

# MILANO REPORT

## JANUARY 2015

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## 1. DRIADE Milano

### Project Overview

After the appointment as creative director for Driade brand, David Chipperfield worked immediately to opening of the new showroom in Milan. The 500 sqm space divided in three floors is characterized by a totally white that is the perfect backstage for the colorful collection of the Italian design brand.

"The bright, open space allows interplay between the products as they appear in an alternating sequence of iconic classics and the latest additions to the line" driade team says.

The Stairs and the balcony are decorated with a diamond wire balustrade, that is the only decoration element in this minimal space.

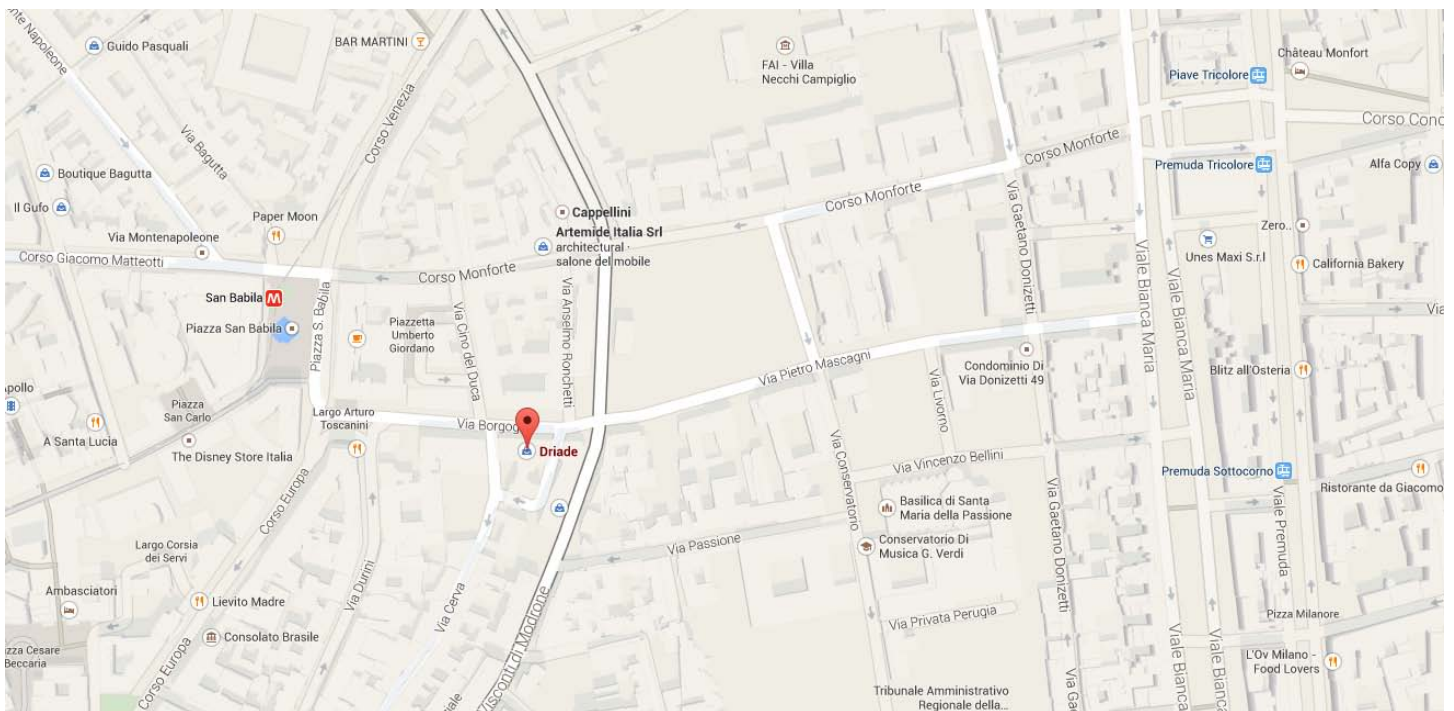
Small white cabinets on the ground floor beneath the windows are used to showcase small products from the collection while pendant lights hang from the ceiling. The larger objects such as chair and table are exposed on lower and the upper levels.

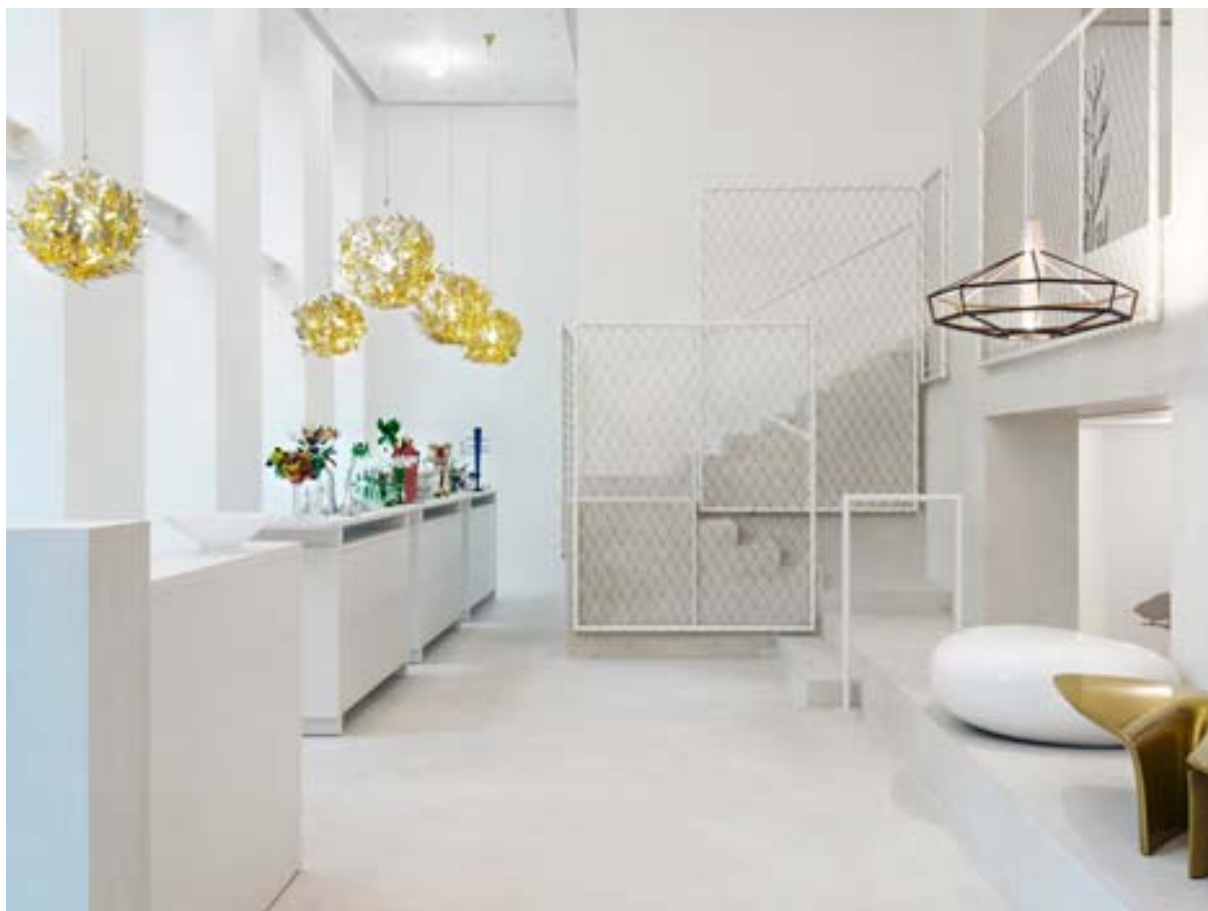
Large openings in the walls allow glimpses of the products on show downstairs from the central level.

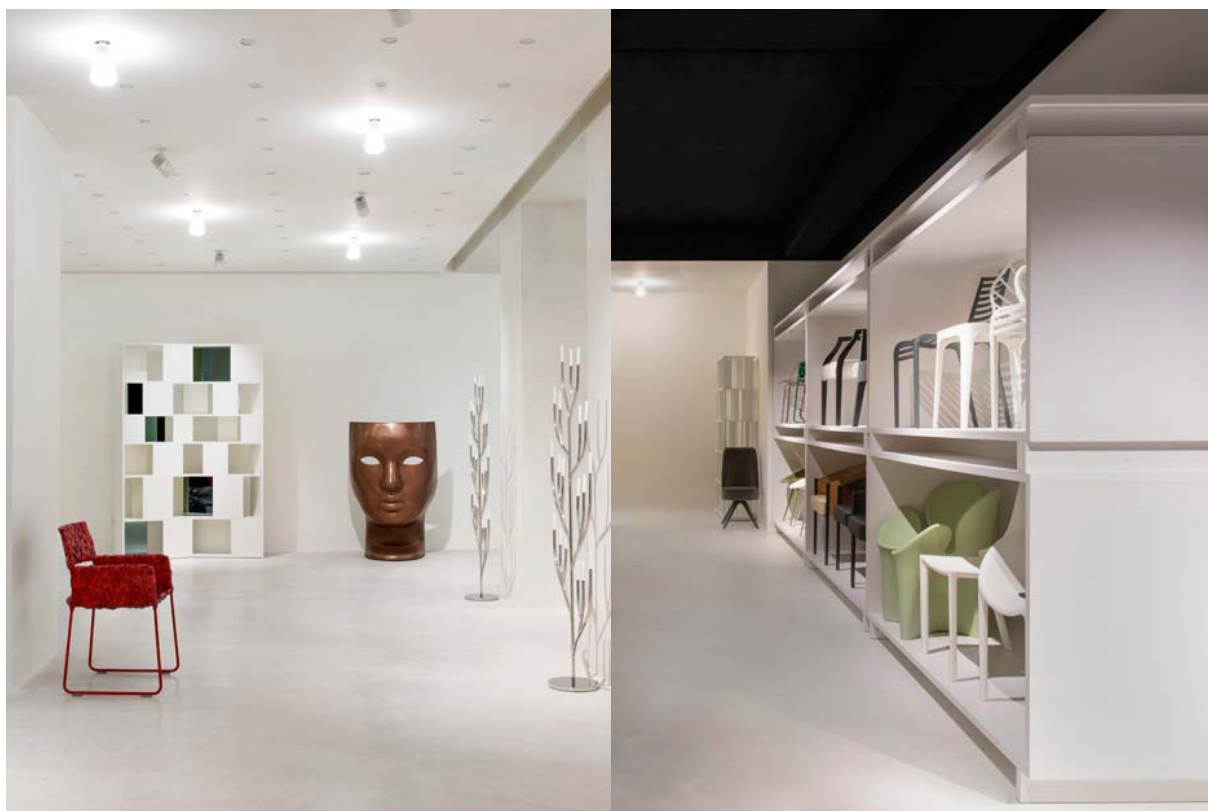
### Project Details

1. Brand: DRIADE
2. Type of Business: Retail - Furniture
3. Open Date: 01/2015
4. Location / Via Borgogna 8, Milan

### Location Map













## 2. LES HOMMES Milano

### Project Overview

The Belgian brand has asked to the team of Piuarch architecture agency to project this space in the Porta Nuova area, very close to the new Piazza Gae Aulenti. Behind the large windows on the via Vincenzo Capelli the space of 100 sqm and 6mt height is coloured with black Port black marble, champagne mirror, concrete and galvanized steel.

The unusual mix with rich materials with raw materials creates a minimal/exclusive mood that is the one of the characteristics of this brand.

On the flooring, the marble in a herring-bone pattern at the entrance invites the costumers in this elegant space, while the concrete flooring completes the exposition area.

A special cut in big triangle give a three-dimensional look to the marble on the walls. The warm, soft gold hues of the mirrors reflect the symmetrical plasticity and this rhythm of the marble triangles.

Piuarch have always considered their interpretation of “context” to be their hallmark. In this case, they have used the materials to add a third dimension to the brand style.

### Project Details

1. Brand: Les Hommes
2. Type of Business: Retail
3. Open Date: 06/2014
4. Location: Via Vincenzo Capelli, Milan

### Location Map

