



A quirky design-centric hideaway gives a new angle on Naples

by NICKY SWALLOW

Idiosyncratic, ungentrified, sometimes a little pazzesca: [Naples](#), with its dynamic art scene, is arguably [Italy's](#) hottest city right now – and the most devoid of worthy hotels. Italophiles have always swerved the chaotic southern capital for the safety of an [Amalfi Coast](#) sunbed and the widescreen serenity of the big blue bay. Here it is again – Ischia and Procida rising out of it – seen from another angle through a floor-to-ceiling window in Naples. It could be a print on the wall of Primo Piano Posillipo, a funky four-bedroom [B&B](#) in a 19th-century palazzo, reinvented as the monochrome-paved set of a Fellini-revival film. Its urban, Gio Ponti-esque aesthetic, with palms and lofty casement ceilings, is an airy retreat after an intense day navigating galleries (Thomas Dane, Madre) in Naples's centro storico. Posillipo, a smart suburb in the north of the city, is filled with grand villas, terraced gardens and local-known coves.

Inside, architect Giuliano Andrea dell'Uva has used Seventies and Eighties Italian-design finds, such as an Edra Damier divano sofa, a Pallucco floor lamp and Giancarlo Piretti chairs. Mood-lifting bedrooms have Vietri-made tiles in yellow, green, blue and white. It's bijou, so best rented out as a private apartment in [June](#), when the sleepy Bagno Elena seaside scene wakes up. Despite the traffic noise from busy, slightly grotty via Posillipo, Primo Piano is an almost perfect, secret beach- and-design destination setting the tone for new-era Naples.