

LON  
DON  
ART

A woman with long dark hair is shown from the waist up, wearing a shimmering green and blue sequined dress with a zipper detail. She has large, dangling silver earrings and is looking thoughtfully out of a window. The window is covered in raindrops, and a dark, lush landscape is visible outside.

THE  
DAYDREAMER vol.2

GIO PAGANI

# THE DAYDREAMER vol.2

Lyrics by GIOPAGANI

A collection is like a journey, and a journey always forms a memory that arouses emotions, generating the possibility of interpreting different creative horizons.

The Daydreamer expands its offer with the second volume of the collection, the result of a narrative that is already present in the Giopagani world, but revisited and full of new stimuli, inspired by the decorative elements that remain indelible in the imagination of an atmosphere. A single thought that wants to take on different styles and that expresses the desire to discover graphical aspects that may even be opposed to one another, but that exist within a well-defined creative and emotional philosophy. An all-encompassing path where design, fashion, music, photography, and architecture come together in a natural and sophisticated mix.

The setting is the Vertical Forest of Milan, the building that symbolizes a new architecture of biodiversity, which adds appeal to the collection thanks to the variations in colour and the shapes of the plant structure, which generate a large, iridescent, and highly recognizable landmark.

The new collection moves from a floral theme to abstractionism; it tries to experiment with different artistic paths than those previously treaded, exploring intense universes with an ethnic flavour.

A path that emphasizes the eclecticism and universal nature of taste; an itinerary that crosses Europe, Asia, and Africa, leaving indelible traces in the graphics that can be seen within the collection. The search for extreme depth in the composition is able to develop over large surfaces by skilfully mixing blush, burnt, rusty tones, macro geometry, lace, tarot cards, and botanical elements. The result is an almost primordial elegance, reinterpreted through the colours of the earth with tribal accents, in which each subject is embellished and sophisticated. The graphics become a substantial element of the architectural project; a story to dress the environments and make them evocative.

A nostalgic rock soul accompanies The Daydreamer, with rough accents and unexpected refined details. Thus each wallpaper transforms into a musical piece. A collection of tracks that guides the viewer like a soundtrack, to give a sound to aesthetics and inspiration, almost like composing an LP.

Wallpapers become music to listen to and not just to see.

Una collezione nasce come un viaggio e un viaggio porta sempre una memoria che suscita emozioni, generando la possibilità di interpretare orizzonti creativi diversi.

The Daydreamer amplia la sua proposta con il secondo volume della collezione, frutto di una narrativa già comune al mondo Giopagani, ma rielaborata e densa di nuovi stimoli, ispirata agli elementi decorativi che restano comunque indelebili in quello che è l'immaginario di un'atmosfera. Un pensiero unico che vuole cimentarsi in stili differenti ed esprime la volontà di scoprire aspetti grafici anche contrapposti tra di loro, ma che nascono all'interno di una filosofia creativa ed emotiva ben definita. Un percorso a 360° in cui si fondono il design, la moda, la musica, la fotografia e architettura in una commistione naturale e sofisticata, senza forzature.

Lo scenario è il Bosco verticale di Milano l'edificio simbolo di una nuova architettura della biodiversità, che aggiunge appeal alla collezione grazie alle variazioni nel colore e alle forme della struttura vegetale che generano un grande landmark cangiante, fortemente riconoscibile.

La nuova collezione si muove dall'ambito floreale all'astrattismo, cerca di sperimentare percorsi artistici diversi rispetto a quelli affrontati precedentemente, esplorando universi intensi dal sapore etnico.

Un percorso che enfatizza l'ecletticità e trasversalità del gusto, un itinerario che attraversa l'Europa l'Asia e l'Africa lasciando tracce indelebili nelle grafiche che si leggono all'interno della collection. La ricerca di un'estrema profondità nella composizione è in grado di svilupparsi su ampie superfici miscelando sapientemente toni cipria, bruciati, ruggini, macro geometrie, pizzi, tarocchi ed elementi botanici. L'esito è di un'eleganza quasi primordiale, reinterpretata attraverso i colori della terra con accenti tribali, in cui ogni soggetto risulta impreziosito e sofisticato. La grafica diventa un elemento sostanziale del progetto architettonico, un racconto per vestire gli ambienti regalandole suggestione.

Un'anima rock nostalgica accompagna The Daydreamer, con accenti crudi e raffinatezze inaspettate. Così ogni carta si trasforma in un brano musicale. Una raccolta di tracce che guida lo spettatore come una "soundtrack", per dare un suono all'estetica e all'ispirazione, quasi a comporre un LP.

I wallpaper diventano musica da ascoltare e non soltanto da vedere.



Narrator of tactile stories. Nomadic spirit with an international attitude.

A multi-faceted architect, Gio Pagani established his design studio in Parma in 1995, with the aim of offering architectural and lifestyle solutions rooted in an unconventional elegance, where innovation and eclecticism find a balance with functionality and aesthetic: "Design is a value that cannot be separated from utility, it must necessarily be functional to a purpose".

Travelling and discovering are keys in the maturation of his creative spirit, guided by a strong attitude toward exchange and interaction, where the crossover of different impulses generates a personal iconic style.

"I have no roots, I love to travel, and it's extraordinary to think that something new can be built in every place", explains Gio Pagani. "Dynamism is a stimulus. Not just the creative dynamism but also the one linked to my journeys. Milan, London, Paris and New York are places where I need to spend time to confront myself with reality, to find new inspirations and future perspectives."

Inspirations from the world converge into his architectural projects worldwide. The act of designing, whether it is buildings, hotels, private villas, residential or retail interior spaces, leads Gio Pagani to express an original creativity that reflects his wide background of experiences.

Gio Pagani is also dedicated to the creation of unique objects, giving life to paths that involve all the senses with a strong emotional impact, where imagination and fantasy are combined for a tactile experience.

The GIOPAGANI collection is the result of all the impulses that have guided his professional career, where the love for design and for the study of matter are combined, shaping objects in which the foresight of design and the contemporary inspiration of fashion are combined in a personal and refined taste, always devoted to giving a sense of well-being and enrichment to everyday life.

"It's important to surround ourselves with objects that can guide us in everyday lives. Because some of them will help make sense of more important things", Gio Pagani firmly believes.

Autore di storie plasmate nella materia. Spirito nomade dall'attitudine internazionale.

Poliedrico architetto, Gio Pagani fonda il suo studio di progettazione a Parma nel 1995 con l'obiettivo di offrire soluzioni architettoniche e di design votate a un'eleganza fuori dagli schemi, dove audacia ed eclettismo si sposano ad una costante ricerca di funzionalità: "Il design è un valore che non può prescindere dall'utilità, deve essere necessariamente funzionale a uno scopo".

Il viaggio e la scoperta si rivelano presto chiavi fondamentali per la maturazione del suo spirito creativo, guidato da una forte propensione allo scambio, all'interazione, in cui la convergenza di impulsi diversi genera una forte carica stilistica.

"Non ho radici, amo viaggiare, ed è straordinario pensare che in ogni luogo si possa costruire qualcosa di nuovo," spiega Gio Pagani. "Il dinamismo è uno stimolo. Non solo il dinamismo creativo ma anche quello legato ai miei viaggi. Milano, Londra, Parigi e New York sono luoghi in cui ho bisogno di passare del tempo per confrontarmi con la realtà, le nuove ispirazioni, le prospettive future".

Ispirazioni dal mondo, racchiuse in progetti d'architettura, che hanno trovato la loro espressione e collocazione in tutto il mondo. L'atto di progettare, che si tratti di edifici, siano essi alberghi o abitazioni, oppure d'interni abitativi o spazi retail, porta Gio Pagani ad esprimere una creatività originale, riflesso del suo ampio background esperienziale.

Gio Pagani si dedica anche alla creazione di oggetti unici, dando vita a percorsi che coinvolgono tutti i sensi in un vortice emozionale, in cui l'immaginazione e la fantasia si combinano all'esperienza tattile e materica.

La collezione GIOPAGANI è il risultato di tutti gli impulsi che hanno guidato il suo percorso professionale, dove l'amore per il progetto e per lo studio della materia si sposano, plasmando oggetti in cui la lungimiranza del design e l'afflato contemporaneo della moda si combinano in un gusto personale e raffinato, sempre votato a donare un senso di benessere e arricchimento alla quotidianità.

"Bisogna circondarsi di oggetti che ci possano orientare nella vita di tutti i giorni. Perché alcuni di loro contribuiranno a dare un senso a cose più importanti," crede fermamente Gio Pagani.



# SURREALISTIC PILLOW

An explosion of optical motifs that, playing between filled and empty spaces like on an artist's canvas, evoke a euphoric and luminous imagery, thanks to modular micro and macro patterns that expand the surface of the wall. The protagonists are the clean and elementary geometric shapes, in which the line, the point, the circle, the triangle, merge into material surfaces giving life to digital transpositions of analogue visions. The result is imagery that transforms the space into a surreal container, a daydream, in which the technological vision almost loses consistency, leaving room for natural and oneiric landscapes. The colour palette, ranging from warm earth tones such as beige, brown, warm red, and orange, is enlivened by sophisticated touches of green and coral that complete the range. The wallpapers of Surrealistic Pillow support the evolution of contemporary living by introducing several decor possibilities and inaugurating brand-new expressive solutions.





Listen on  
Spotify





Listen on  
Spotify



"Well 'til the morning, tell me true  
Will tell my way of acting, blow in somebody new  
Now, in the morning, well 'til the morning, tel me true  
Well when you're gone ain't going to worry mine no more"

IN THE MORNING | TDV2GP101



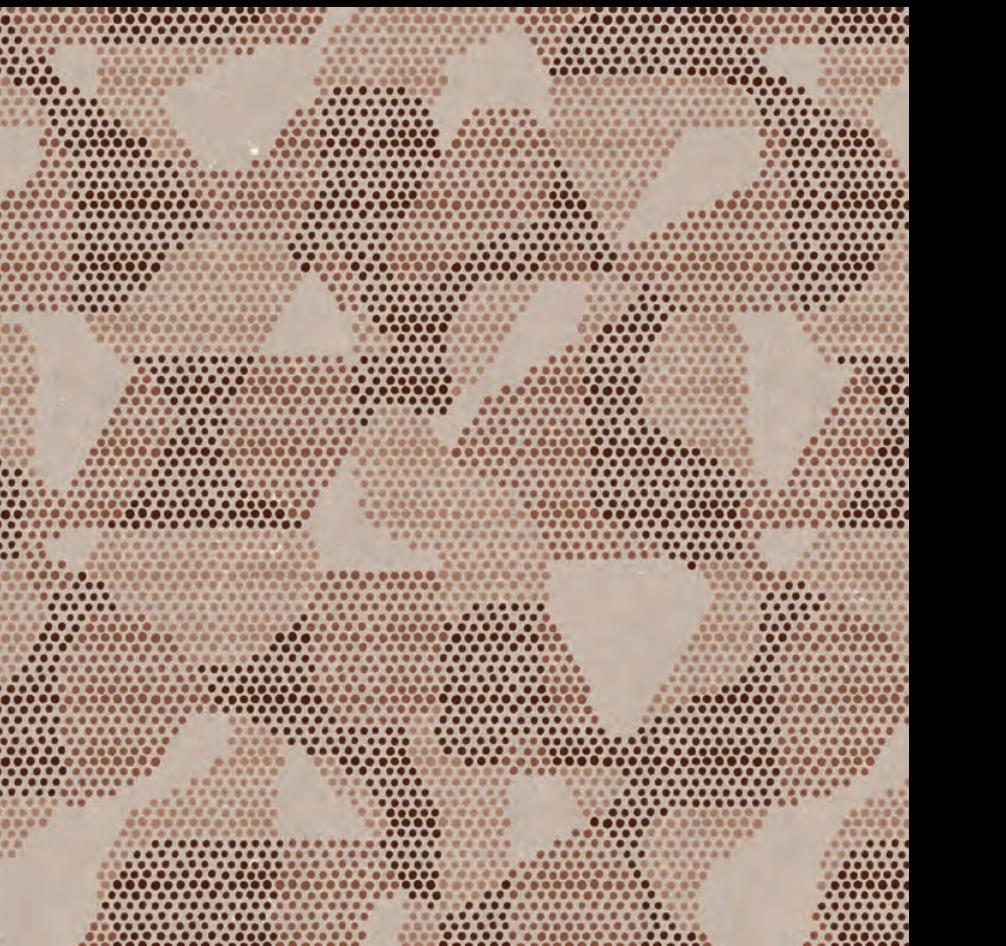


Listen on  
Spotify





Listen on  
Spotify



"One pill makes you larger  
And one pill makes you small  
And the ones that mother gives you  
Don't do anything at all  
Go ask Alice  
When she's ten feet tall"

WHITE RABBIT | TDV2GP102





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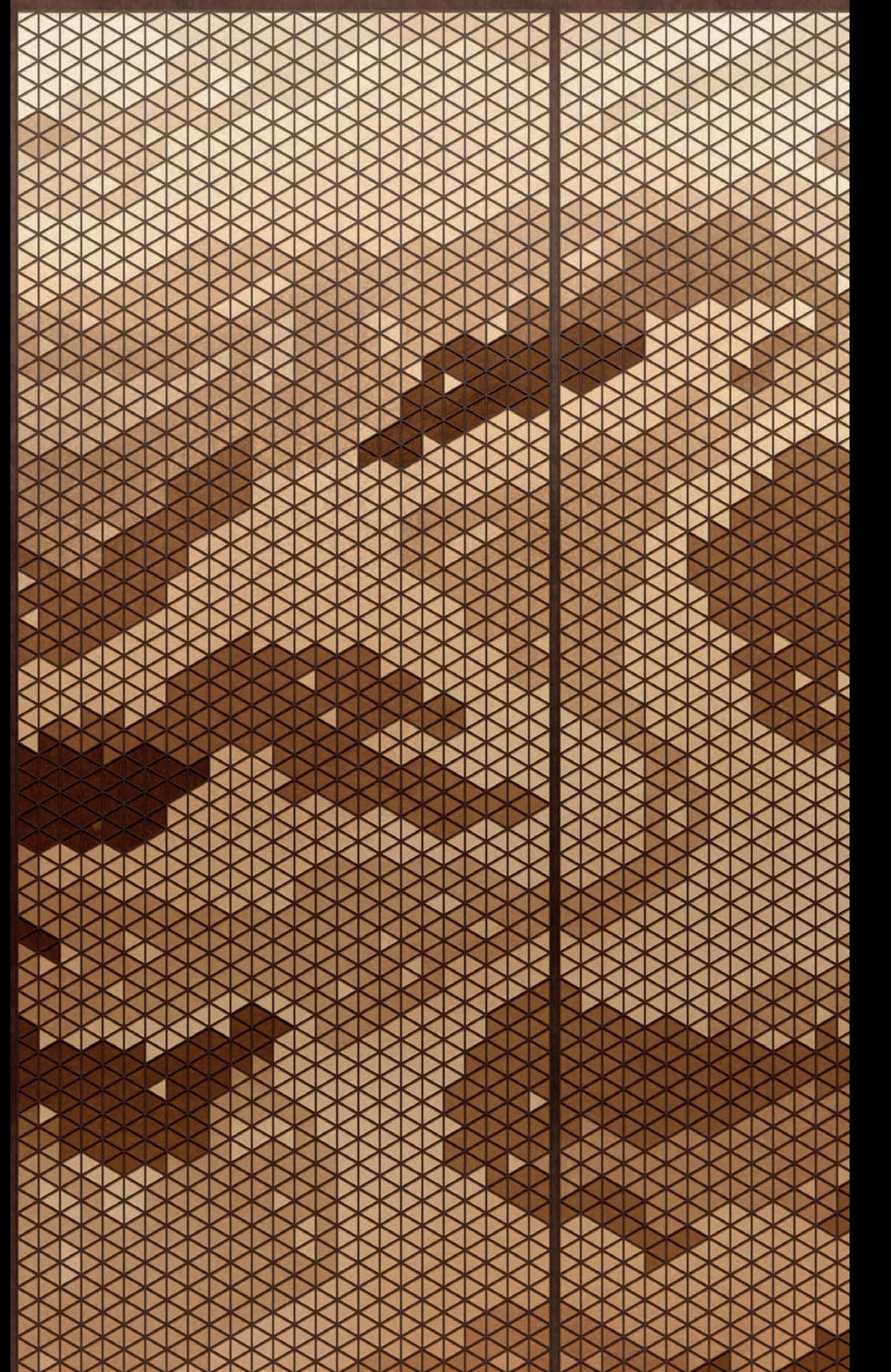




Listen on  
Spotify

"How do you feel  
Just look at her smile  
Do you see what I mean  
She is looking our way  
Oh how I wish we could stay,  
Just stay for a while  
How do you feel!"

HOW DO YOU FEEL | TDV2GP103





Listen on  
Spotify





Listen on  
Spotify



"Ah, come back baby, baby please don't go  
The way I love you, I want the world to know  
Come back baby, let's talk it over, one more time  
One more time"

COME BACK BABY | TDV2GP104





Listen on  
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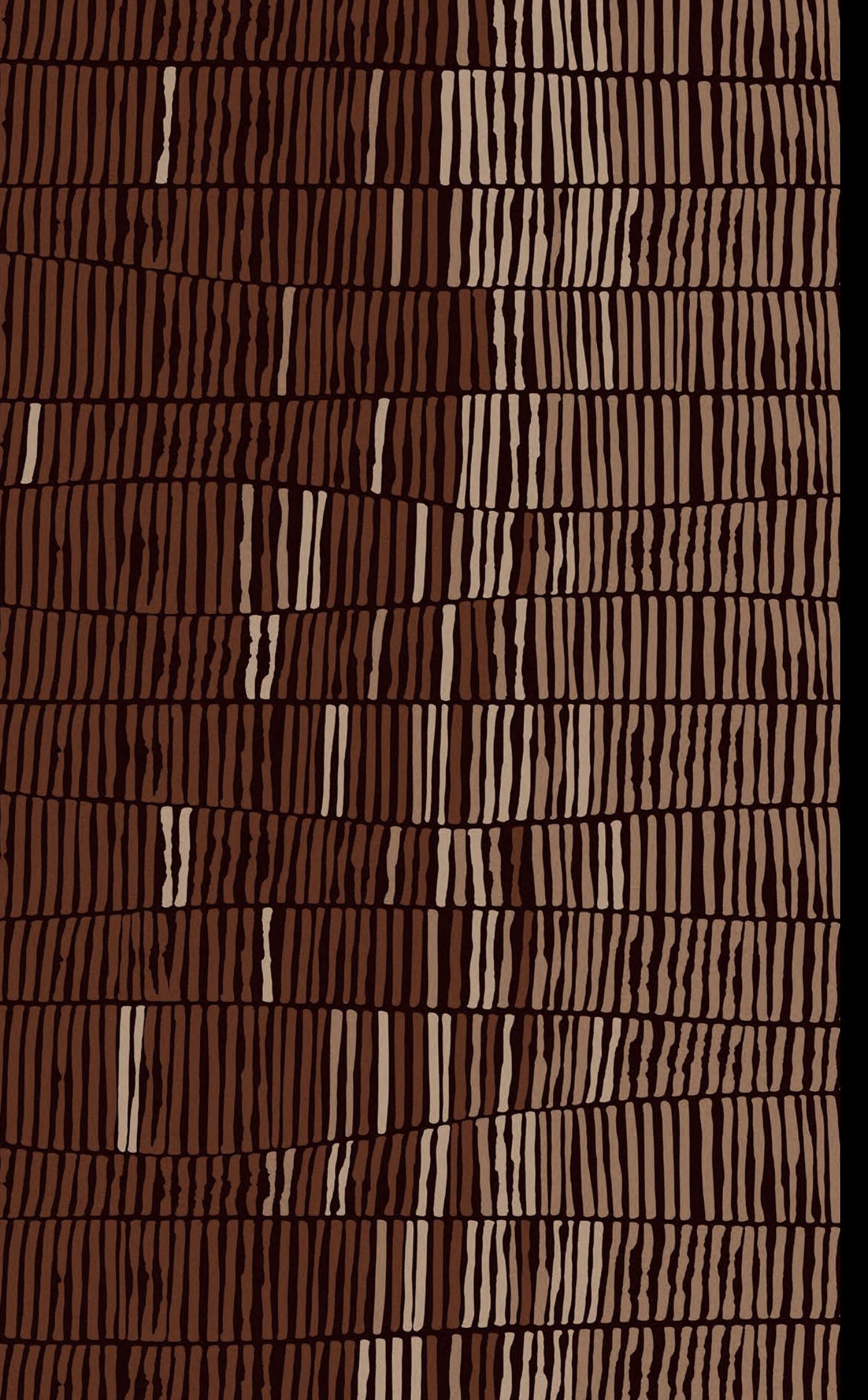




Listen on  
Spotify

"Your eyes, I say your eyes may look like his  
Yeah but in your head, baby  
I'm afraid you don't know where it is  
Don't you want somebody to love?  
Don't you need somebody to love?  
Wouldn't you love somebody to love?  
You better find somebody to love"

SOMEBODY TO LOVE | TDV2GP105





# FOR YOUR PLEASURE

The beginning of a shared journey between idea and matter, a liaison capable of intertwining design and thought within the same plot. A series of more personal and imperfect subjects make their way among the graphics, handmade drawings, rough and irregular textures, the representation of an interior graphical research that gives life to ethnic wallpapers with a primordial appeal. These expressive and functional images are characterized by a strong sense of chiaroscuro and the contrast between light and dark. A powerful expressive language, dedicated to the primitive forces of existence in a rich palette of earthy and monochromatic tones, interrupted by the lively tone of the warmest shades. Insisting on the strong bond that unites design to art as the one that underlies the eternal relationship between humankind and nature, with a 'handmade' look, we also witness an unexpected opulent interpretation of the tarot, in a harmonious coexistence of styles and inspirations that never ceases to amaze.

L'inizio di un percorso corale tra idea e materia, una liaison capace di intrecciare nella stessa trama disegno e pensiero. Tra le grafiche si fanno spazio una serie soggetti più personali e imperfetti, disegni handmade, texture ruvide e irregolari, rappresentazione di una ricerca grafica interiore che sfocia in wallpaper etnici dal richiamo primordiale. Queste grafiche dal carattere espressivo e funzionale, sono caratterizzate da un forte senso del chiaroscuro e del contrasto tra luce e ombra. Un potente linguaggio espressivo, dedicato alle forze primitive dell'esistenza in una ricca palette di toni terrosi e monocromatici, interrotta dal tono brioso delle nuance più calde. Ribadendo il forte legame che unisce il design all'arte come quello che sottende l'eterna relazione fra uomo e natura, con un look "fatto a mano", assistiamo anche a un'imprevista interpretazione opulenta dei tarocchi, in una convivenza armonica di stili e ispirazioni che non smette di stupire.





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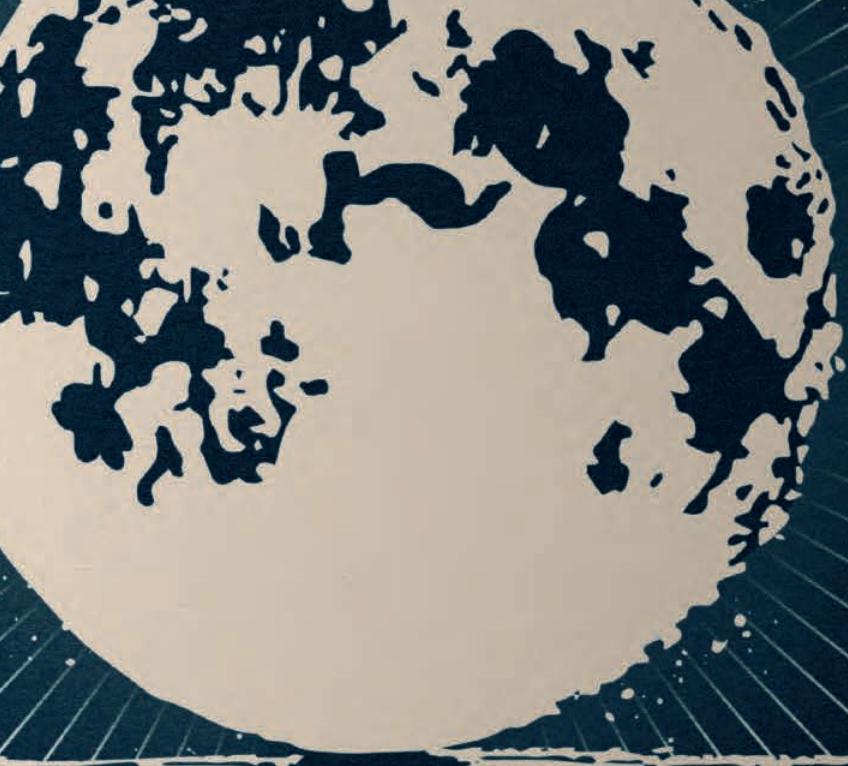
"You're rubbing shoulders  
With the stars at night, shining so bright  
Getting older  
But you'll wake up soon and fight  
In the morning  
Things you worried about last night  
Will seem lighter  
I hope things will turn out right"

FOR YOUR PLEASURE | TDV2GP201





Listen on  
Spotify





Listen on  
Spotify



"Dance on moonbeams  
Slide on rainbows  
In furs or blue jeans  
You know what I mean  
Do the Strand  
Ooh"

DO THE STRAND | TDV2GP202





Listen on  
Spotify





Listen on  
Spotify

"Well, I'm here looking through an old picture frame  
Just waiting for the perfect view  
I hope something special will step in to my life  
Another fine edition of you  
A pin-up done in shades of blue"

EDITIONS OF YOU | TDV2GP203





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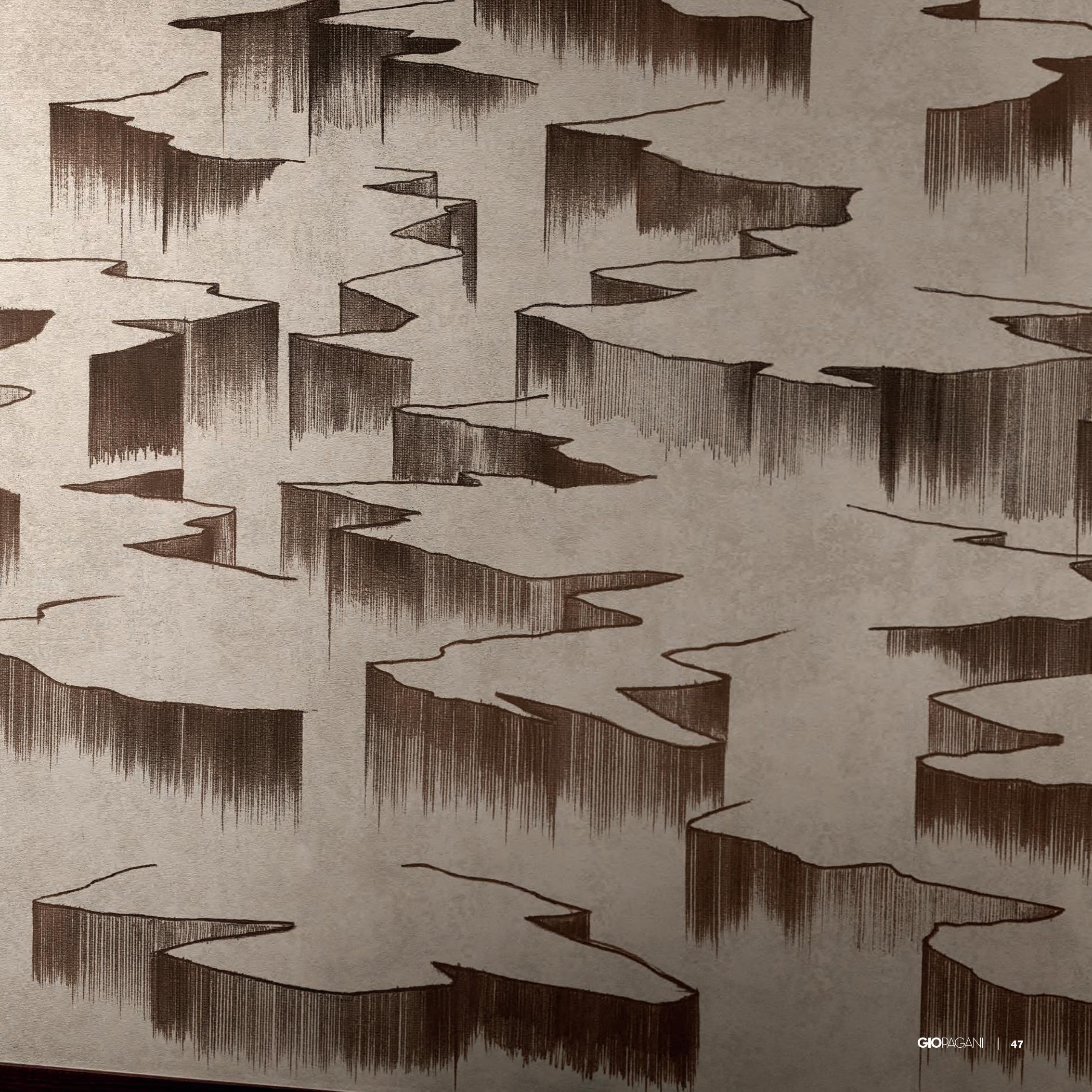
Listen on  
Spotify



"Tongue tied the thread of conversation  
Weighing the words one tries to use  
Nevertheless communication  
This is the gift you must not lose  
Hauling me always are the voices  
Sometimes I wonder if they're real  
Or is it my own imagination?"

STRICTLY CONFIDENTIAL | TDV2GP204



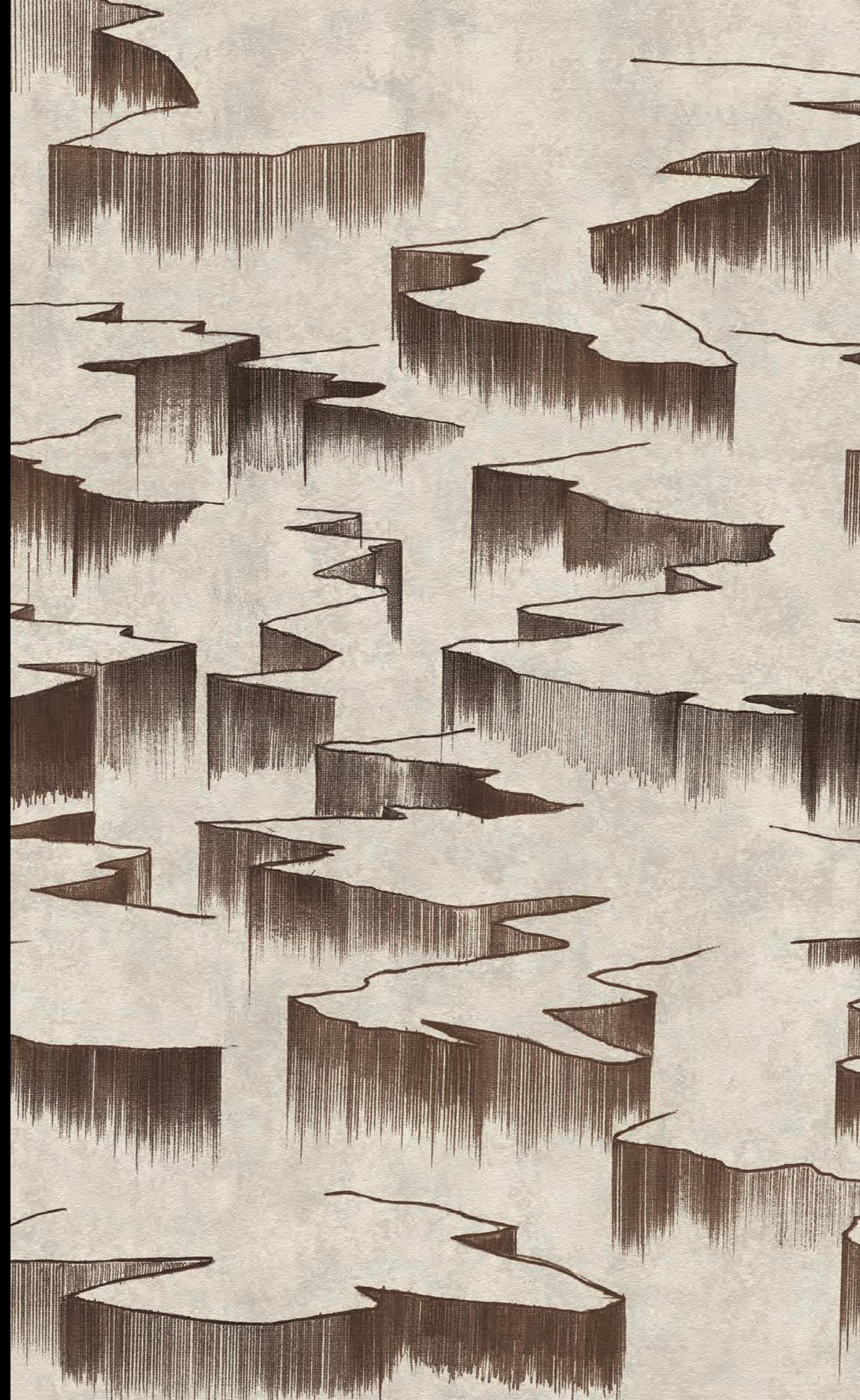




Listen on  
Spotify

"Satin teardrops on velvet lights  
Morning sickness on Friday nights  
Heaven knows what others I might bring  
To you"

GREY LAGOONS | TDV2GP205



# WHEELS OF FIRE



Macro-geometry is the protagonist, pure colour becomes total space, which envelops and leads to hypnotic sensations, to new visual shores, to fantastic journeys. Backgrounds of colour in which the boundaries and shades are the detail of a movement. The wallpapers in Wheels Of Fire develop on the evocative imagery that derives from the cultural movement to which Rothko belongs, Color field painting, characterized by the use of large hemp canvases with fields of flat, solid colour spread across them. The movement rejects any factor related to shape, stroke, and material, focusing exclusively on the effects derived from the combinations of the various fields of colour. In color field painting, like in these subjects, colour is the only strength and takes on an actual role, arousing emotions.



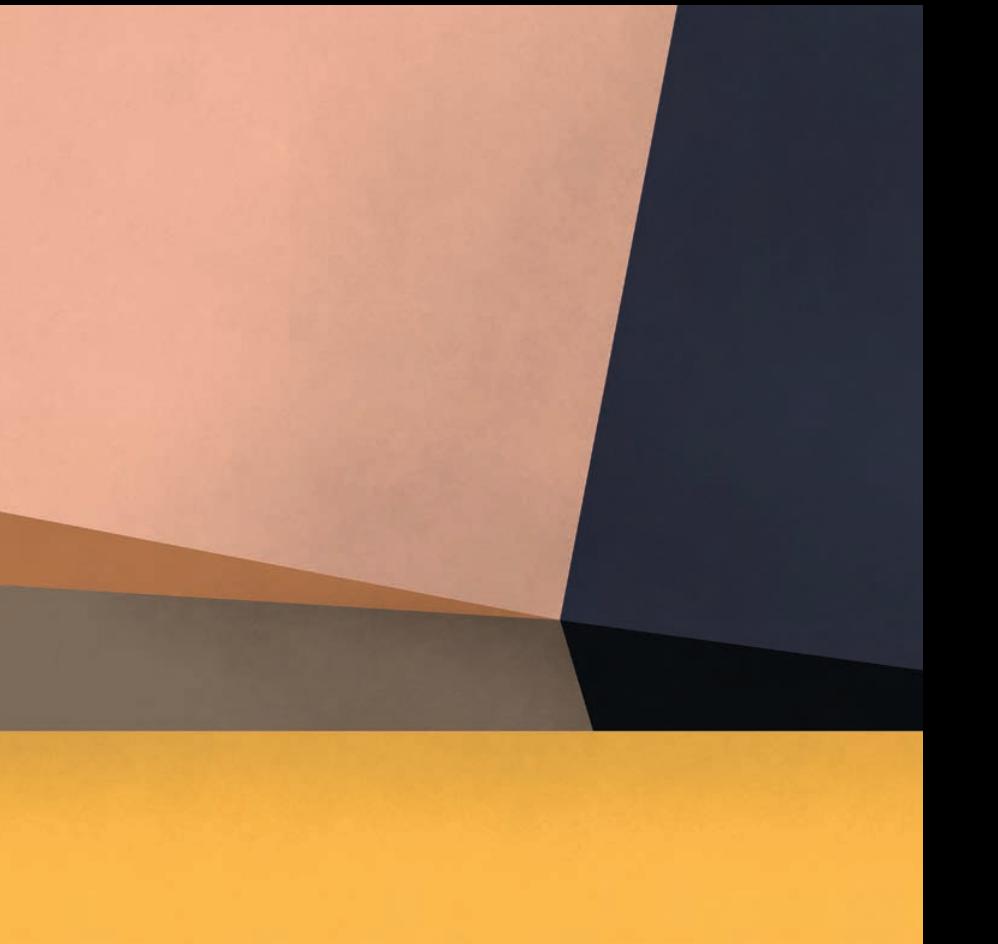


Listen on  
Spotify





Listen on  
Spotify



"It is a long winter  
Away is the songbird  
She waits for her traveller  
So far from home  
She sits by the fireside  
The room is so warm  
There's ice on the window  
She's lonely alone"

PASSING THE TIME | TDV2GP301



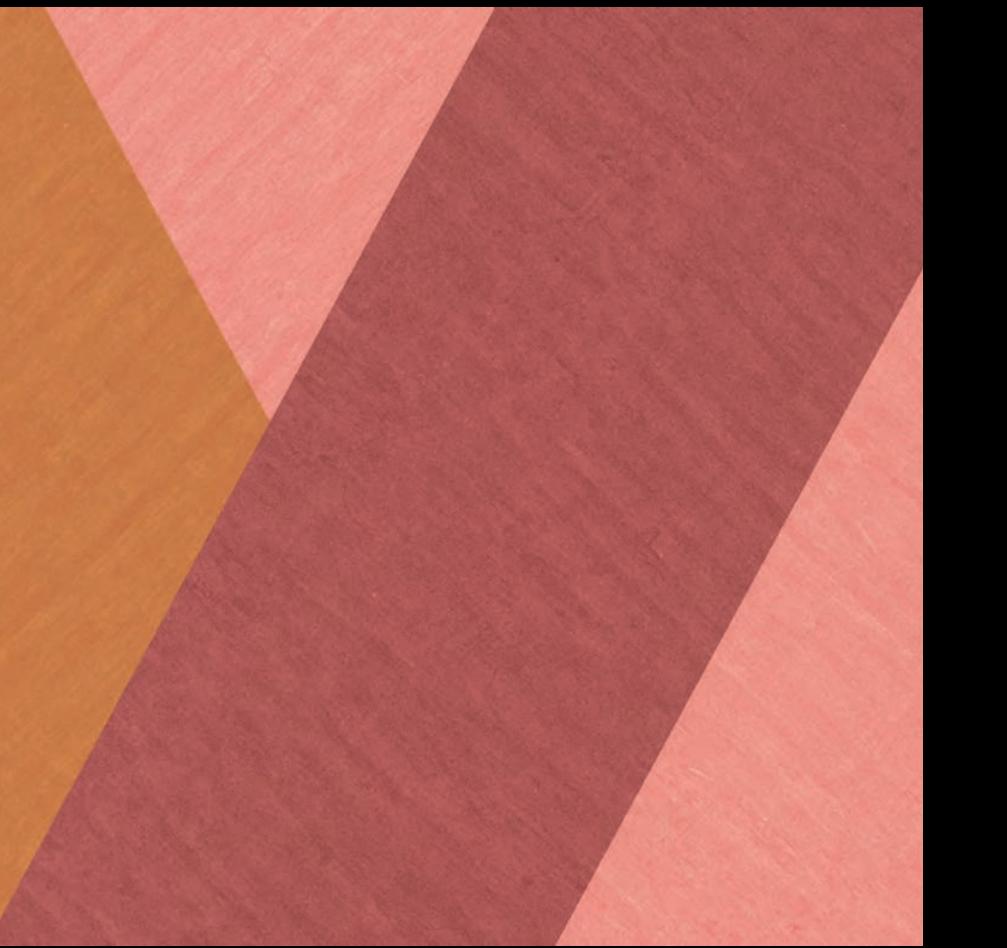


Listen on  
Spotify





Listen on  
Spotify



"I went down to the crossroads, fell down on my knees  
Down to the crossroads fell down on my knees  
Asked the Lord above for mercy,  
Take me, if you please"

CROSSROADS | TDV2GP302





Listen on  
Spotify





Listen on  
Spotify

"One summer day she went away  
Gone and left me, she's gone to stay  
She's gone, but I don't worry  
I'm sitting on top of the world"

SITTING ON THE TOP OF THE WORLD | TDV2GP303





Listen on  
Spotify





Listen on  
Spotify



"Bad luck and trouble's my only friend  
I've been down ever since I was ten  
Born under a bad sign  
I've been down since I began to crawl  
If it wasn't for bad luck  
I wouldn't have no luck at all"

BORN UNDER A BAD SIGN | TDV2GP304





Listen on  
Spotify





Listen on  
Spotify



"In a white room with black curtains near the station  
Black roof country, no gold pavements, tired starlings  
Silver horses ran down moonbeams in your dark eyes  
Dawnlight smiles on you leaving, my contentment  
I'll wait in this place where the sun never shines  
Wait in this place where the shadows run from themselves"

WHITE ROOM | TDV2GP305





# MR. FANTASY

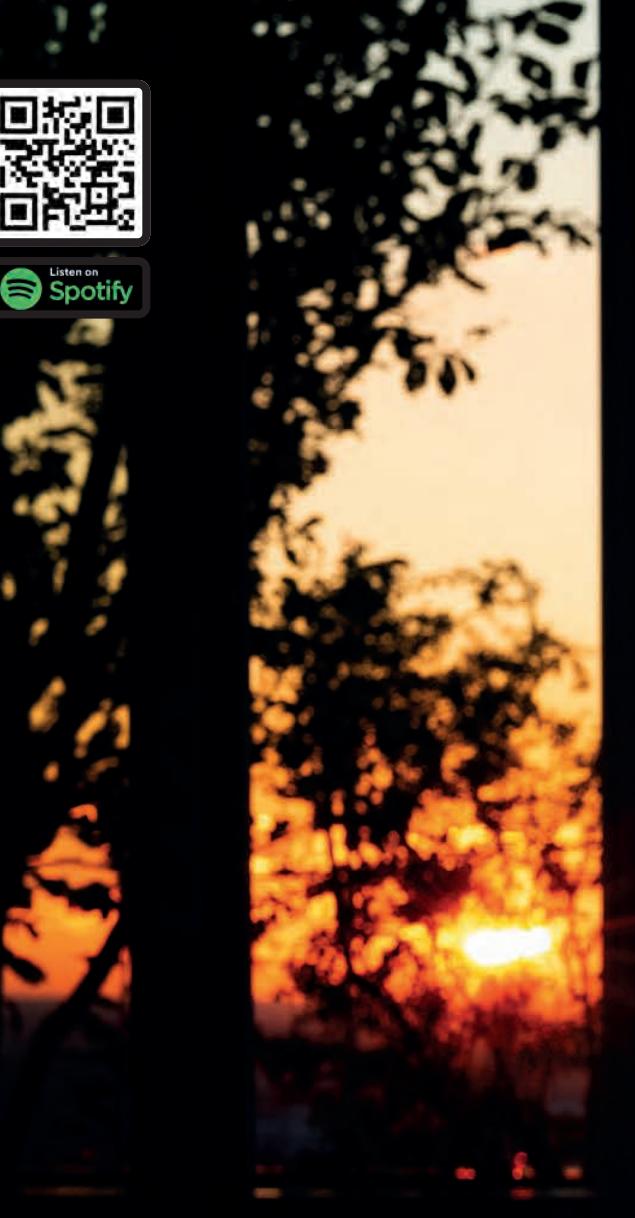
The designs of the Mr. Fantasy wallpapers travel in time, starting from classic tactile scenography, passing through the psychedelia of the 60s, arriving at the chromatic stylization of the 70s. In this chapter, the exploration of representation of floral decoration reaches its apex. The secret is to focus on intense shades to give personality and light to the ensemble. A fantastic and instinctive journey, populated with new shapes; irradiated with sensuality, capable of absorbing everything, to the point of blurring boundaries. Stimulating geometric shapes that vibrate on the chromatic contrast and more poetic depictions of floral bouquets and bucolic shades, waves and lace. Nothing is left to chance, from the interpretation of the shapes to the combinations of colour, to compose a graphic kaleidoscope capable of giving personality and identity to any space, in a rich set of warps and wefts that weave a new anthology through strokes of imagination.

Le grafiche dei wallpaper Mr. Fantasy, viaggiano nel tempo partendo da scenografie classiche tattili, passando per la pschedelia anni 60, arrivando alla stilizzazione cromatica degli anni 70. In questo capitolo l'esplorazione della rappresentazione del floreale decorativo raggiunge l'apice. Il segreto è puntare su nuance intense per conferire personalità e luce all'ensemble. Un viaggio fantastico e istintivo, popolato di nuove forme; irradiato di sensualità, capace di assorbire tutto, fino a sfumare i confini. Geometrie incalzanti che vibrano sul contrasto cromatico e raffigurazioni più poetiche di bouquet floreali e sfumature bucoliche, onde e pizzi. Nulla è scontato, dall'interpretazione delle forme, all'accostamento di colori, per comporre un caledoscopio grafico in grado di conferire personalità e identità a qualsiasi spazio, in un ricco insieme di trame e orditi, che tessono una nuova antologia a colpi di fantasia.



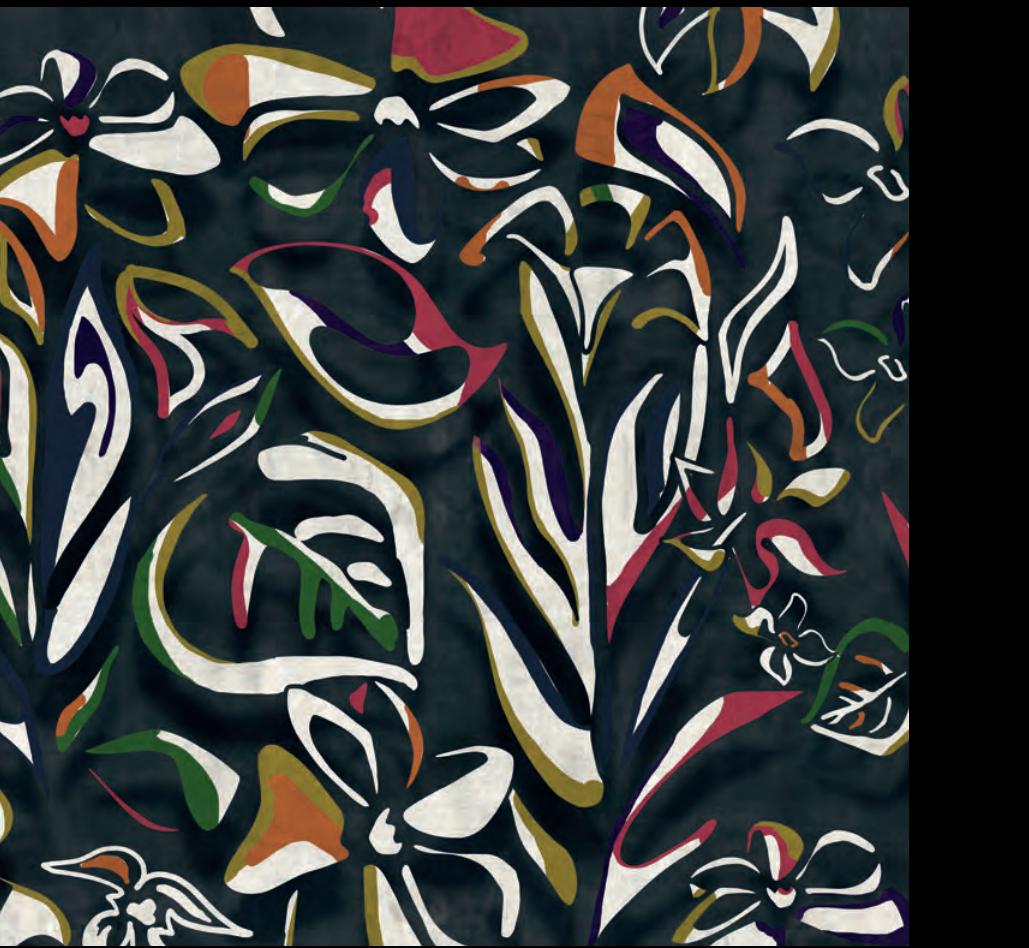


Listen on  
Spotify





Listen on  
Spotify



"You ride on the swing in and out of the bars  
Capturing moments of life in a jar  
Playing with children, acting as stars  
Guiding your vision to heaven and heaven is in your mind  
Take extra care not to lose what you feel  
The apple you're eating is simple and real  
Water the flowers that grow at your heel  
Guiding your vision to heaven and heaven is in your mind"

HEAVEN IS IN YOUR MIND | TDV2GP401

DESIGNED IN COLLABORATION WITH ALIDA CATELLA



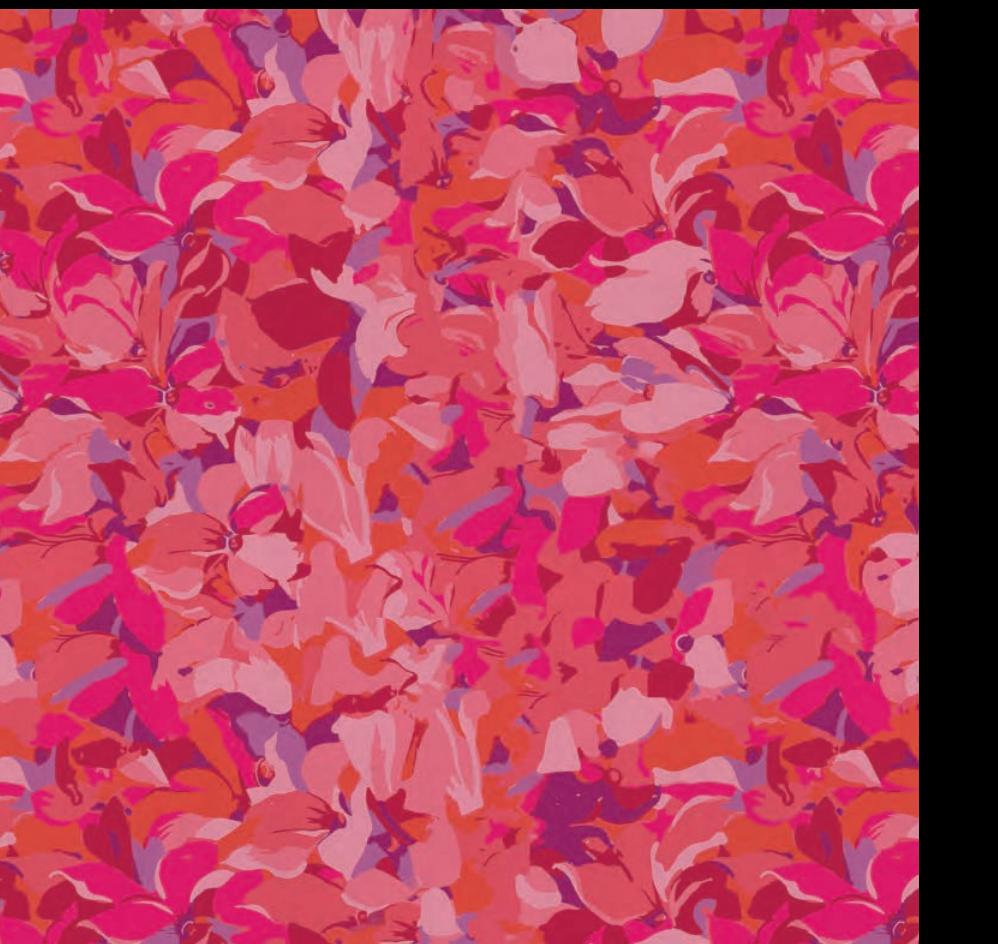


Listen on  
Spotify





Listen on  
Spotify



"Day in the city, oh what a pity  
I could be in Berkshire where the poppies grow so pretty  
I could be in Berkshire where the poppies grow so pretty  
I wish that I was there  
I wouldn't really have but a care"

BERKSHIRE POPPIES | TDV2GP402





Listen on  
Spotify





Listen on  
Spotify

"On the door of one was truth  
On the other door was lies  
Which one should I enter thru?  
I really must decide  
The door of lies had lots of flowers  
Growing round outside  
But looking close  
I noticed it was crumbling inside  
The door of truth was very plain  
But stood up very strong  
And when I entered thru it's door  
I knew I wasn't wrong"

HOUSE FOR EVERYONE | TDV2GP403





Listen on  
Spotify





Listen on  
Spotify

"Dear Mister Fantasy, play us a tune  
Something to make us all happy  
Do anything, take us out of this gloom  
Sing a song, play guitar, make it snappy  
You are the one who can make us all laugh  
But doing that, you break out in tears  
Please don't be sad if it was a straight mind you had  
We wouldn't have known you all these years"

DEAR MR. FANTASY | TDV2GP404





Listen on  
Spotify





Listen on  
Spotify

"Smiling Phases, going places  
Even when they bust you  
Keep on smiling through and through  
And you'll be amazed at the gaze on their faces  
As they sentence you"

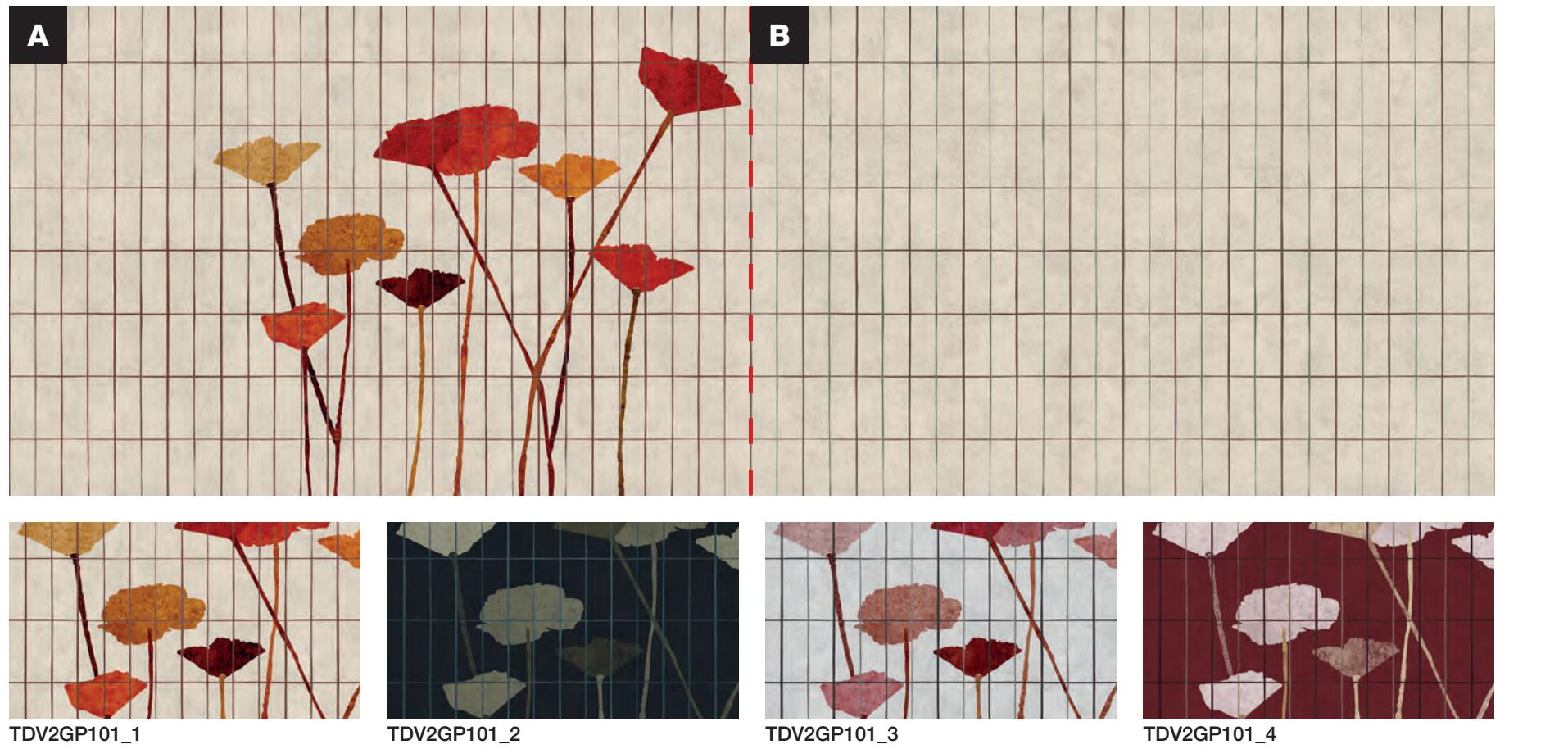
SMILING PHASES | TDV2GP405



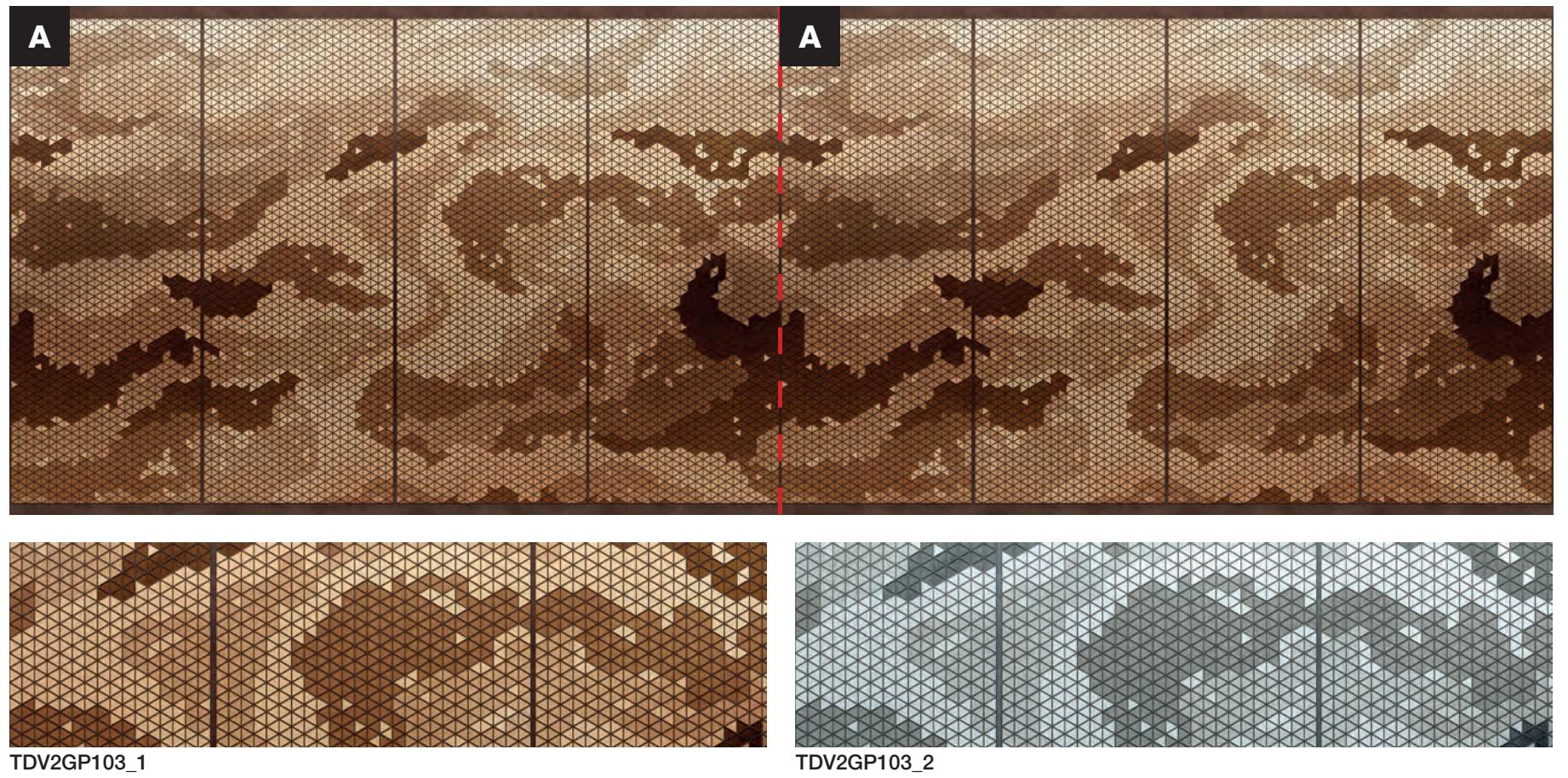
# DISCOGRAPHY



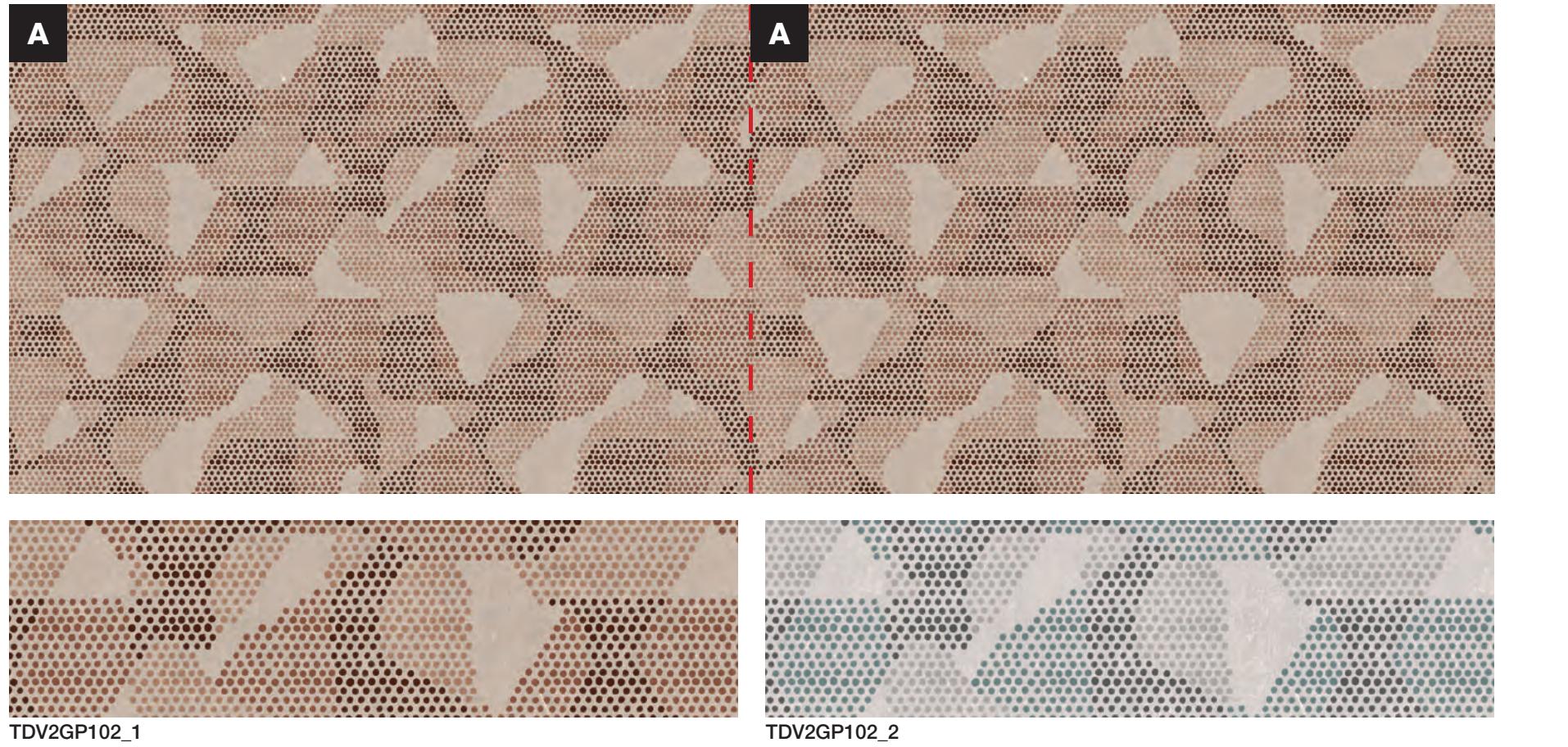
### IN THE MORNING



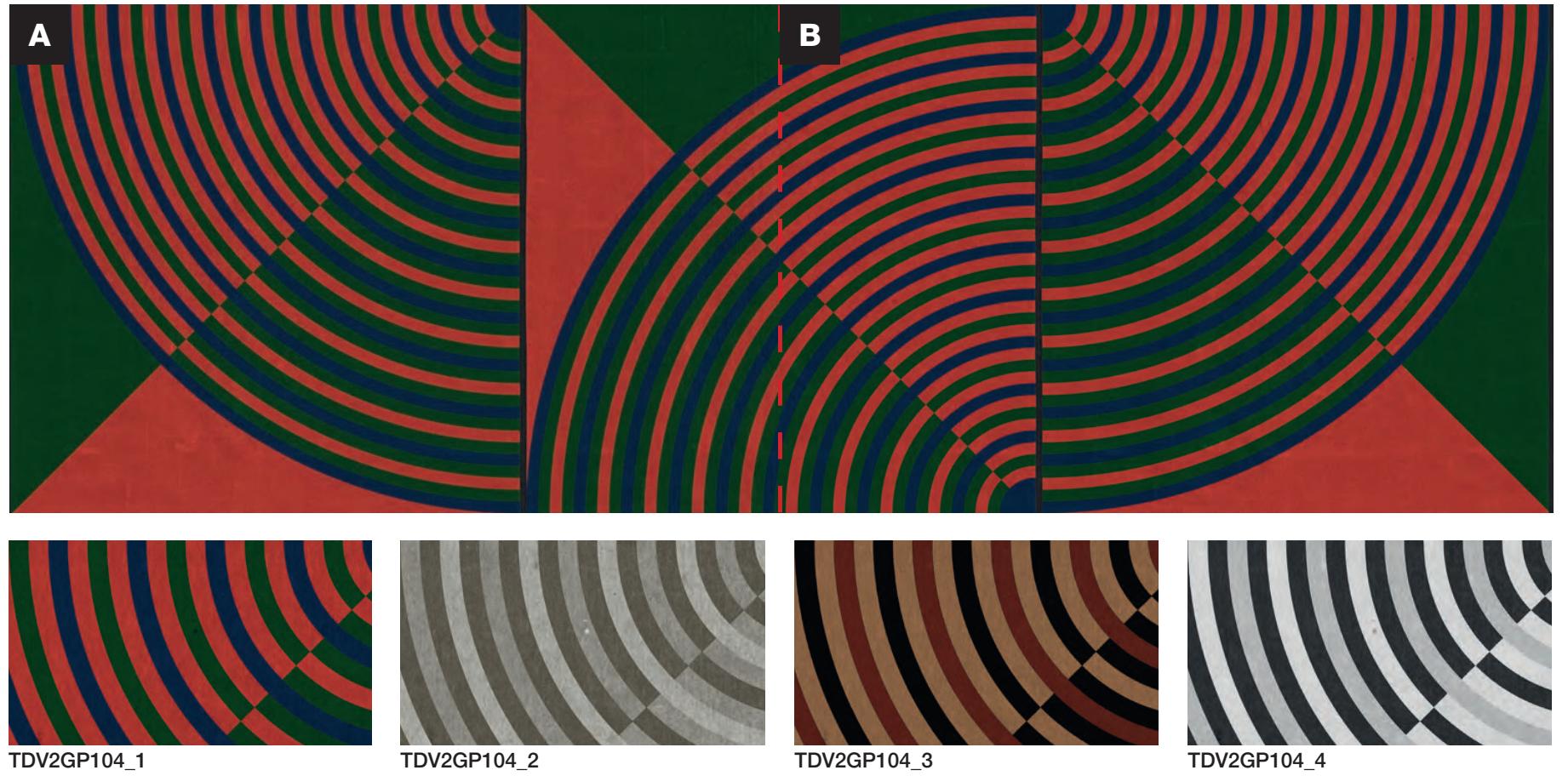
### HOW DO YOU FEEL



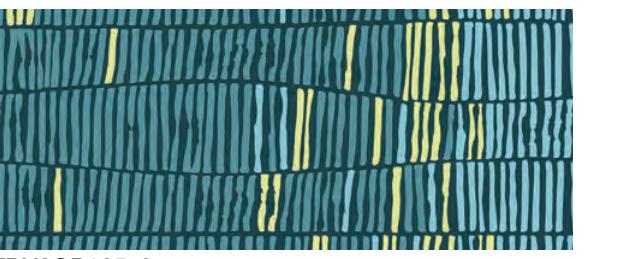
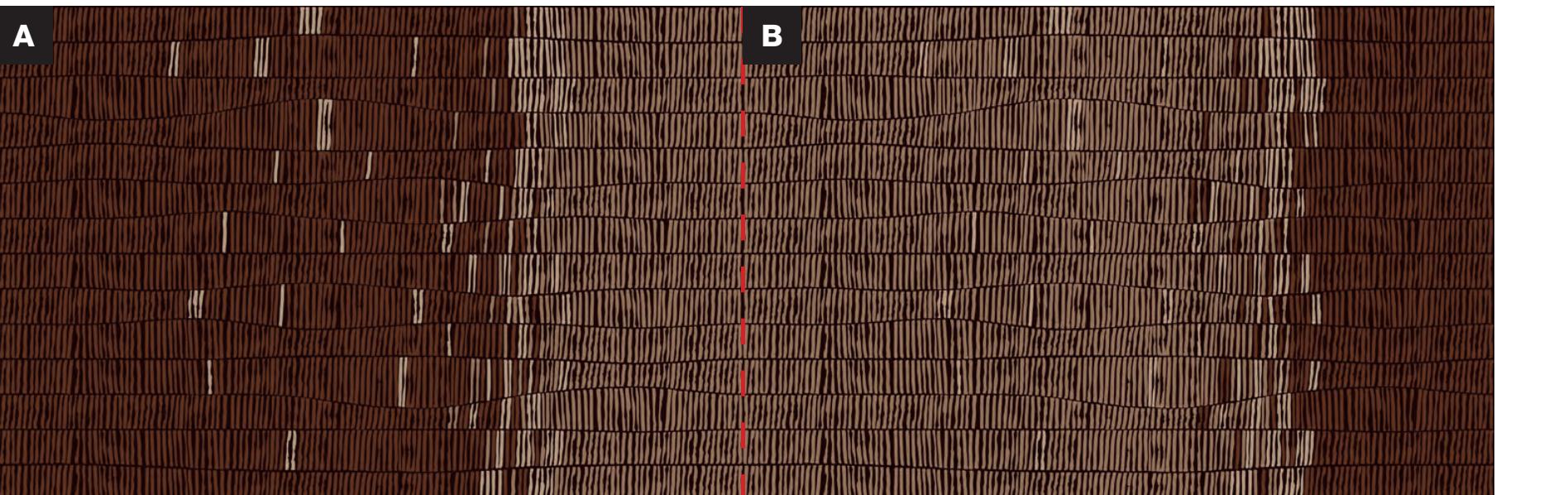
### WHITE RABBIT



### COME BACK BABY



## SOMEBODY TO LOVE

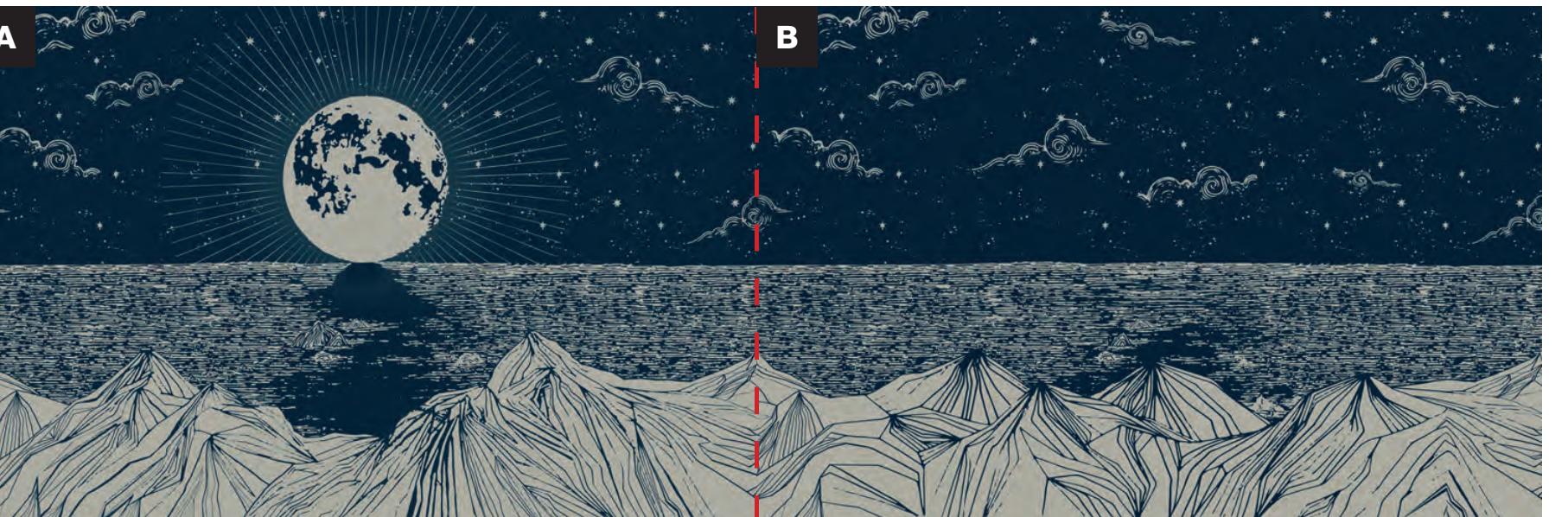


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## DO THE STRAND



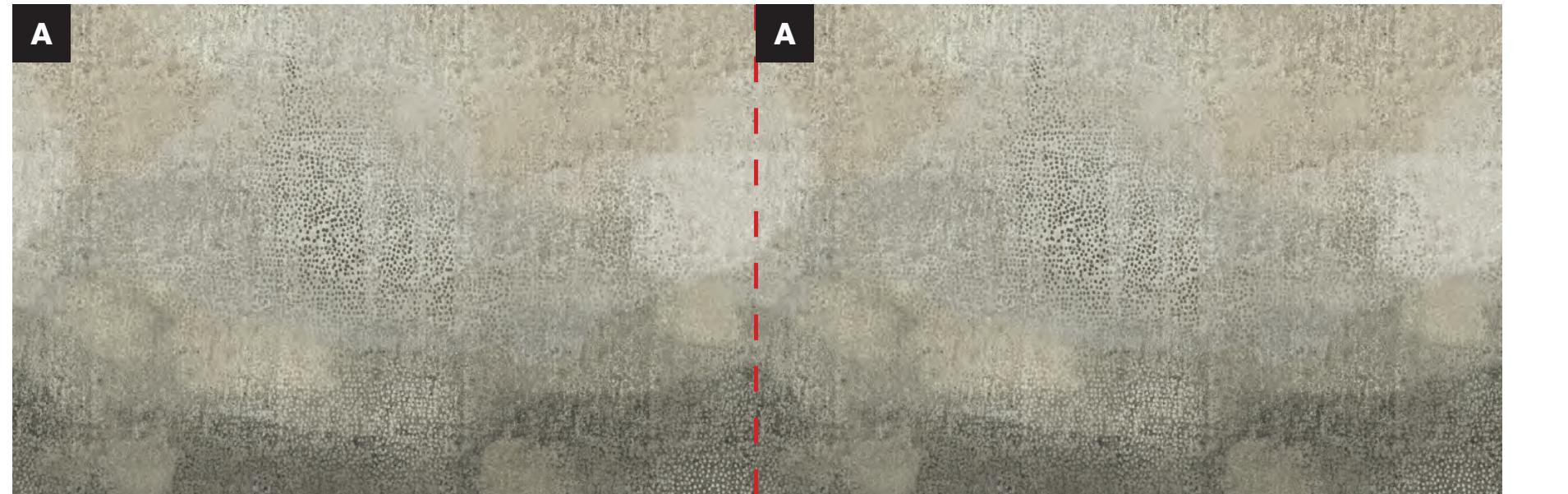
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## FOR YOUR PLEASURE



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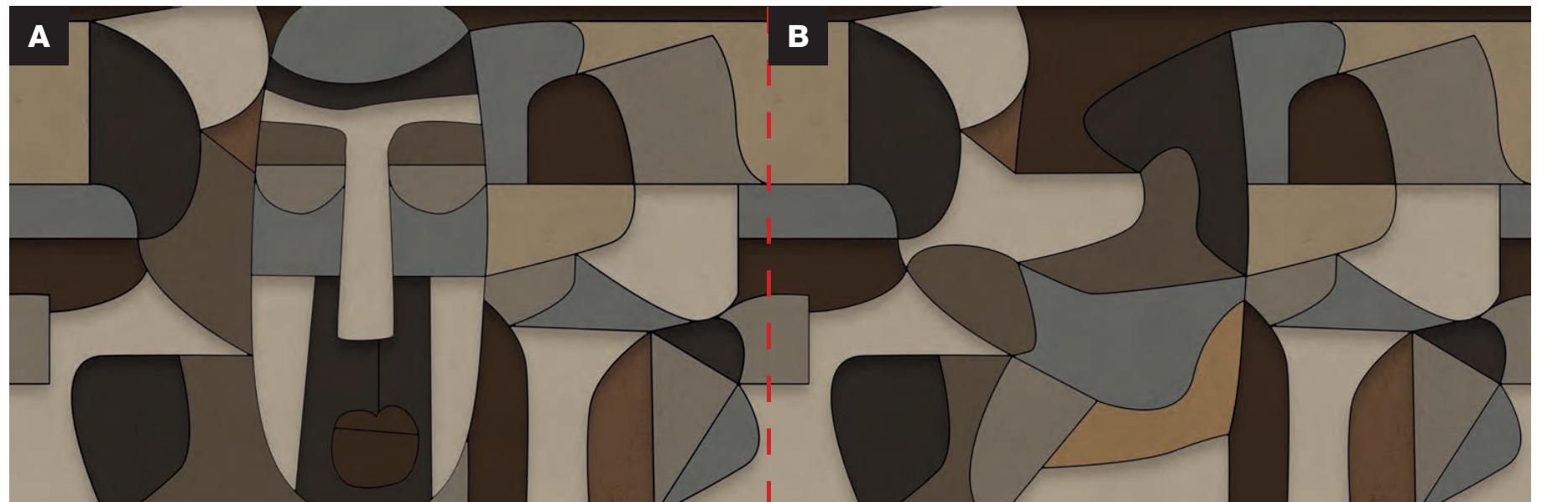
## SMILING PHASES



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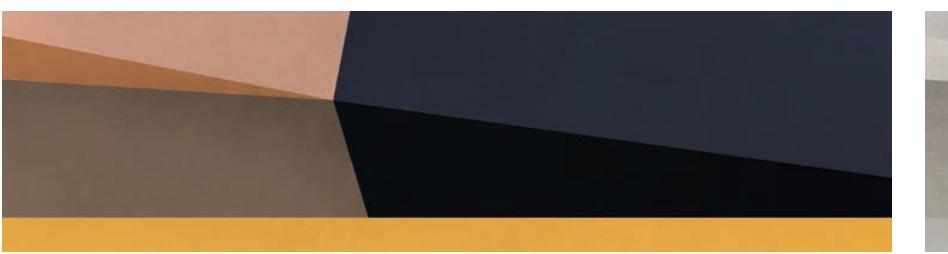
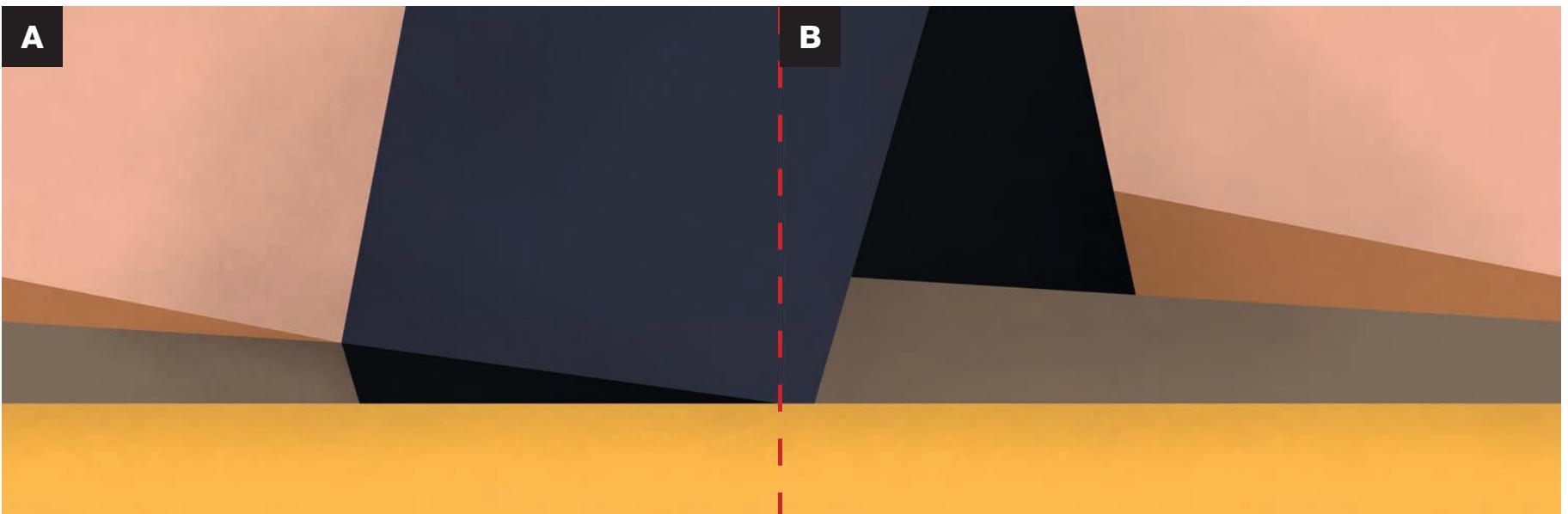


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**PASSING THE TIME**

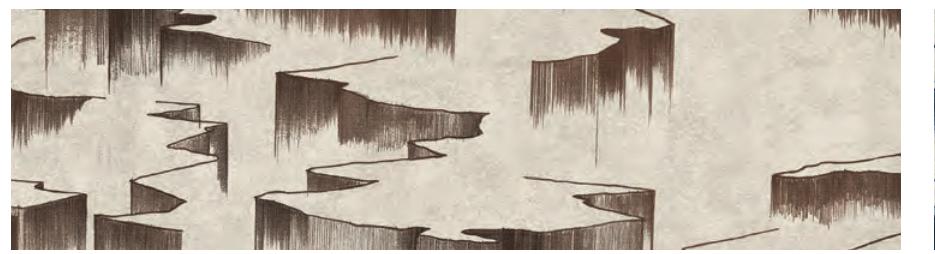
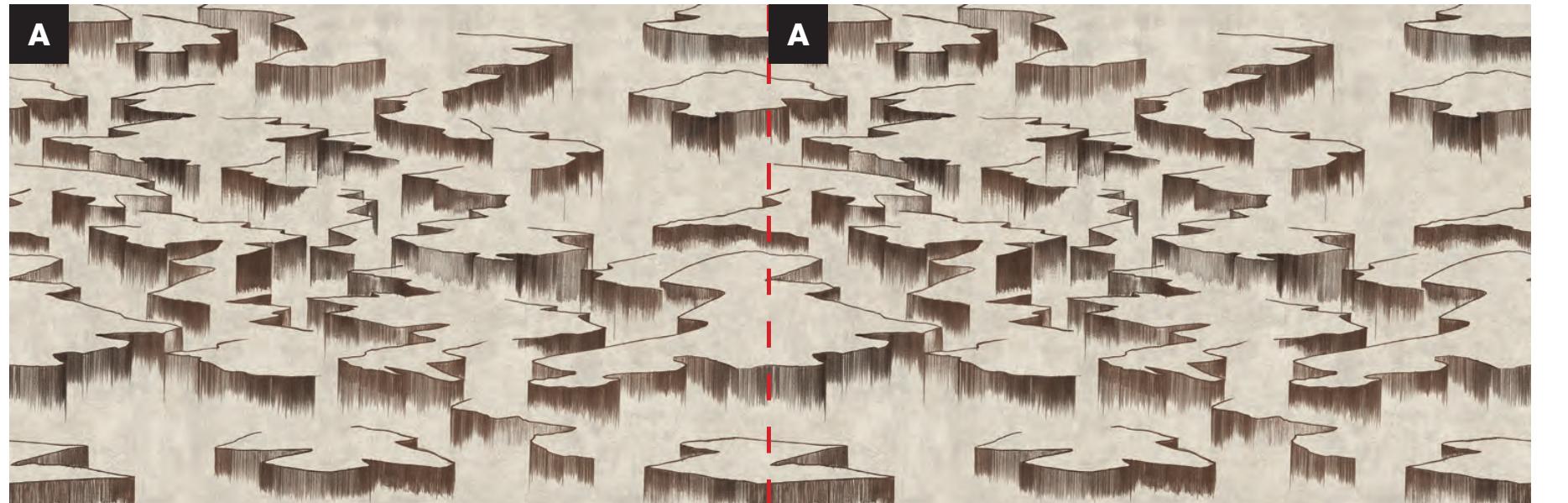


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TDV2GP301\_2

**GREY LAGOONS**

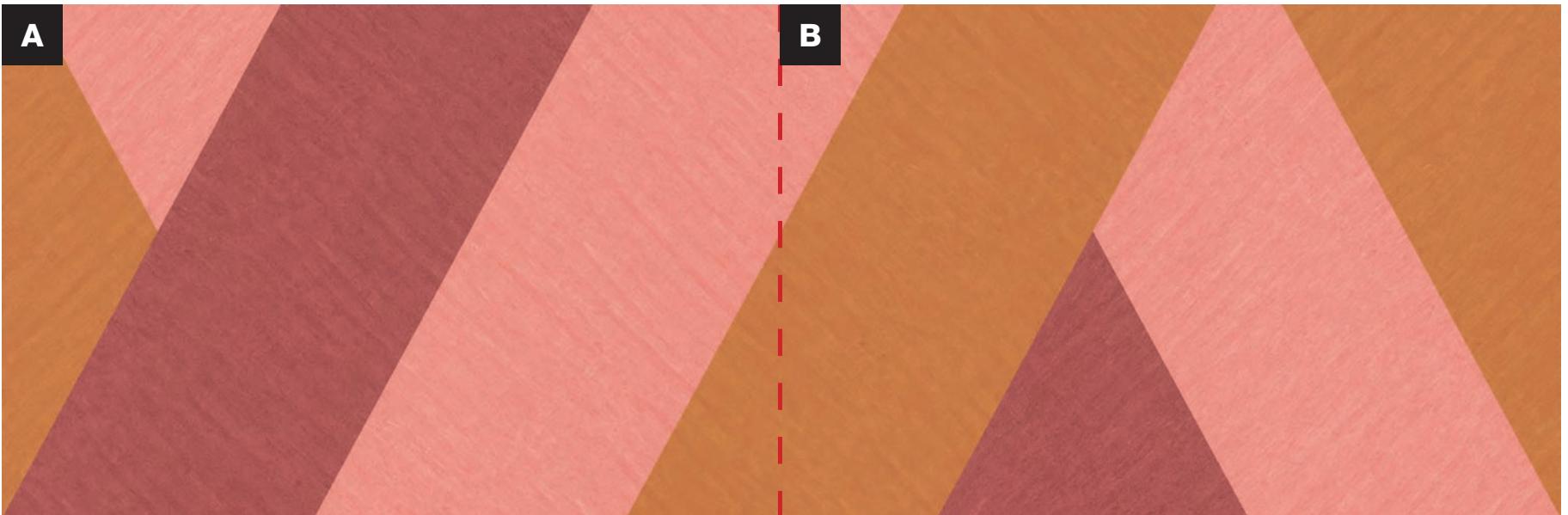


TDV2GP205\_1



TDV2GP205\_2

**CROSSROADS**



TDV2GP302\_1

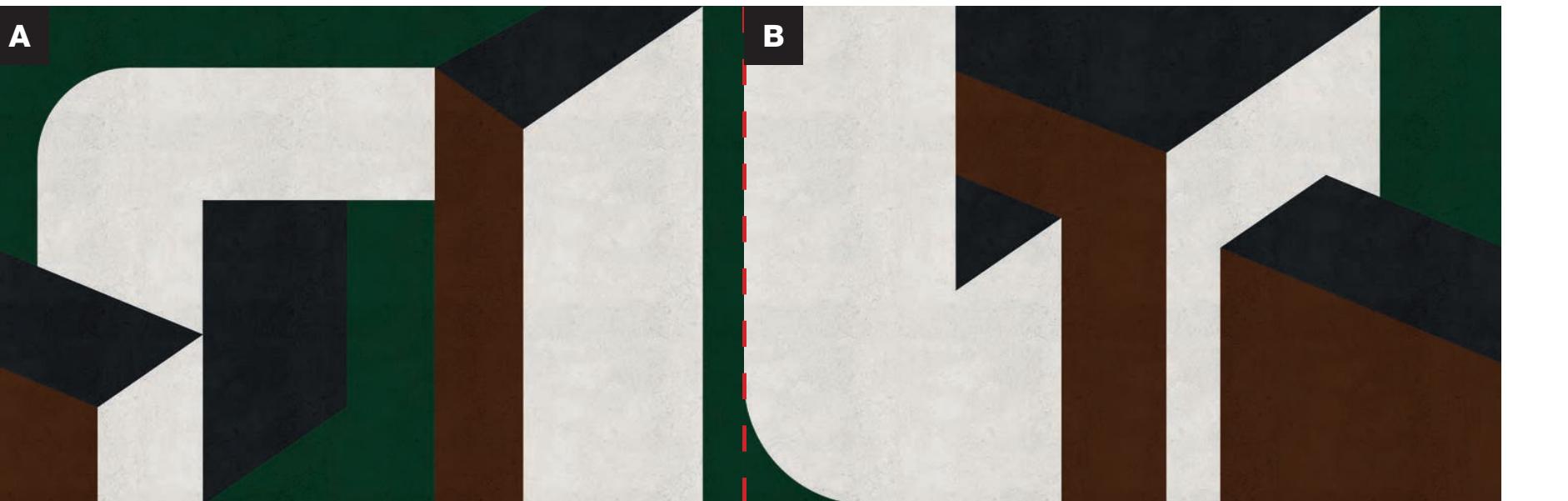


TDV2GP302\_2



TDV2GP302\_3

### SITTING ON THE TOP OF THE WORLD

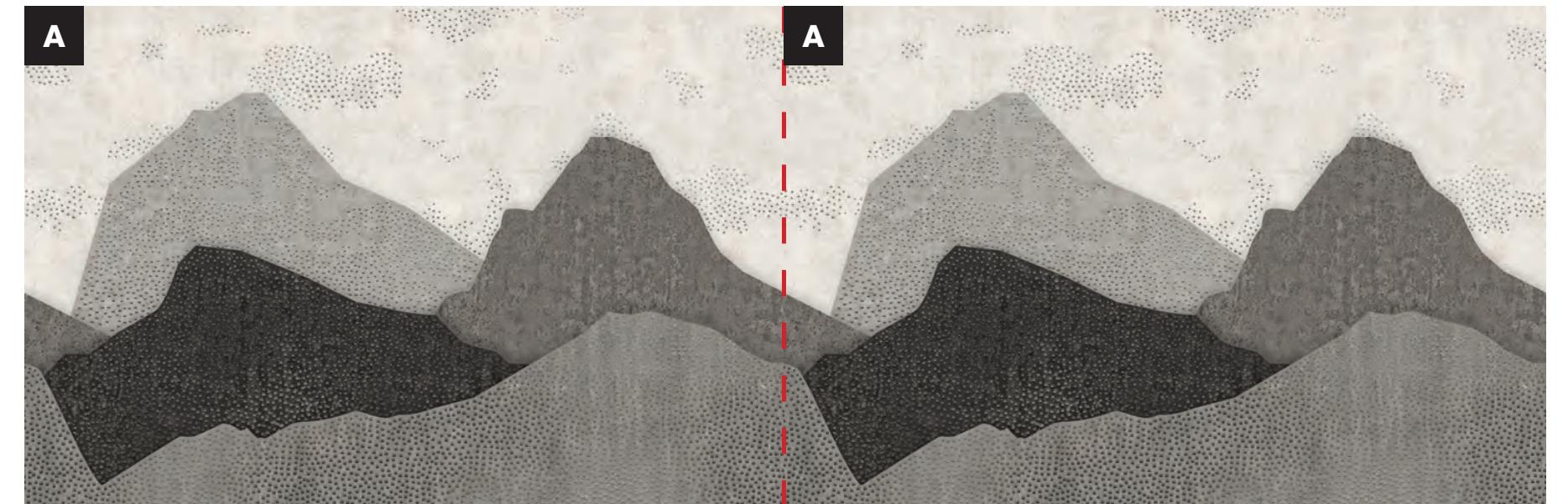


TDV2GP303\_1

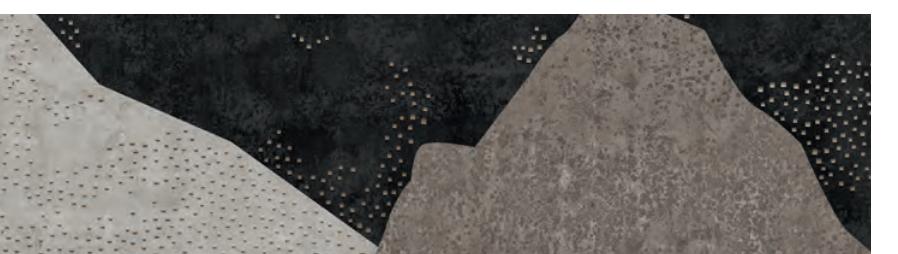


TDV2GP303\_2

### WHITE ROOM

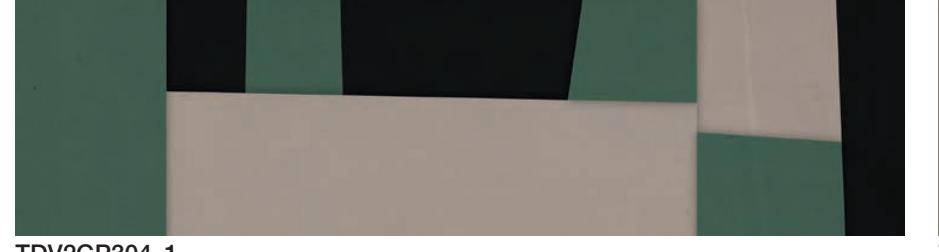
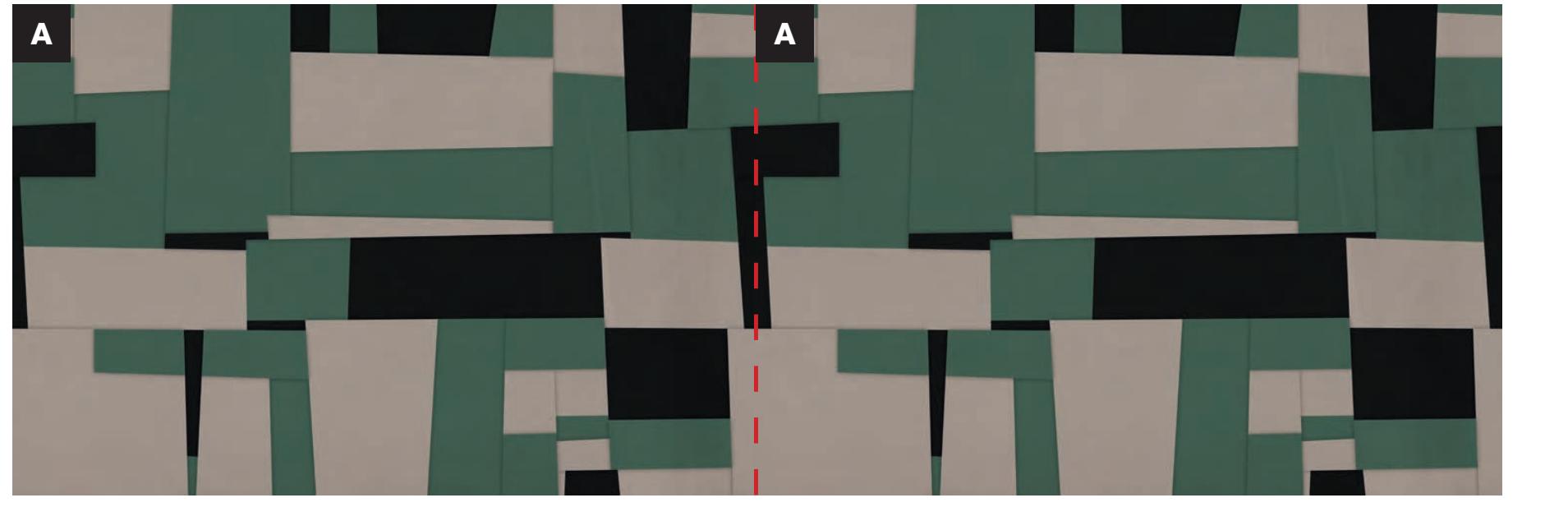


TDV2GP305\_1



TDV2GP305\_2

### BORN UNDER A BAD SIGN



TDV2GP304\_1



TDV2GP304\_2

### HEAVEN IS IN YOUR MIND



TDV2GP401\_1

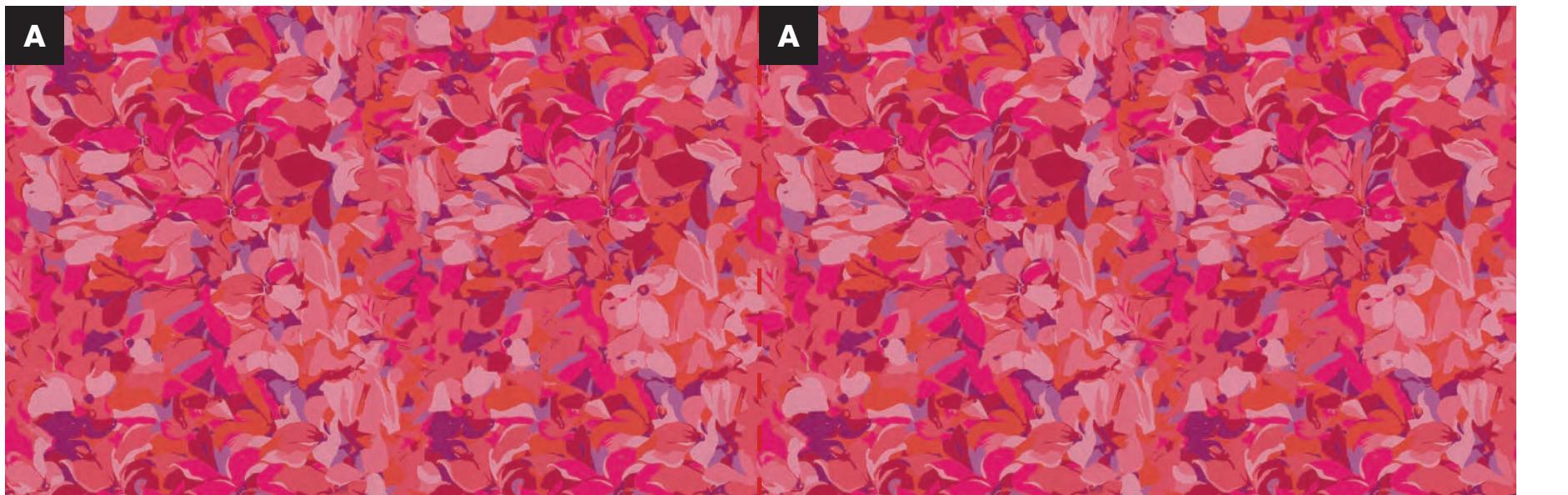


TDV2GP401\_2



TDV2GP401\_3

### BERKSHIRE POPPIES



TDV2GP402\_1

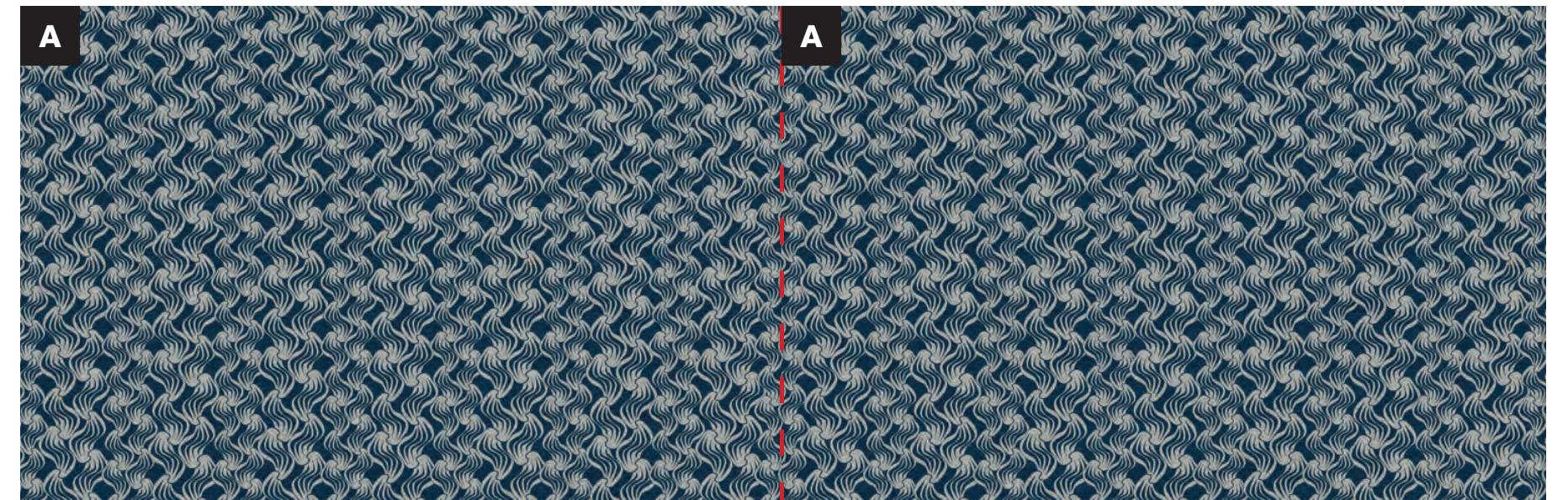


TDV2GP402\_2



TDV2GP402\_3

### DEAR MR. FANTASY



TDV2GP404\_1



TDV2GP404\_2

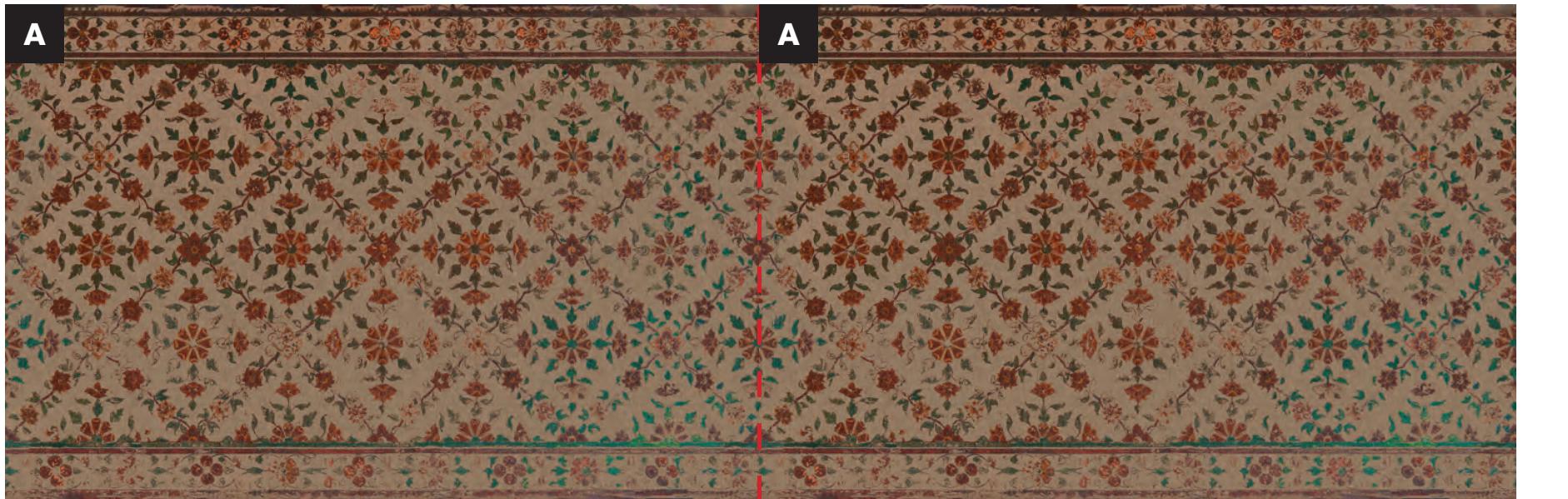


TDV2GP404\_3



TDV2GP404\_4

### HOUSE FOR EVERYONE



TDV2GP403\_1

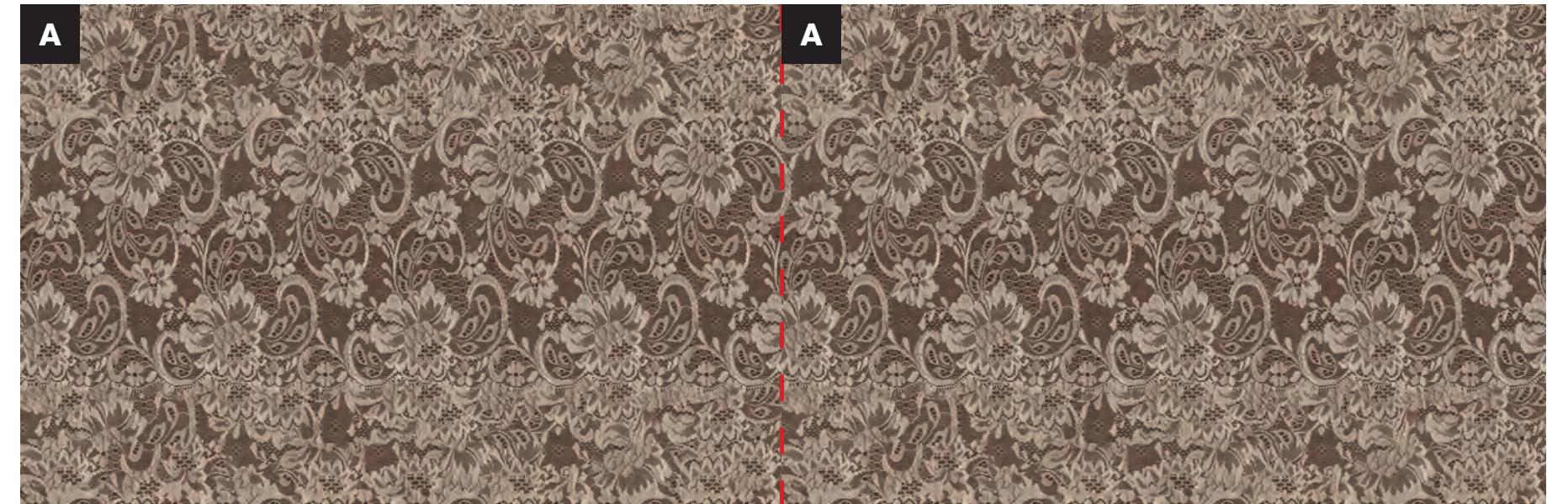


TDV2GP403\_2



TDV2GP403\_3

### SMILING PHASES



TDV2GP405\_1



TDV2GP405\_2

# TOUR POSTCARDS







COME BACK BABY | TDV2GP104\_1



SOMEBODY TO LOVE | TDV2GP105\_1



FOR YOUR PLEASURE | TDV2GP201\_2









BORN UNDER A BAD SIGN | TDV2GP304\_2



WHITE ROOM | TDV2GP305\_2



HEAVEN IS IN YOUR MIND | TDV2GP401\_2





HOUSE FOR EVERYONE | TDV2GP403\_2



DR. MR. FANTASY | TDV2GP404\_2



SMILING PHASES | TDV2GP405\_2



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# THE DAYDREAMER

VOL.2    Lyrics by GIO PAGANI

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Tourpostcards Ph. © Davide Lovatti

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Thanks to COIMA SGR for the kind hospitality.  
Il servizio fotografico è stato realizzato in una residenza della torre Bosco Verticale in via Gaetano de Castilla 11.  
Si ringrazia COIMA SGR per la cortese ospitalità.

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Lyrics by GLOPAGANI

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