

Report from Italy

March 2013

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1. ROSATO CONCEPT STORE

Project Overview

Elegance, class and charm. These are the key words that describe the new Rosato concept store in Milan. Following the opening of its Rome boutique, Milan has been chosen as the city to host this revered jewelry brand. The sleek, minimalist style of the store highlights its distinctive decor where references to female elegance are combined with bold innovative lines and profiles with cleverly positioned lighting accentuating the design of the compositions.

Project Details

1. Brand: Rosato
2. Type of Business: Jewelry show
3. Open Date: 19/12/20112
4. Location: Via della spiga, 42 Milano -
5. Store Concept: Female elegance -
7. Interior Designer: Francesco Pepa

Location Map







2. Santoni

Project Overview

SANTONI had its own shop in this high-brand area. This year, they decided to open its new show on Montenapoleone street taking in consideration enragement of market toward Asia.

The new shop is twice as big compared to the previous one. It is composed from two spaces: male shows sector and female shows sector which are well connected to each other.

The shop is directed by Spanish designer/architect, Patricia Urquiola. Following SANTONI discipline, she designed with cure into tiny detail: perfection of craftsmanship and Italian creativity. The modularly display case will be applied also to the other shop which will be coming after this all over the world.

Project Details

1. Brand: Santoni
2. Type of Business: Shoe brand
3. Open Date: 22/02/2013
4. Location: Via Montenapoleone 6, Milano
5. Store Concept: Space illusion
6. Size: about 120 m2
7. Interior Designer: Patricia Urquiola

Location Map





Santoni's new store on Milan's Via Montenapoleone



The space instilled with her trademark emphasis on geometry, thanks to a modular grid of brass display units

The store is decked out with furniture designed by Urquiola herself. Some of the pieces have been pulled from her archives, while others are bespoke furnishings (including the central display table) created especially for the boutique

3. Ristorante TAIYO

Project Overview

Among tradition and modern, orient and occident, architect as well as scenery designer: Maurizio Lai succeeded to give an new look to the restaurant Taiyo. He designed the space keeping always in mind a phrase “visually international and a vanguard design”, which realized as illumination and metallic and geometric structure.

Project Details

1. Brand: TAIYO
2. Type of Business: Restaurant
3. Open Date: 13/03/2013
4. Location: Viale Monza, 23 Milano
5. Store Concept: orient meets occident
6. Stenographic Designer: Maurizio Lai

Location Map



