

QUINTESSEN- TIAL LYSTARRRY

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FERRAGAMO'S ARMADA
WINTER PICNICS
STELLAR TRAVELS
SKI BEAUTIFUL
LUCIA'S SOUTH AFRICA
MIAMI NIGHTS



PLUS GREAT GIFTS: ROBERTO CAVALLI PAUL SMITH BEAR GRYLLS GORDON RAMSAY
THEO FENNEL JO MALONE AMANDA WAKELY DONNA AIR NICKY HASLAM AND MORE!

QUINTESSENTIALLY SENSUAL

Felice Limosani likes to make people feel good. In fact, it's his business. A former DJ who learned the art of mood manipulation spinning disks in Panarea and Cortina, Felice has since expanded his sensory parameters, setting up a creative group called Limos&Fake which adds visuals, scents and even tastes to the mix. He is now a self-styled 'ambient designer'; a creator of multimedia installations that coddle and swathe the viewer in layer after layer of hypnotically upbeat stimuli. Take, for instance, Limos&Fake's signature 'event', called *Fiori e Cioccolato* – Flowers and Chocolate. Originally developed as an experimental retail concept for Luisa Via Roma, Florence's most indispensable designer store, it has since been reworked several times, appearing at Sketch Gallery, the London restaurant (such a beautifully designed space'), and most recently at La Notte Bianca, Rome's citywide cultural festival.

Picture this. The venue is the Temple of the Divine Hadrian, built into the north wall of the Rome stock exchange. Outside, in front of the 50-foot-high Proconnesian marble pillars, the Piazza Pietra is 'filled with the scent of roses'. Inside the scent shifts to chocolate, digital flowers move and morph on 20-foot screens made of white roses, a soothing soundtrack by French composer René Aubry plays in the background, while prints and sculptures by Roberto Cavalli focus the mind – as does, the sensual centrepiece, tastings of 'aromatic chocolates flavoured with jasmine, lavender and roses'. The result? 'A total sense of satisfaction,' says Felice.

Felice is currently working on a new installation for the Pitti Uomo in Florence, when he plans to embed a huge Nokia phone 'that seems to have fallen from the sky' in the 19th century facade of Luisa Via Roma – a trick he hopes to repeat sooner or later with a gigantic shattered bottle of perfume. 'Shards will be scattered on the pavement and the entire street will be pervaded with the scent,' he says.

Ultimately, it's hard not to be swept along by the relentlessly feelgood Felice, a man who wants 'everything to be positive', whose goal in life is 'to make love with the one I love, to eat well, and to live by the sea' and whose parting shot on his work is this: 'Imagine a perfect cornfield: the scene would not be so beautiful without poppies.' Really, how can you not crack a smile? **CS**

