

# ROME PERGOLA

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## TOUR 4 – QUARTIERE COPPEDE

This area is called a district, situated between Via Tagliamento and Piazza Buenos Aires, but it really lies within the district of Trieste. It was mostly built during the 1930s and it was designed by architect Gino Coppedé, after whom it was named. Coppedé made use of floral motifs typical of Art Nouveau.

Gino Coppedé was an architect and eclectic artist. Born in Florence in 1886, his apprenticeship in ornamentation began in the successful woodcarving studio of his father, where Gino and his brothers learned to carve intricate figures commissioned to adorn fireplaces, mirrors and armoires. After graduating from the professional School of Industrial and decorative Arts, he became a member at the Accademia of Belle Arti in this town. He came in contact with Florentine architects, and in 1919 he had the commission to design this new residential section of ROME., the client a Ligurian building association with plans to sell the luxurious condominium units to civil and professional servants.

The fantastical mix of Ancient Greek, Roman baroque, Mannerist, Medieval, and overall, Art Nouveau was brought to life between 1919 and 1927, year of the death of Gino Coppedé.

The area measures about 31,000 square meters, with some 40 structures, more than 15 of them in five streets decorated with mosaics-tiled archways, intricate brickwork, turrets, towers and loggias, giant bees, lions heads and standing figures perched above windows and under balconies. Florentine towers and Venetian palazzi decorated with external mosaics and frescoes, Baroque Roman palazzi with real and imitation papal stemmata, and even a building devoted to a musical decorative scheme whose exterior ironwork and carvings imitate musical notation.

The triumphal entrance of Coppedé's world is on the Via Dora, on the north side, with an arch covered itself in decoration, with lion's heads on each side, at the center the bust of a stern soldier.

Also note a balcony that unites two 'palazzi' and which supports an enormous street lamp.

Further along the Via Dora is the Piazza Mincio, where the most elaborate examples of Coppedé's eccentric style will be found, and at the center is a well from the edge of a wide shell eight fat stone frogs spit water into the basin; and many more on four lower shells.

Directly to the left, at 4 Piazza Mincio, is the 'Palazzo of the Spider', on five storeys, where Art Deco comes into play with a menacing spider in its gold mosaic web above the entrance. More bands of mosaic tiles line the tops and bottoms of windows edged with twisted columns. At top floors intricate brickworks are in contrast with rough travertine blocks at ground level.

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Coppedé here added a latin inscription, and on all this he included a black and gold fresco called 'Allegory of Work' above the covered balcony of the third floor.

At 3 Piazza Mincio, is one of Coppedé most known construction called 'Villino delle Fate' (the Fairy Cottage).

The L-shaped building has two separate entrances on the square and on Via Aterno and via Brenta, a garden with surrounds the villa and Coppedé designed and realized the metal stair railings, picture frame an fences and iron-gates to the cottage.

Red stir busts with gold centers dot a portion of the mustard yellow facade, then a loggia with red columns is covered by a slate roof: here Coppedé pays a tribute to Florence with an elaborate panoramic fresco of the city on the second floor, with Duomo and Palazzo della Signoria represented.

Another fresco depicts sail ships at the sea, and muscular putti, lions, grotesque heads, a bee, apart from the many columns, arches and openings of the facade.

The other apartment building facing the fountain is at 2 Piazza Mincio, with its arched entrance, in blue and gold, near the front door with white serpents on a black background. These figures are alternate with letters spelling out 'OSPES SALVE', a latin greeting as 'Welcome'. The decorative motive continues inside the foyer.

Gino Coppede other contributions to the quarter are on a smaller scale, though no less interesting or playful: they are found at 14 and 26 via Brenta, at 8-10 Via Ombrone, at 2 via Serchio and at 7 Via Olona.

Thanks to its beauty , the quartiere Coppedé has been used as the setting for a number of films.