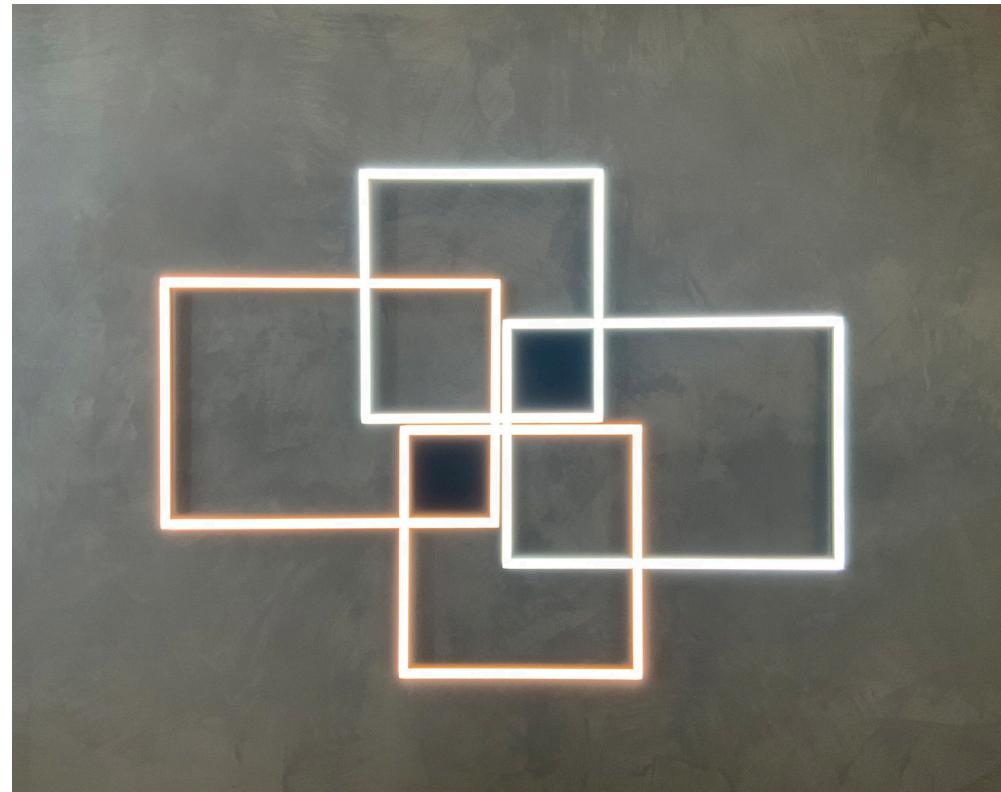
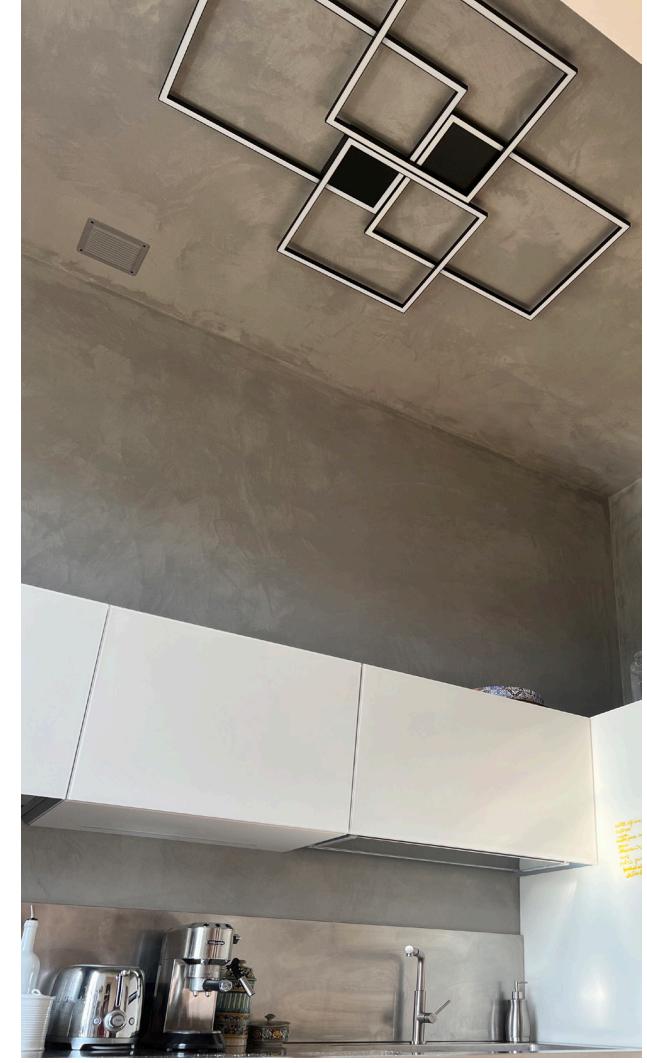


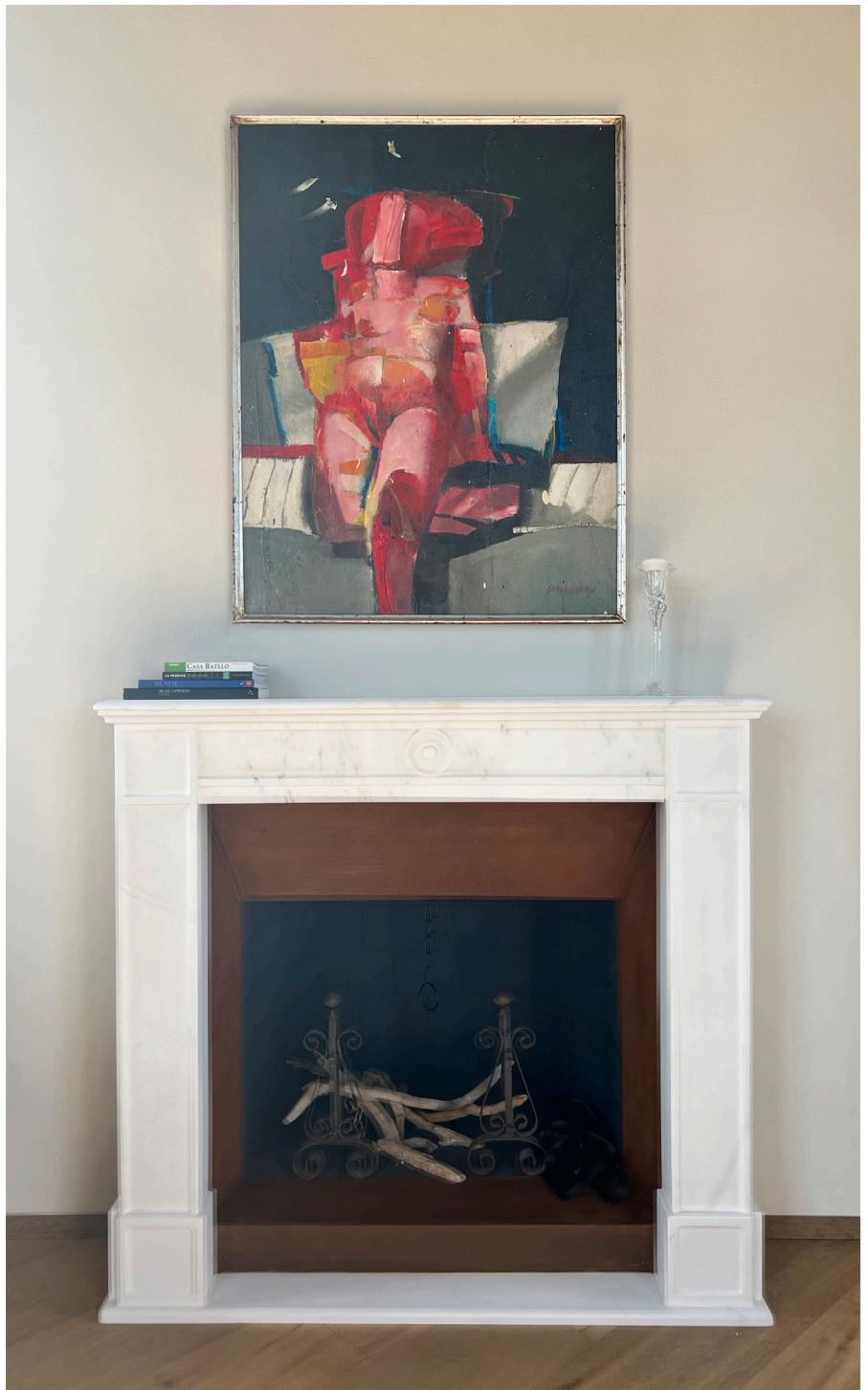
In the living room, the custom suede-upholstered sofa has changing natural tones, as well as the lime-washed walls. **Opposite:** The hanging sideboard has a ribbed design, with four framless drawers and the off-white hand laquered finish makes it one with the walls. A detail and the drawing of the sideboard.

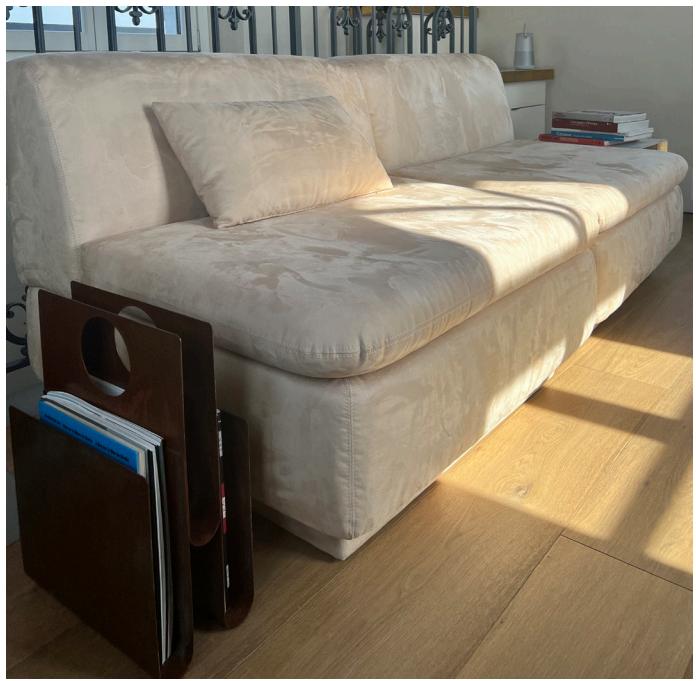




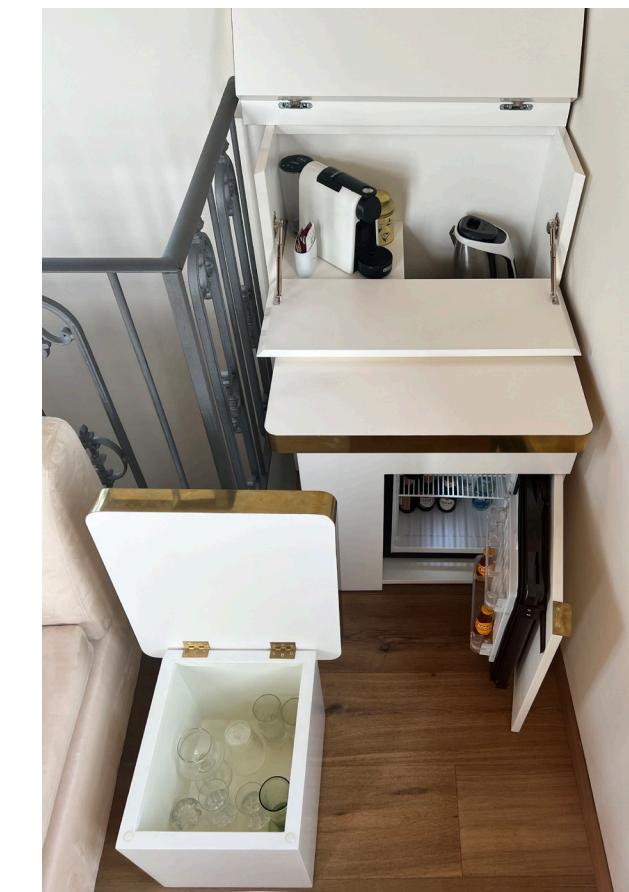
The dining area and the kitchen overlook the stunning landscape-hills surrounding the historic centre of Florence. *Below*: Two details of the kitchen. *Opposite*: The walls and ceiling in grey-tone lime-plaster finish, recalling the smoked mirror wardrobe in the beside night hallway, create a visual symmetry.



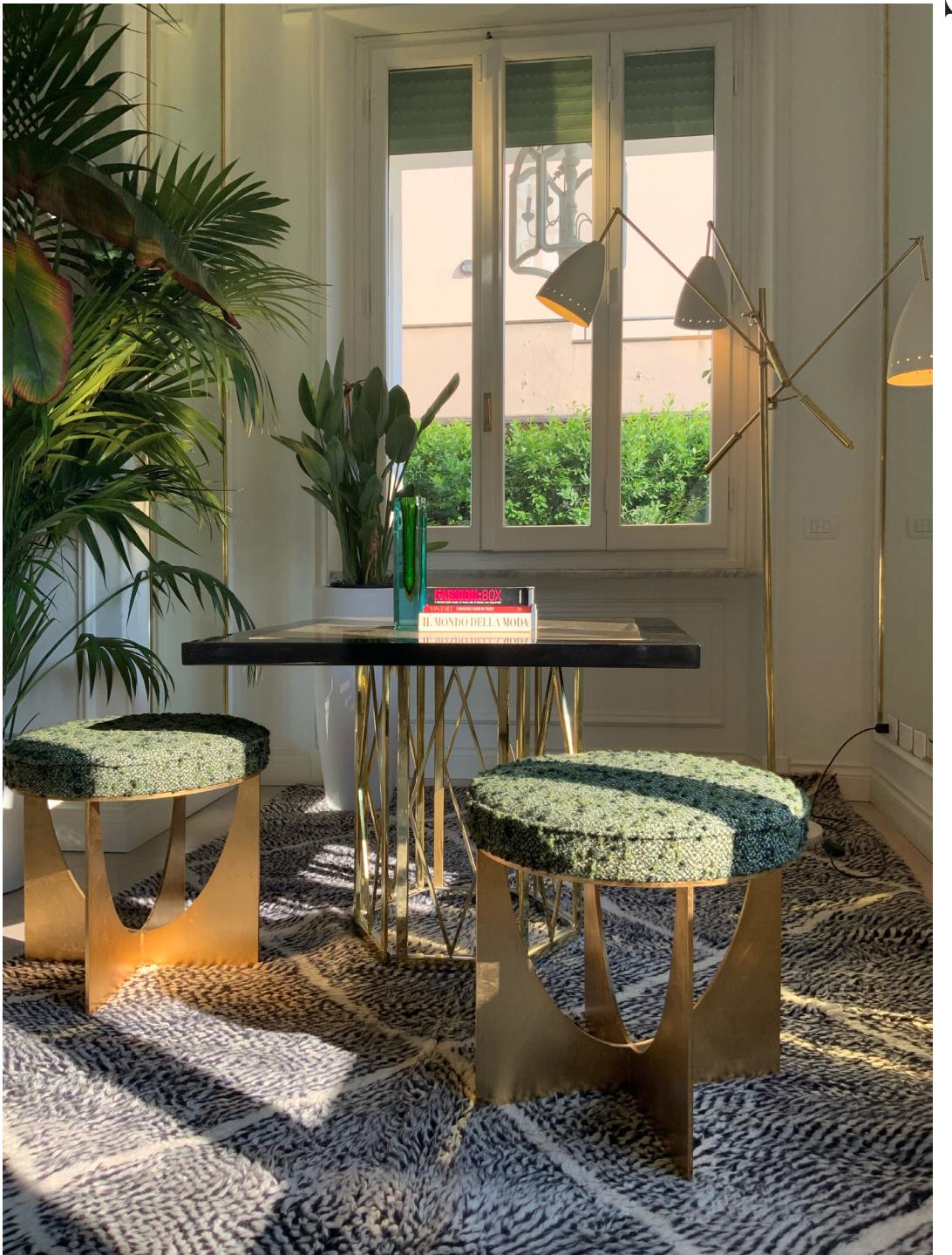




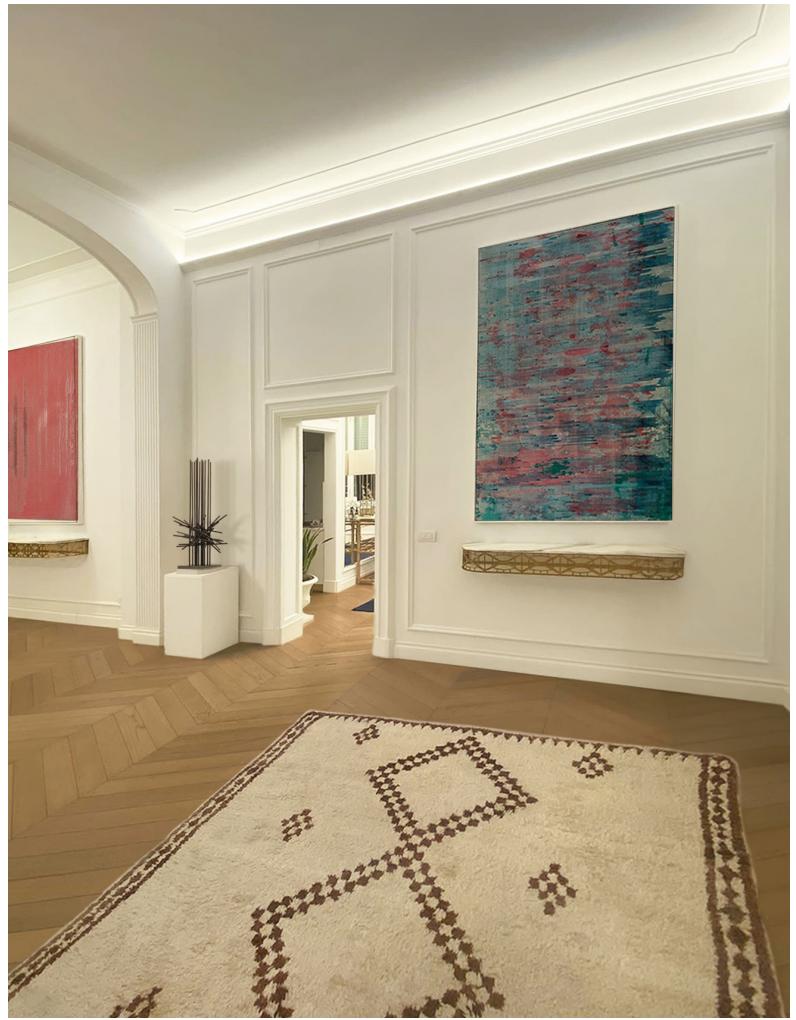
In the upstairs turret, the fireplace and the furnishings are all custom. The fireplace marble frame was designed taking inspiration from the remains of the old one, once standing in another room of the apartment in this historical palazzo. The 70's inspired modular sofa and angular armchair are upholstered in velvet. The modular bar cabinets is finished in off-white glossy laquer, with brass profiles. **Opposite:** The drawing and details of the bar cabinets, working also as side-tables.



# Project SEVEN

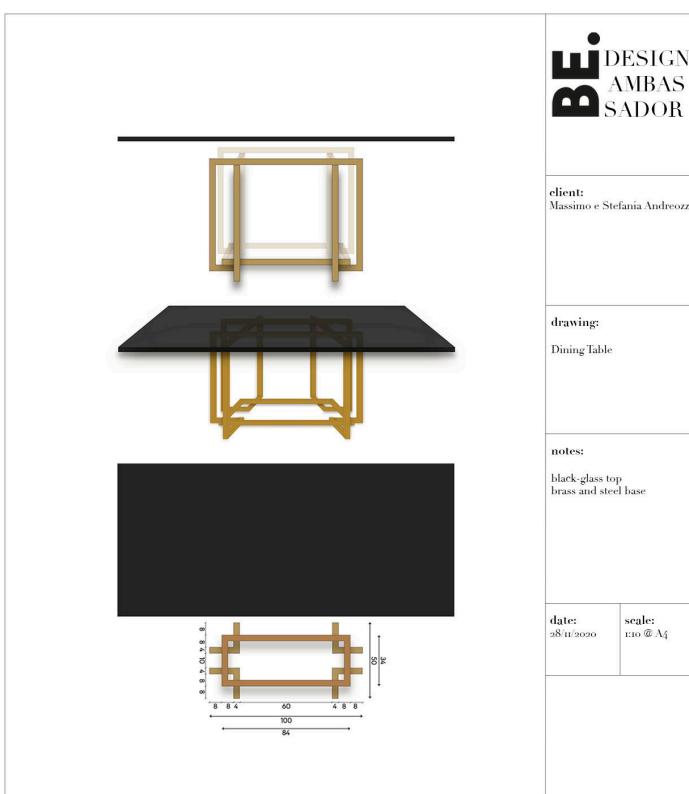
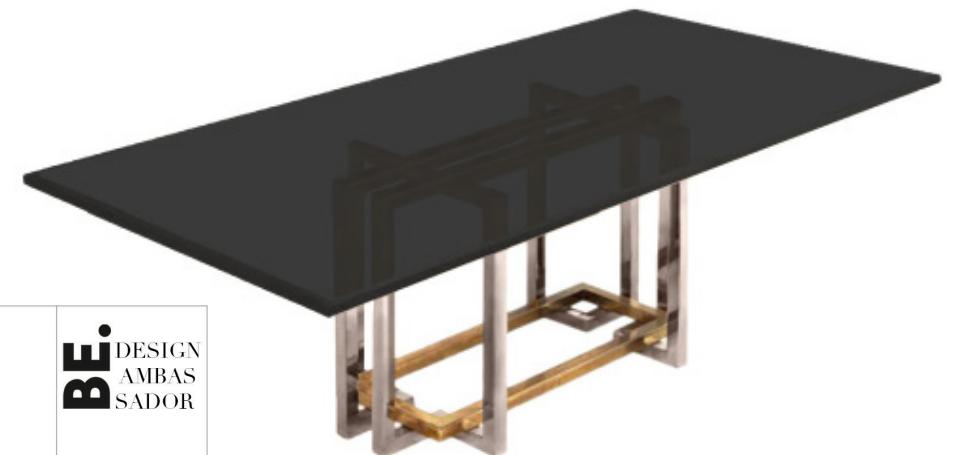
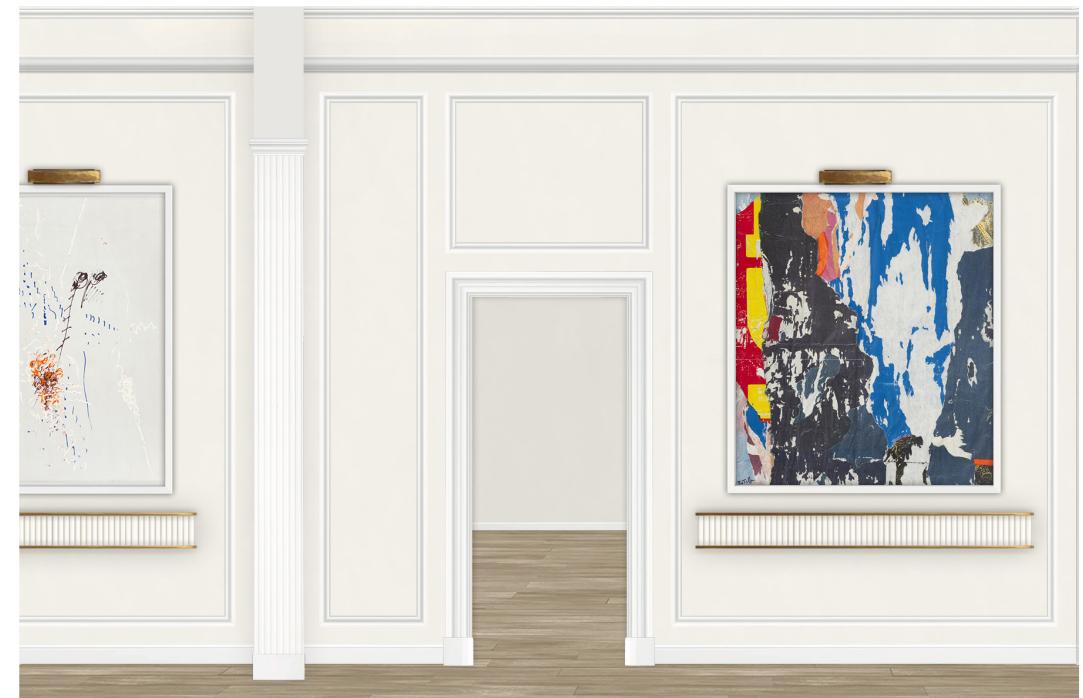


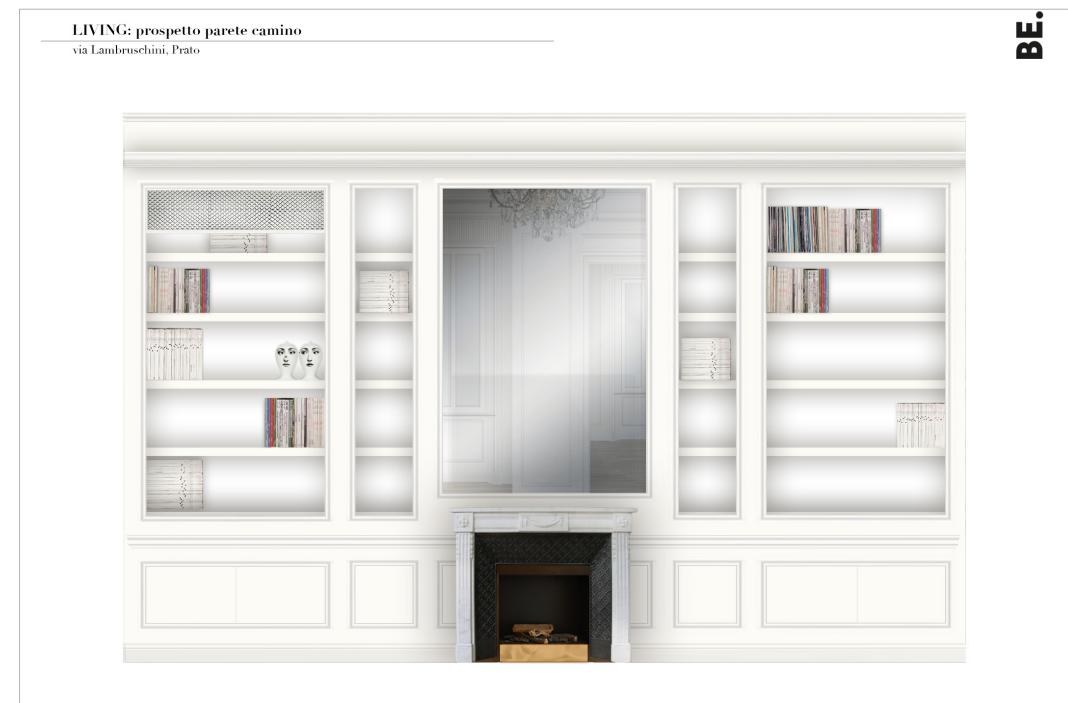
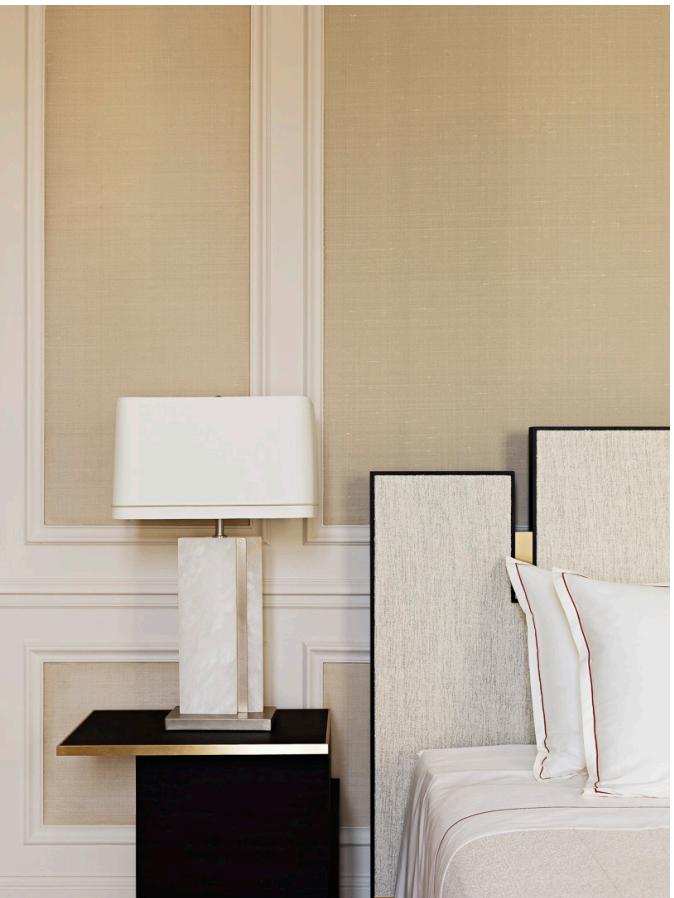
Interior design, custom furnishings and their installation of an early 20th century villa in Prato. *Opposite:* A detail of the living room furnished with a small table- made of a vintage Romeo Rega brass base with a tailored wood top in glossy black laquer and covered with a burnished square brass sheet- a pair of stools, upholstered in green bouclé wool, a three arms mid-century floor lamp and an old berber carpet. Two molded plaster frames, that cover all the walls, include two brass edged mirrors. *Below:* Another view of the large living-room furnished with two off-white sofa and a pair of mid-century Osvaldo Borsani armchairs, a black and white Beni Ourain old large carpet and pair of custom 70s inspired console in brass and fumè glass. The artwork made of three paintings, already owned by the customers, has been set, enhanced by modern gold frames.



The large entrance hall, furnished with a pair of brass and marble hanging console tables and two abstract paintings. *Opposite:* The drawing of the wall in the hallway leading to the dining-room and the drawing of the dining table. On the right, the custom table with a black glass top and the detail of the 70s inspired base, made of brass and steel. *Following pages:* Bedroom reference: moldings and plaster frames and grasscloth wallcovering, bedroom and living-room elevations and plaster moldings installation.

LIVING: prospetto parete ingresso-pranzo  
via Lambruschini, Prato





**BE.DESIGN AMBASSADOR srls**

Via Adriano Cecchi, 30 59100 Prato (PO)

[www.be-designambassador.com](http://www.be-designambassador.com)

[info@be-designambassador.com](mailto:info@be-designambassador.com)

tel. 335 6181701 - 3357769855

P.I. 02478720978

C.F. 02478720978