

The Italian Kitchen Design



A JOURNEY INTO BEAUTY, WARMTH AND THE ART OF "LA CUCINA ITALIANA"



ILARIA CAMPAGNA
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ABOUT THE CREATOR

Ilaria Campagna Interiors

Interior Architect & Designer specialized in the Italian luxury all over the world



Combining creativity, aesthetics and uniqueness with passion for arts, design, colours and materials, **Ilaria specializes in Luxury Interior Design** attuned to the needs, culture and desires of her international clientele.

Native Italian, formally Educated with high school in Classical Studies, and Masters Degree in Architecture at IUAV University in Venice.

At the begin of her career, **she worked between Venice and Milan, hotspots of Art and Design**, relating with discerning clientele and developing an international attitude.

With 10 years of experience in the industry, Ilaria and her international team of architects and designers, **takes inspiration from any sphere of life favouring a holistic philosophy** where structure, interior architecture and decorative elements are considered as one.

This coincidence of life experience and passion gives her **fresh, globally-inspired aesthetic with a craftsmanship sensibility** which makes unique interiors in every part of the world.



ILARIA CAMPAGNA
INTERIOR DESIGN

ABOUT THE GUIDES

About «*The Italian Style*» Guides

"I've always believed that beauty isn't something you simply see — it's something you feel."

It's in the light that fills a room in the morning, the sound of a coffee cup on marble, the warmth of a wooden table where people gather to share stories, meals, and moments.

***Because your home should be more than beautiful.
It should make you feel alive.***



ABOUT THE GUIDES

About «*The Italian Style*» Guides

For me, design has never been just about aesthetics. It's about creating spaces that make life feel richer, calmer, more human.

Over the years, I've met so many **people who dream of bringing that same sense of Italian warmth and elegance into their own homes** — not as a trend, but as a way of living. And that's why I created these guides.



They are a reflection of what I love most about Italian style: its **timeless grace**, its **imperfect beauty**, and its ability to turn ordinary spaces into something deeply meaningful.

Through these pages, I want to share a piece of that world with you — the textures, colors, and rituals that make Italian living so special".



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INTRODUCTION

The Italian Kitchen Design

Where warmth meets soul, and elegance lasts forever

In Italy, **the kitchen is far more than a functional space — it is the beating heart of the home.** It's where mornings begin with the smell of freshly brewed **coffee** and where evenings slow down over a **glass of wine** and **homemade pasta**.



It's where **children do their homework** on marble countertops while **parents prepare meals**. It's where **laughter echoes, voices rise and fall in animated conversation**, and time seems to stretch — not rushed, but savored.

The Italian kitchen is not a showroom, it's a living, breathing space. It's warm, open, and deeply human.

INTRODUCTION

In Italian culture, **“la cucina”** is where stories unfold. It's where life happens. It's where we gather not only to eat, but to reconnect. To share. To debate. **Here, we celebrate birthdays, comfort one another, pass down recipes and family values, and sometimes — without even realizing it — we heal.**



Designing an Italian kitchen means embracing this lifestyle. It's about creating a **space that invites togetherness, authenticity, and effortless beauty.** A place where elegance meets everyday life. Where luxury doesn't shout — it whispers through **natural materials, warm tones, artisanal touches** and the unmistakable **feeling of being home.**

This guide is your invitation to bring that spirit into your own home. Not just through design, but through intention.

*Welcome to The Italian Kitchen Design.
A journey into warmth, beauty, and the timeless art of living well
— together.*

CHAPTER 01

Materials That Breathe Life

Why materials matter

In Italian interior design, **materials** are not merely a technical choice — they are a **declaration of identity**, a **reflection of heritage**, and an **embrace of lived beauty**.

Every surface tells a story: the worn grain of **wood speaks of time and touch**; the cool strength of **stone recalls the permanence of ancient places**; the soft sheen of **brass whispers quiet sophistication**.



Wood: The Foundation of Warmth

From exposed beams to handcrafted cabinetry, wood adds texture and timelessness.

What to do

Choose untreated oak, walnut, or larch with natural finishes for a lived-in elegance.



Stone and Marble Surfaces

Carrara marble, Calacatta, and rustic stone tell stories of Italian heritage.

Where to put them

Ideal for countertops, backsplashes, and flooring — they offer permanence and tactile beauty.



Metals That Speak Softly

Brass, bronze, and copper accents add a layer of refined glow.

What to do

Use them sparingly on faucets, handles, or lighting for a subtle statement.



Textiles and Natural Layers

Linen, cotton, and woven textures invite softness and comfort.

Where to put them

Table linens, curtains, and even seat cushions create atmosphere through understated detail.



Color Palettes from Nature

Cream, clay, sage green, sand — every hue connects to the landscape.

What to do

Italian style prefers a lived-in, warm base with accents from pottery, herbs, and wood.



Sustainability as Elegance

Sustainable choices — local wood, low-VOC finishes, reclaimed stone — align beautifully with the values of timeless Italian design.

What to do

Go to the dealers nearby your home and find local natural materials.



Artisanal Details

Hand-painted ceramics, mosaic tiles, stucco walls: details like these add soul and authenticity. They remind us of the beauty of imperfection.

The tip

Go to some local artisanal markets and choose the handmade creations from little artisans.



Care and Maintenance

True materials require gentle care: natural cleaners, regular oiling, protection from heat and water. With age, they grow more beautiful.

What to do

Use natural cleaner or make cleaner soap by yourself with natural recipes.

For natural wood

1 cup white vinegar
1 cup water
2 cups olive oil
Use a well-wrung soft cloth and then dry immediately.

For marble & stone

Marseille soap flakes
Bucket of warm water
Use a well-wrung microfiber cloth and then dry immediately with a clean soft cloth.

All-purpose cleaner

1 cup white vinegar
1 cup water
10-15 drops lemon or tea tree essential oil

kitchen

Degreaser spray

1 cup vinegar
1 tbsp baking soda
½ tsp Marseille soap
10 drops orange or lemon essential oil



BONUS SECTION

Moodboard inspiration

Let the materials speak to each other — and to your lifestyle

Pair marble with light oak, brass accents,
soft linen drapes, and olive branches.



BONUS SECTION

Mini Glossary

Traditional Italian Materials for Italian Style Kitchens



Marbles and Natural Stones

MARMO DI CARRARA
GRIGIO CARNICO
PIETRA SERENA
TRAVERTINO ROMANO
PIETRA LECCESE
ROSSO VERONA

White with soft grey veining, elegant and luminous
Dark grey marble with bold white veining
Bluish-grey sandstone typical of Tuscan architecture
Warm beige, porous, ideal for floors and walls
Light limestone from Salento, with a textured look
Warm reddish stone with earthy undertones



Italian Woods

ROVERE NATURALE
CASTAGNO
OLMO
NOCE CANALETTO

Light oak with warm tones, ideal for rustic elegance
Lively grain, rustic yet refined
Golden tones with expressive veining
Rich, dark walnut with smooth texture

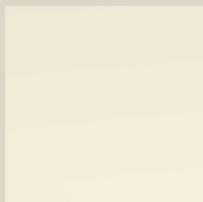
BONUS SECTION



Metal Finish

OTTONE NATURALE
BRONZO ANTICATO
FERRO CERATO
RAME SPAZZOLATO

Warm and matte, perfect for faucets and handles
Dark, patinated bronze with elegant reflections
Raw iron finish treated with natural wax
Brushed copper, warm and artisanal



Typical Color Tones

BIANCO CALCE
GRIGIO PIETRA
TERRA DI SIENA
VERDE SALVIA
CREMA ANTICA
BLU POLVERE
OCRA
TERRACOTTA

Soft white inspired by traditional lime walls
Warm stone grey from Tuscan landscapes
Earthy brown with rich orange undertones
Dusty sage green, classic for countryside kitchens
Warm creamy beige, luminous and welcoming
Powdery blue with a soft, cool presence
A warm, earthy yellow with golden undertones
A rich, reddish-brown with clay and sunset hues

CHAPTER 2

The Colors of the Italian Kitchen

Timeless tones inspired by land, light, and tradition

Color in Italian kitchens isn't bold or trendy — **it's organic, warm, and deeply rooted in nature and heritage.** These are tones that age well, complement natural materials, and create a welcoming sense of home.

The palette of a true Italian kitchen draws from **stone, sun, soil, herbs, and sea, blending elegance and earthiness.** Each color holds a cultural resonance: it's not just seen, it's felt.

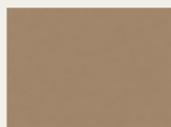




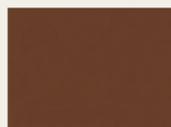
crema
cream



avorio caldo
warm ivory



camoscio
mushroom taupe



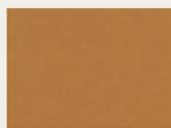
cognac
cognac



cammello
camel



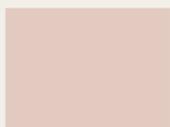
sabbia d'oro
golden sand



avena
oatmeal



nocciola
nutmeg



rosa cipria
powder rose



rosa antico
antique rose



terracotta
terracotta



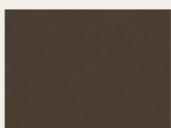
terra di siena bruciata
burnt sienna



eucalipto
eucalyptus



oliva
olive



carbone
soft charcoal



verde foresta
forest green



azzurro polvere
dusty blue



azzurro lavato
washed blue



blue Amalfi
Amalfi blue



blu oltremare
soft warm navy

1. Bianco Caldo

Warm White

A soft, enveloping white with undertones of cream or ivory—not stark, but radiant. It reflects the light of Southern Italian mornings.

→ HEX: #F8F3EE



Contemporary



Traditional



2. Beige Naturale

Natural Beige

Inspired by limestone, old plaster, and hand-formed terracotta. A grounding neutral that pairs beautifully with wood and bronze.

→ HEX: #DCCAB3



Contemporary



Traditional



3. Terracotta

Earthy Red Clay

A deep, warm tone with orange-brown undertones, reminiscent of Tuscan rooftops and "cotto" floor tiles.

→ HEX: #C2704F



Contemporary



Traditional



4. Verde Salvia *Sage Green*

A soft, muted green with hints of grey — calming and organic. Often found in traditional painted cabinetry and ceramic tiles.

→ HEX: #A3A87C



Contemporary



Traditional



5. Blu Amalfi (Optional Accent)

A bold, fresh blue inspired by the Mediterranean coast—best used sparingly for contrast or detail (ceramics, accessories, tiles).

→ HEX: #3C6E91



Contemporary



Traditional



BONUS SECTION

Moodboard inspiration

Combine:

1. *Bianco caldo* walls
2. *Beige* and *terracotta* tiles
3. *Wooden cabinets in natural oak*
4. *Verde salvia* for open shelving or painted wood
5. *Blu Amalfi* details in ceramic plates or textiles

Use layered neutrals as a base, and add natural textures (linen, clay, marble, wicker) to enhance depth and warmth.



Design Tip

“Choose 2–3 main tones as your base.

Let terracotta or sage green act as soft focal points, and keep blues as gentle accents.

*Italian kitchens are not about contrast —
they're about harmony.*

CHAPTER 3

Layout & Flow

Designing a kitchen that brings people together



*In the Italian way of life,
the kitchen is not just a place to cook — it's a place to live.*

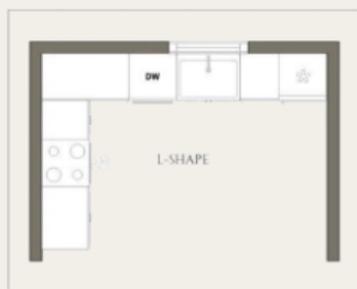
Conversations begin here. Children do their homework at the counter. Guests lean against the table with a glass of wine while dinner simmers slowly on the stove. **The layout of an Italian kitchen is never purely functional — it's made for connection, rhythm, and warmth.**

1. Flow over rigidity

Forget overly rigid planning.

The best Italian kitchens follow a natural, fluid circulation:

- Space to move freely
- Proximity between preparation, cooking, and serving areas
- No barriers between the cook and the rest of the family



*Whether large or compact, what matters is how the kitchen feels
— open, lived-in, welcoming.*

2. The Soulful Island

An island can be a beautiful addition — but in Italian design, it must have *anima* (soul). No sterile white blocks.

Instead, use:

- **Natural oak** or **chestnut wood** for warmth
- **Marble** or **travertine** tops with texture and personality
- **Open shelves** for ceramics, bread boards, linen
- The **island** becomes a hearth: a space for rolling pasta, serving wine, setting bread down, or simply gathering.



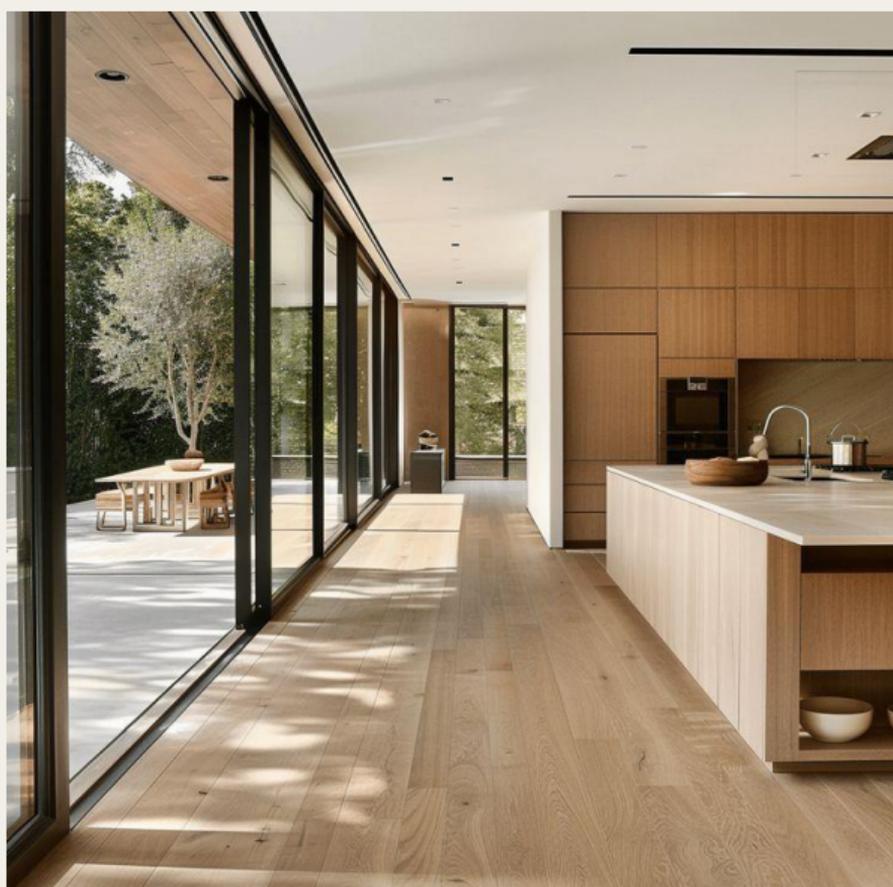
3. Natural Light is Everything

Italian kitchens breathe through light.

Maximize natural light by:

- Positioning the **sink** or **prep area** near the window
- Using **light tones** on the walls (e.g. warm white, pale beige)
- Keeping **window** dressings minimal — let sunlight enter freely

*A well-oriented kitchen not only looks better —
it feels more alive.*



CHAPTER 4

Details That Elevate

How craftsmanship and intention turn a kitchen into a timeless space

It's not about perfection — but about intentional beauty.

A simple drawer pull, a brass faucet, or a handmade ceramic bowl can transform the everyday into something extraordinary.

These are the small things that tell a bigger story —
of craftsmanship, heritage, and the quiet luxury
of things made to last.



In Italian design, the magic lives in the details.

1. Artisanal Handles

Forget generic hardware. Italian kitchens shine with **handcrafted handles in natural materials**:

- **Brushed brass** with patina
- **Leather-wrapped** pulls
- Hand-carved wood knobs in **walnut** or **oak**



Each handle is a tactile invitation — a detail you touch every day, made with soul.



2. Timeless Brass Faucets

Aged or brushed *ottone naturale* (natural brass) adds warmth and character. It pairs beautifully with stone sinks, handmade tiles, or marble countertops.



Bonus: brass gets better with time — it doesn't age, it gains *storia*.



3. Soft-Close Drawers

Function meets grace.

Italian design values silence, ease, and fluid motion. **Choose soft-close mechanisms for drawers and cabinets:**



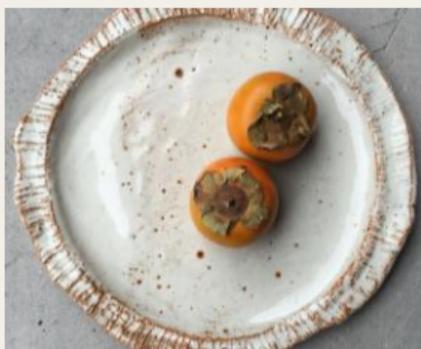
Smooth gliding. No slamming. Durable and discreet

They reflect a deeper philosophy: **nothing in the kitchen should feel rushed or harsh.**



4. Handmade ceramic objects

Italian ceramics are more than decorative objects — they are **living expressions of culture, color and craft**. Placing even a few artisanal pieces in your kitchen brings warmth, authenticity, and that unmistakable Italian touch.



Whether it's a vintage *ciotola*, a lidded jar, or a floral plate, let ceramics **tell a story** — one of slow living, heritage, and Italian joy.



5. Light or Open Cabinets

Instead of heavy overhead units, opt for:

- **Open shelving** in wood or painted in sage green
- **Glass-front** cabinets with linen interiors
- **Floating shelves** for ceramics, herbs, or books

This allows the kitchen to breathe —
and turns everyday objects into quiet décor.



BONUS SECTION

Extra Touch: «Il Vassoio Perfetto»

The perfect tray is more than decoration — it's a still life of Italian living.

Create a small composition using:

- A hand-thrown **ceramic bowl**
- A bottle of **extra virgin olive oil**
- A vintage **linen cloth**
- A few **fresh herbs or wildflowers**
- A small **wooden spoon** or **terracotta dish**



CHAPTER 5

The Italian Soul - Reimagined

Adapting Italian Style to Rustic, Contemporary, Luxury and Natural Homes

Italian design is not a rigid formula — **it's a philosophy.** It's made of warmth, intention, materials that tell stories, and beauty that feels lived-in.



This chapter will show how the **essence of Italian style** — with its earthiness, elegance, and balance — can be reinterpreted across **different aesthetics and lifestyles**: from rustic farmhouses to contemporary lofts, from refined villas to minimal eco-retreats.

Whichever style speaks to you — rustic, contemporary, luxurious, or natural — what matters most is that the soul of Italian living remains: spaces made to gather, to breathe, to live fully.

1. Rustic Italian

Timeless, tactile, and welcoming.

Key elements:

- Hand-hewn wooden beams
- Terracotta or stone floors
- Open shelves with ceramic bowls and copper pots
- Wabi-sabi textures: imperfect plaster, aged metals
- Warm color palette: terracotta, ochre, sage, ivory

Mood: country life, slow mornings, bread on linen cloth
Perfect for homes in the countryside or nostalgic urban kitchens.



2. Contemporary Italian

Clean lines with soulful warmth.

Key elements:

- Matte finishes and natural oak cabinetry
- Carrara marble or stone-look quartz
- Sleek brass or black metal accents
- Streamlined storage with hidden functionality
- Artisanal pieces to break the perfection

Mood: minimal with depth, sophistication without coldness
Perfect for urban apartments or homes blending modern with meaning.



3. Luxury Italian

Effortless opulence rooted in tradition.

Key elements:

- High-end materials: Calacatta marble, polished brass, walnut
- Statement lighting (glass, Murano, or sculptural)
- Fine linen curtains, curated art, hand-crafted accessories
- Elegant hardware and drawer systems
- Design symmetry and balance

Mood: refined elegance, silent luxury, Roman villa reimagined
→ Ideal for clients seeking timeless class with rich details.



4. Natural Italian / Wabi-Sabi Fusion

Earthy minimalism with poetic restraint.

Key elements:

- Raw stone, limewash walls, reclaimed wood
- Open spaces with few, meaningful objects
- Olive branches in ceramic vessels
- Earth tones: sand, clay, bone, soft grey-green
- Imperfection celebrated: patina, texture, silence

Mood: spiritual calm, Mediterranean zen, soulful sustainability
→ For those who seek balance between nature, design, and emotion.



CHAPTER 6

LIFESTYLE SECTION

Living the Kitchen

The soul of Italian living, one gesture at a time

In Italy, the kitchen is not just a room — it's a way of life.

It's where time slows down, where gestures are repeated with intention, and **where beauty is found in the everyday.**

To live the kitchen is to embrace the poetry of **small rituals**, the scent of **fresh herbs**, the rhythm of **conversation**, the elegance of **simple things done well.**



The Morning Ritual: *Il Caffè*

There's nothing more sacred than the **morning coffee ritual**. The familiar sound of the moka pot, the aroma of roasted beans, the first sip taken leaning against the marble counter — this is **Italian stillness**.

Coffee is not rushed. It's savored.

It's a moment of quiet, of solitude or connection, before the day begins.



→ **Design tip:** *Keep a coffee corner — a tray with your moka, espresso cups, a linen cloth, and maybe a small jar of brown sugar.*

The *Aperitivo* on the Marble Counter

Before dinner, the kitchen becomes a **gathering space**.

A bottle of prosecco or a glass of red wine.

A few olives, slivers of pecorino, fresh focaccia.

All laid out on the **marble island**, with soft music and laughter in the air. The Italian aperitivo is about **ease and elegance** — not preparation, but presence.



→ **Design tip:** Choose a corner with natural light or a pendant lamp to create an intimate setting.

The Scents of Italy: Basil, Lemon, Rosemary

Italian kitchens are full of life, and that life is **scented**.

- **Fresh basil** growing in a terracotta pot
- **Lemons** in a ceramic bowl from the Amalfi Coast
- A sprig of **rosemary** tossed into a pot, or tied with linen to dry

These scents don't just add flavor — they evoke memories, traditions, and warmth.



→ **Decor tip:** Use herbs as decoration. Let your kitchen *smell like your nonna's garden*.

The Art of Imperfection

True Italian beauty lies in **imperfection** — in mismatched dishes, a hand-thrown ceramic bowl, a scratched wooden table that's seen generations of family dinners. The charm is in the **mix**:

- Antique terracotta floors meet minimalist shelves
- Modern lighting hangs above rustic wood
- A sleek faucet next to a handwoven linen towel

This blend of **modern and traditional** is not accidental — it's intentional. It says: this home has a story.



→ **Styling tip:** Combine textures — glossy and matte, smooth and rough. Don't aim for perfect — aim for real.

BONUS SECTION

Your Italian Kitchen Starter Kit

A quick-start guide to bring the warmth, elegance and soul of Italian living into your kitchen.

1. Five Materials to Introduce

Natural Oak (Rovere Naturale)

For cabinets, shelves or even cutting boards

Handmade Terracotta Tiles

Use for a backsplash or decorative accent

Carrara Marble or Travertine

A timeless touch for countertops or accessories

Brushed Brass or Aged Iron For faucets, handles, or lighting details

Woven Linen

Tablecloths, napkins, or a draped towel on the oven handle



2. Three Color Palettes You Can Start With

Palette 1: Terra & Olive

Beige naturale #DCCAB3

Terracotta #C2704F

Verde salvia #A3A87C



Palette 2: Mediterranean Light

Warm white #F8F3EE

Stone grey #A6A6A6

Soft blue (Blu Amalfi) #3C6E91

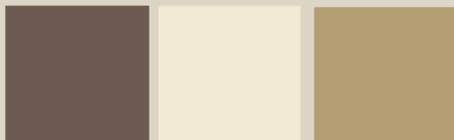


Palette 3: Rustic Elegance

Walnut brown #6D4C41

Cream #F2EAD3

Brass gold #B49C73



3. Five Signature Objects to Have

Ceramic Bowls or Plates (hand-painted, Amalfi or Tuscan style)

Moka Pot for morning coffee ritual

Vintage-Style Olive Oil Bottle – Glass or ceramic with cork top

Terracotta Pot with Fresh Basil

Wooden Cutting Board – Wide grain, artisanal finish



4. Three Mistakes to Avoid

Overusing synthetic materials –

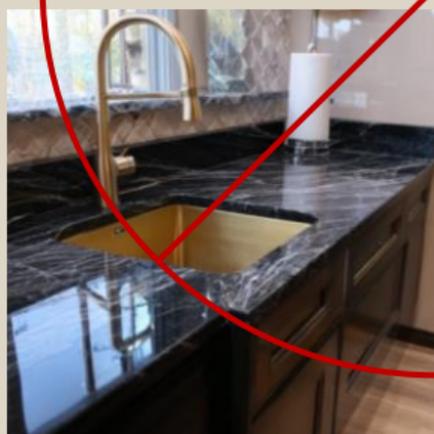
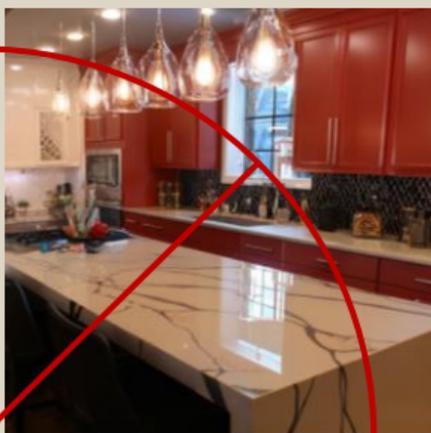
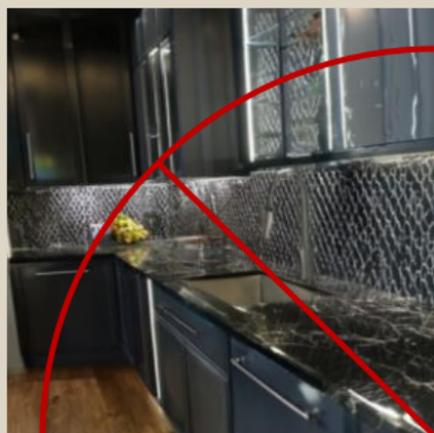
Plastic or high-gloss finishes break the harmony

Cluttered countertops –

The Italian kitchen is curated, not chaotic

Too much contrast or ultra-modern finishes –

Stick to soft tones, earthy textures, and warmth



And that's not all!

Do you have any doubts or questions or don't know how to apply what you've seen?

Write me..

... your question in the comments under a photo of your choice on my Instagram profile, and I'll answer you with tips and advice.

[CLICK HERE TO GO TO MY IG PROFILE](#)



Thank You

*This guide was created with **passion, craftsmanship, and love** for **the timeless beauty of Italian living.***

*Every page is an invitation to bring more **warmth, soul, and elegance** into your home — starting from the kitchen.*

Grazie di cuore.

Live well, live beautifully — the Italian way.

Enjoyed the guide?
We'd love to hear your thoughts.

WRITE A REVIEW HERE



Bring the Italian Feeling into your Whole Home

Want to bring the Italian style to every room?"

Your journey doesn't end in the kitchen. The elegance, warmth, and soul of Italian living can shape your **entire home** — from the living room to the bedroom, the bathroom, and your outdoor space.

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***“Style is not something you buy — it’s something you build.
One room, one gesture, one story at a time.”***



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