

# Milano Report

March 2017

## CONTENTS

- \* Project 1: Issey Miyake Flagship store
- \* Project 2: SALVIONI Showroom

## 1. Issey Miyake Flagship store

### Project Overview

Issey Miyake has inaugurated his first Italian flagship store in Milan downtown, via Bagutta.

The shop occupies Palazzo Reina ground floor, built between 1826 and 1831.

In 2014 the building was completely refurbished, according to its historical heritage.

The four shop windows boutique was designed by Tokujin Yoshioda.

The space is dedicated to Miyake world, hosting all the collections including ready to wear by Yoshiyuki Miyamae and man by Yusuke Takahashi.

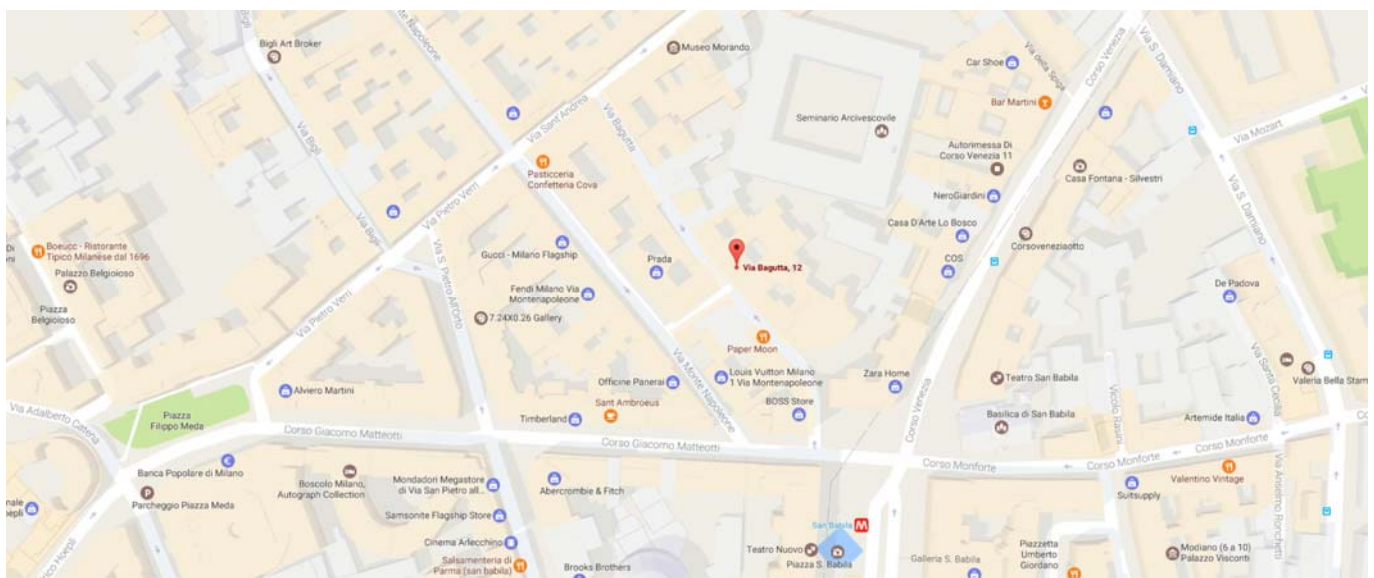
The project shows the contrast between past and future by the layers of the existing walls, the old terrazzo floors and the new colored aluminum furniture.

The blue, the orange and the green of these “floating sculptures” symbolize the natural energy and a projection to the future.

### Project Details

1. Client / Developer: Issey Miyake
2. Type of Business: Fashion
3. Open Date: 17/03/2017
4. Location: Via Bagutta 12, Milan
5. Size: 500 sqm
6. Interior Designer/Architect/Artist: Tokujin Yoshioka

### Location Map







## 2. SALVIONI Showroom

### Project Overview

Salvioni Design Solutions since the 60's is leader in high quality design furniture.

A six floor eclectic building has been completely refurbished to host the new concept store.

Each floor is dedicated to a different theme showing the excellence of Italian design and offer "made to measure" interior design solutions.

Here we can experiment the Italian lifestyle moving through five different flats and five different moods (La Notte Bianca, Color, Milano, Carbon, Naturae).

Starting from the ground floor where we can find the traditional collection, the store let the customer feel like being in a private mansion.

### Project Details

1. Client / Brand / Developer: Salvioni
2. Type of Business: furniture
3. Open Date: 13/03/2017
4. Location: Via Durini 3, Milano
5. Size: 1100 sqm
6. Interior Designer/Architect/Artist: MARGstudio

### Location Map

