

MILANO REPORT

NOVEMBER 2016

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1. BOTTEGA GHIANDA

Project Overview

The new Milan Shop of Bottega Ghianda dedicated to a love for wood and artisanal know-how, opened its doors in Brera. The shop is a delightful little box of about ninety sqm characterized by a warm and simple elegance in the details. Hand-finished, gray Milano-colored walls rise from the edges of jet-black granite flooring with a delicate, almost calligraphic gravure running through it.

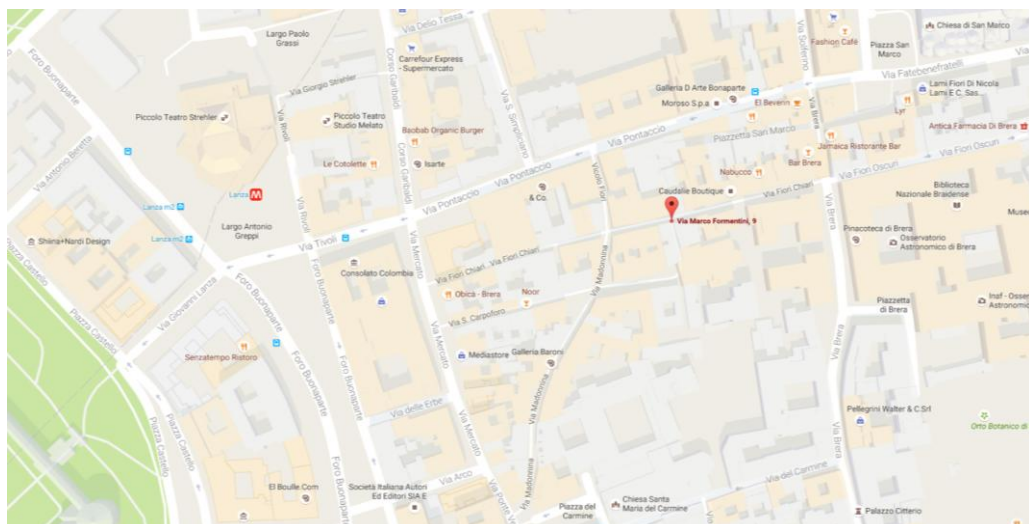
Bottega Ghianda's products can be found in their exposition on shelves, racks and vertical stands similar to those of a museum; they are illuminated discretely by small spherical dark-bronze lamps and the light cast by spotlights on the ceiling. Paleblue linen curtains further soften this visual ensemble. It may feel like an art gallery or even a jewellery store: but wood takes the place of gold and splendor exudes exclusively from objects that bear witness to a mastery of production techniques.

Bottega Ghianda is part of the narrow circle of workshops at the forefront of the art of fine-woodworking and cabinetmaking in the world. It was founded two centuries ago and has established itself over the course of generations as an Italian excellence in this form of craftsmanship — and particularly in its most refined tradition, ebanistry. Over time the shop will host all of the creations of Bottega Ghianda's artisanal production: the work of historic designers like Gae Aulenti, Mario Bellini, Cini Boeri, the Magnussons, and propositions from the new designers who enthusiastically accepted Michele De Lucchi's invitation to contribute to a tradition that's admired the world over.

Project Details

1. Brand: Bottega Ghianda
2. Type of Business: Wood workshop / cabinetmaker
3. Open Date: November 2016
4. Location: Via Formentini, 9
5. Size: 90 sqm
6. Architects: Michele De Lucchi

Location Map





(entrance view)



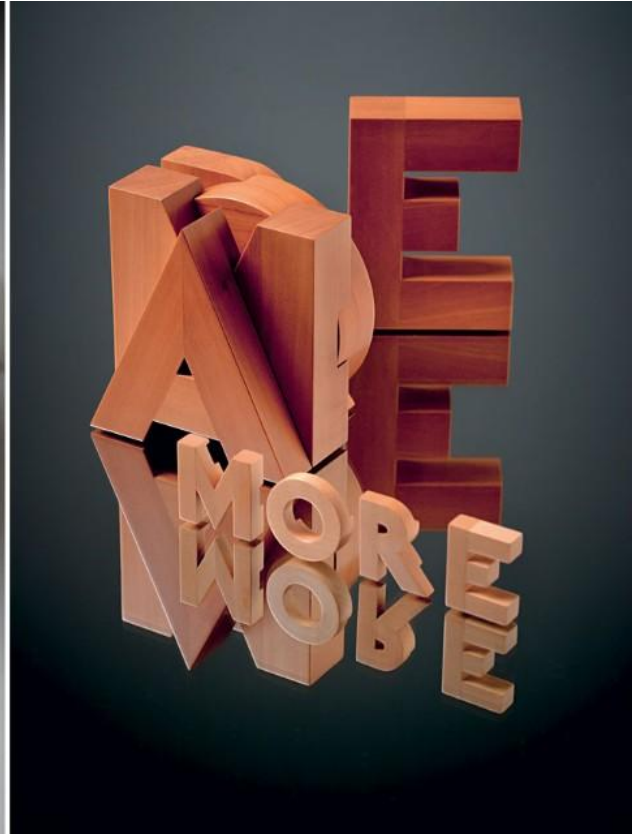
(interior view)



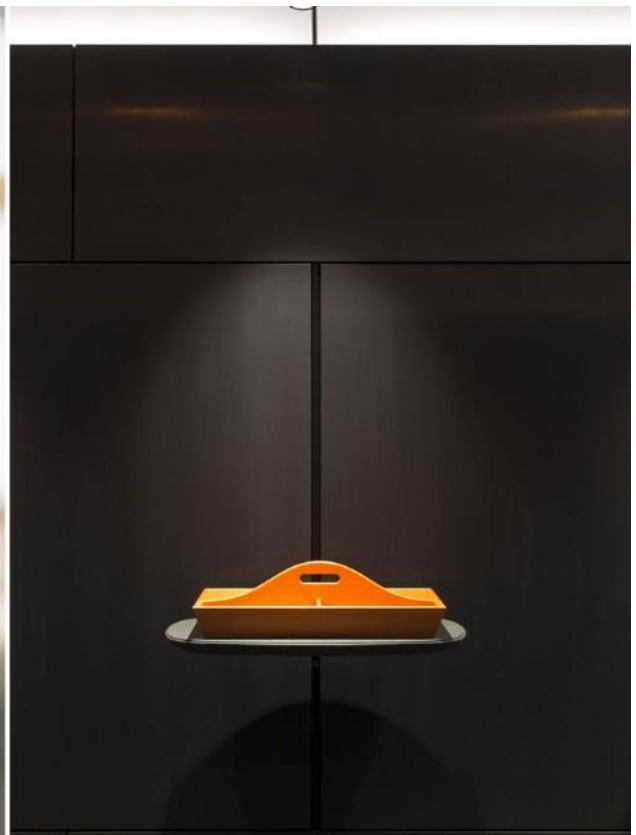
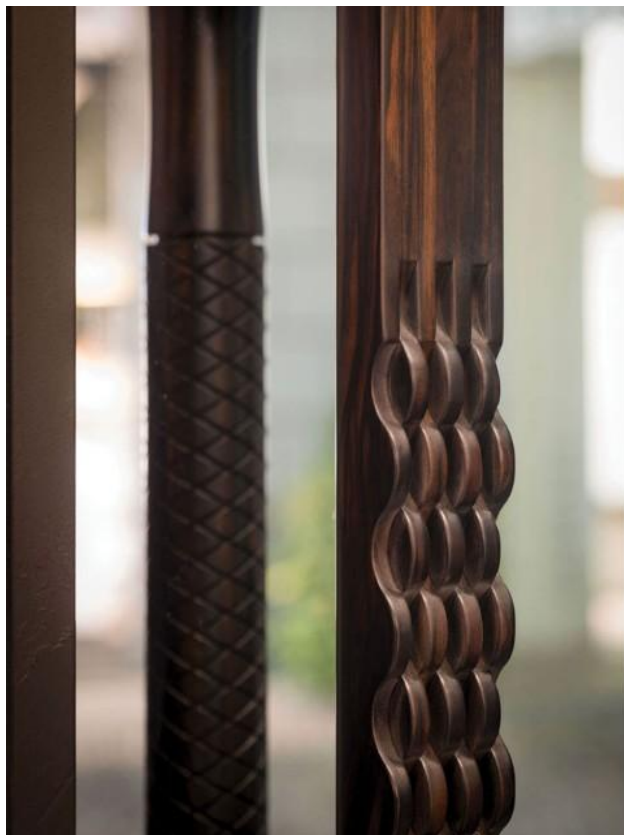
(interior view)



(product detail)



(product detail)



2. FORNASETTI STORE

Project Overview

Fornasetti opened a new store in Corso Venezia Milan, in the Neoclassical style building that hosted the young Filippo Tommaso Marinetti (poet and writer, founder of the Futurism movement) and where he started the “Poesia” magazine in 1905. The Fashion District, heart of Milan, has been for many years now the quarter of the unique Fornasetti mono brand store in the world.

Vintage lovers will be caught in “Nuvole” (clouds) wallpapers decorating an entire room dedicated to vintage objects such as drawings, important pieces of furniture and accessories elegantly dressed up with the fascinating patina of a rich history. For those clients requiring an expert advice there will be a new custom-made service available: a dedicated team will listen to customers’ needs and follow interior design projects in a sartorial way.

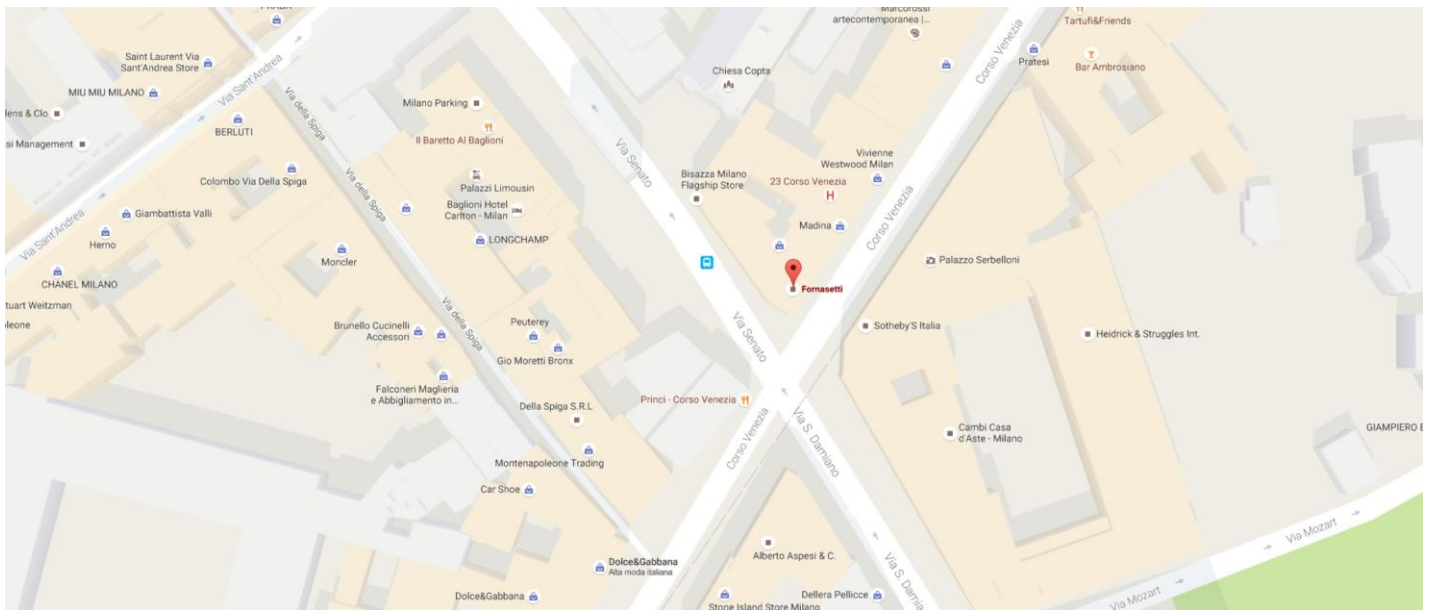
The opening of the new store is the occasion for a full immersion into the Fornasetti aesthetic.

A Fornasetti object is not a simple object: it tells “a little story, sometimes funny, wordless of course, but audible to those believe in poetry” as Piero himself wrote.

Project Details

1. Brand: Fornasetti
2. Type of Business: Home interiors
3. Open Date: October, 2016
4. Location: Corse Venezia 21, Milano

Location Map





(facade view)



(interior view)



(interior views)



(interior view)