

I TESORI DI VILLA ARCONATI-FAR

#8 – l'Appartamento da Parata

Waiting to open wide the doors of our little Versailles to welcome again the visitors who love it so much, we take this opportunity to let you know better the "treasures" that Villa Arconati-FAR guards and that still few know.

In the eighteenth century, when everything had to be great, you certainly could not be satisfied with having a guest room!

The aristocracy, in fact, traveled with its own servitude, with the pages, the ladies of the company and everyone had to be welcomed in order to be arranged according to their lineage.

The etiquette, the rigid social conventions, perhaps today make us smile, but at that time were followed with great rigor, defined as the prestige and status of each aristocratic than the others.

The Arconates certainly could not exempt themselves from respecting this rigid practice, especially in their Villa, which had been created specifically to host other noble families and thus demonstrate the grandeur of their family.

It was therefore probably for this purpose that Count Giuseppe Antonio Arconati - when he built the last wing of the building in the mid-eighteenth century - ordered the construction of a "parade" apartment on the main floor, after the Ballroom, dedicated to the most distinguished visiting guest.

An apartment, therefore, not dedicated - according to our modern concept of privacy - to a specific person, but used from time to time by the most illustrious visiting personality.

Even Emperor Joseph II was a guest at the Villa on June 23, 1769 during a trip to Naples to reach his sister Maria Carolina.

What if no guest was superior to the Arconati in terms of prestige? Well, perhaps the apartment in that case was occupied by the landlord, or was not used by anyone. Since everything in the Villa had to communicate, even the void.

The apartment consists of three rooms:

The Pink Room, the largest bedroom among all those present in the Villa, embellished with a very fine decoration with fake upholstery painted on the walls and on the vault, stucco and gilding. The room housed a majestic canopy bed, huge mirrors, commodes in precious inlaid woods: all to make the Guest feel like (and maybe better than) at home!

The room is one of the brightest in the Villa, as it has a double exposure to the north and south, and also has a fireplace, a real luxury for those who stayed there.

The Sala Rosa was in the past a favorite set of films and screenplays, among which we remember the 1979 comedy "Belli e brutti ridono tutti" with Walter Chiari. Even today, its refined elegance

makes it one of the most sought-after rooms for photo shoots and music videos by Italian and international artists.



Frame from the movie " Belli e brutti ridono tutti ", set in the Sala Rosa, with the protagonist Olga Karlatos

At the back of the room is the Sala Turchina: a small day sitting area, also equipped with a fireplace so as to be comfortable even on rainy or autumn days.

Here too the decoration, similar in style to that of the Sala Rosa, has a beautiful fake wallpaper painted on the walls and once embellished with gilded stuccos, which at the corners draw faces of characters with oriental features.

Certainly a very refined habit at the time.

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The enchanting ceiling of the Sala Turchina

The apartment is completed by a small vestibule, recently transformed into a bathroom. Even at the time this environment was certainly used as a hallway, where the servants dealt with dressing the nobles before the social occasions.

The parade apartment also had one last "benefit" of no secondary importance: it was connected to the ground floor of the villa via a small service staircase. The guest who stayed there, therefore, could go down to the apartment on the lower floor in a "confidential" way.

The two apartments are also connected to each other by a mezzanine, in which there was a simple (but certainly useful) bed.

A small room used by the servants, which should always be available to their masters?
Or rather a nest for clandestine loves?

These are the secrets that the Villa jealously guards and who knows if it will ever reveal ...

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