

MILANO REPORT

FEBRUARY 2015

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1. BONAVERI SHOWROOM

Project Overview

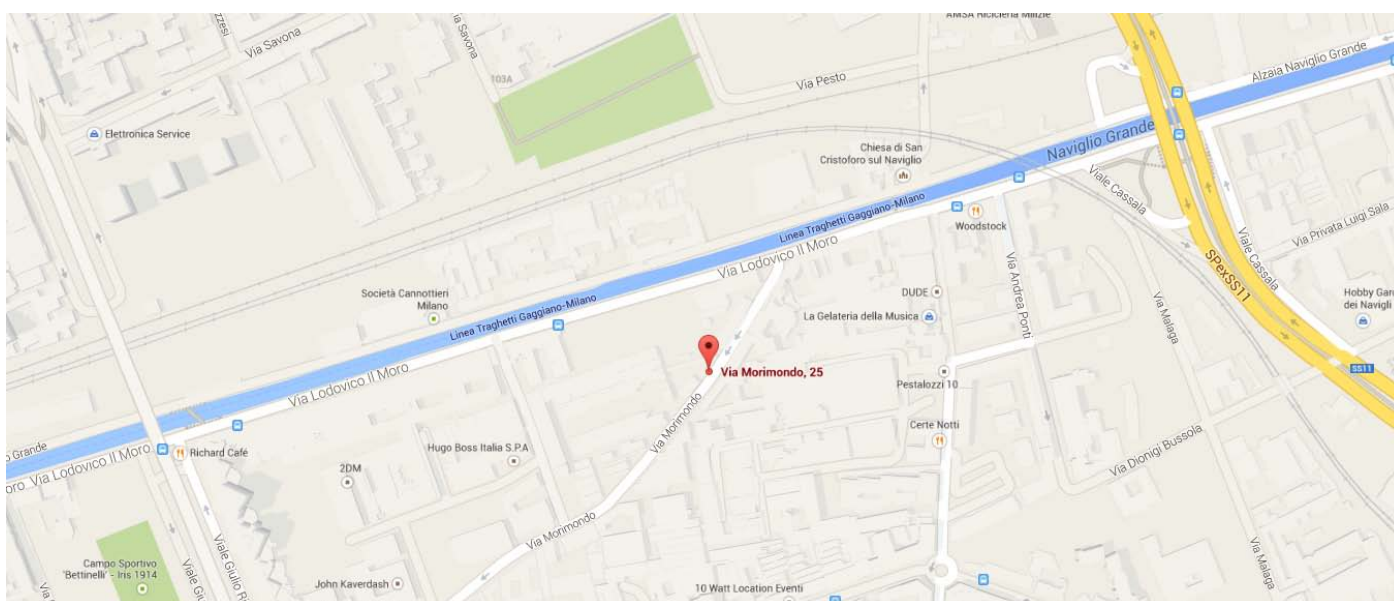
The new showroom is dedicated to visual merchandising, fashion and creativity.

The company, leader in the creation of top quality mannequins, chose a building located near the ex Richard Ginori area, a territory reach of bounds with the city industrial and manufacture tradition. Today it's an important fashion and creativity hub. The interior design project: the big central space opens with an installation as a tribute to the work of the artist Lorenzo Piemonti, "Momenti tubolari". In a period of his pure artistic activity, Piemonti has also worked as a mannequin sculptor leaving an indelible sign in the history of this field thanks to his wonderful silhouettes of the Schlaepi collection in the 60's/70's. The evergreen bodies are still very contemporary and they represent a real visionary work. Around this new social and working space Bonaveri wants to animate its business relationships and the development of bespoke new products, but the idea is also to start a real schedule of activities and events. Bonaveri Milano will be a dynamic melting pot, suitable to host exhibitions and cultural events involving the world of fashion, design and arts. This will be achieved starting from activities dedicated to support young designers and the relationships with training institutions through a programme based on help and initiatives.

Project Details

1. Brand: Bonaveri
2. Type of Business: Mannequins – Visual Merchandising
3. Open Date: 11/12/2014
4. Location: Via Morimondo, 25 Milano
5. Size: 600 sq m
6. Art Direction: Building - Giuseppe Tortato Architects / Interior Design - Emma Davige, Chamaleon Visual

Location Map





(facade view)

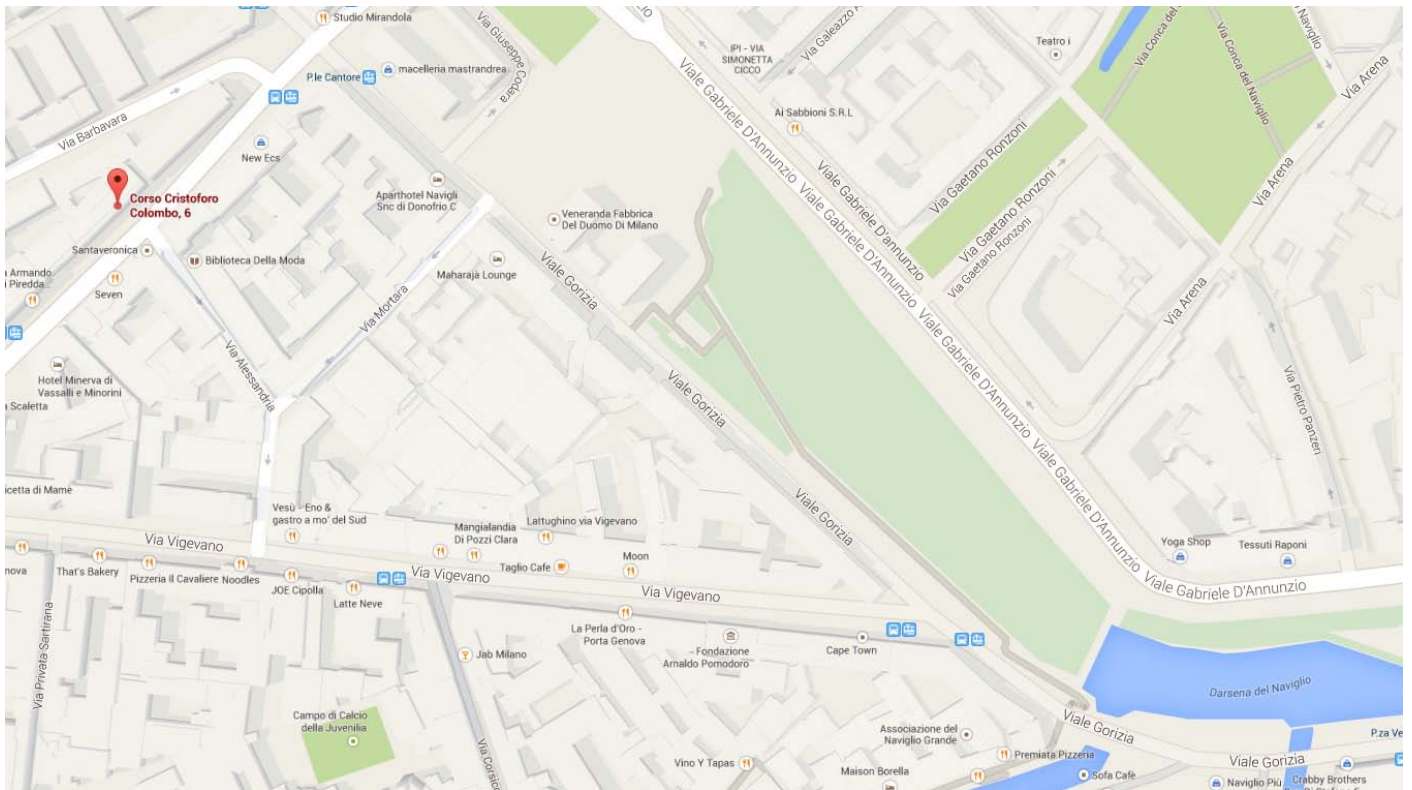


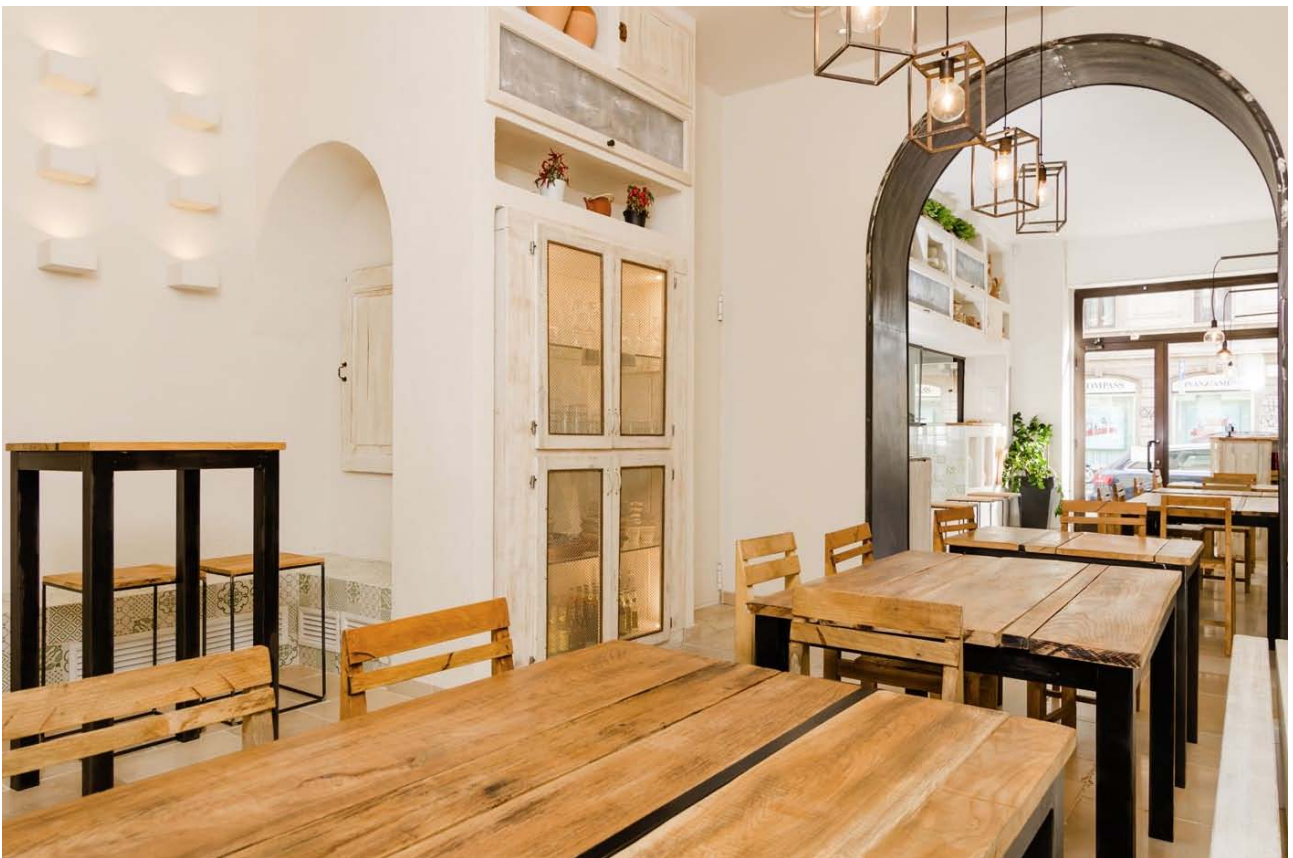
(interior view)



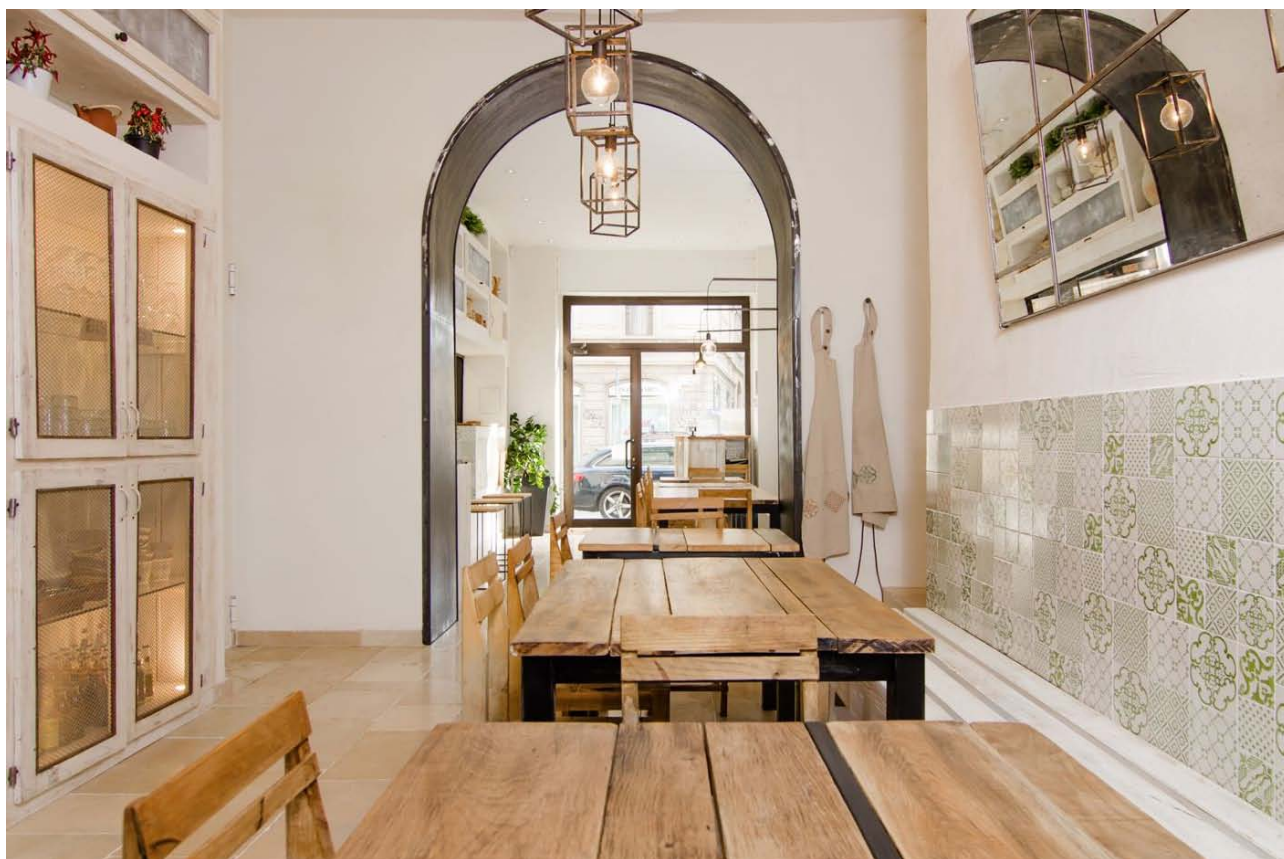
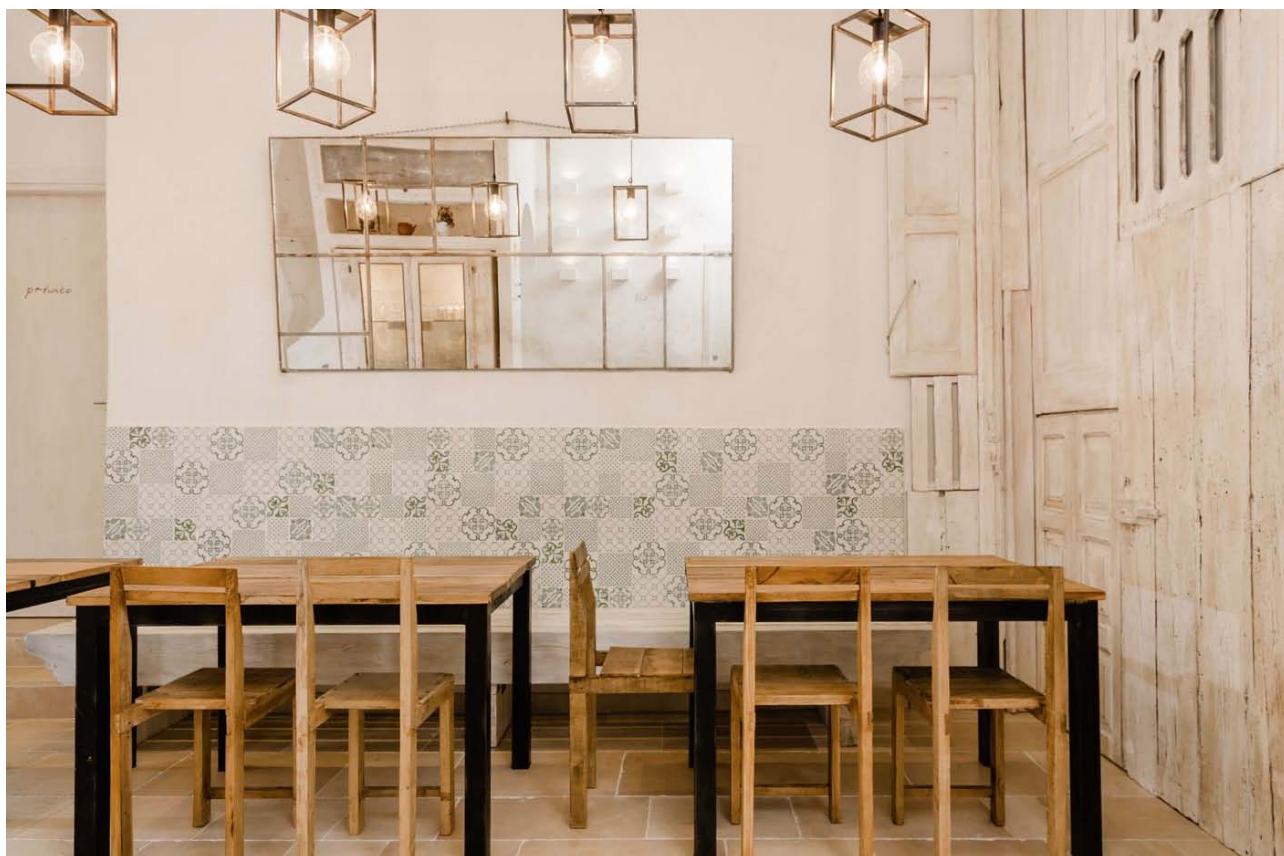
(interior view)

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(interior view)



(interior view)



(interior view)

3. H&M FLAGSHIPSTORE

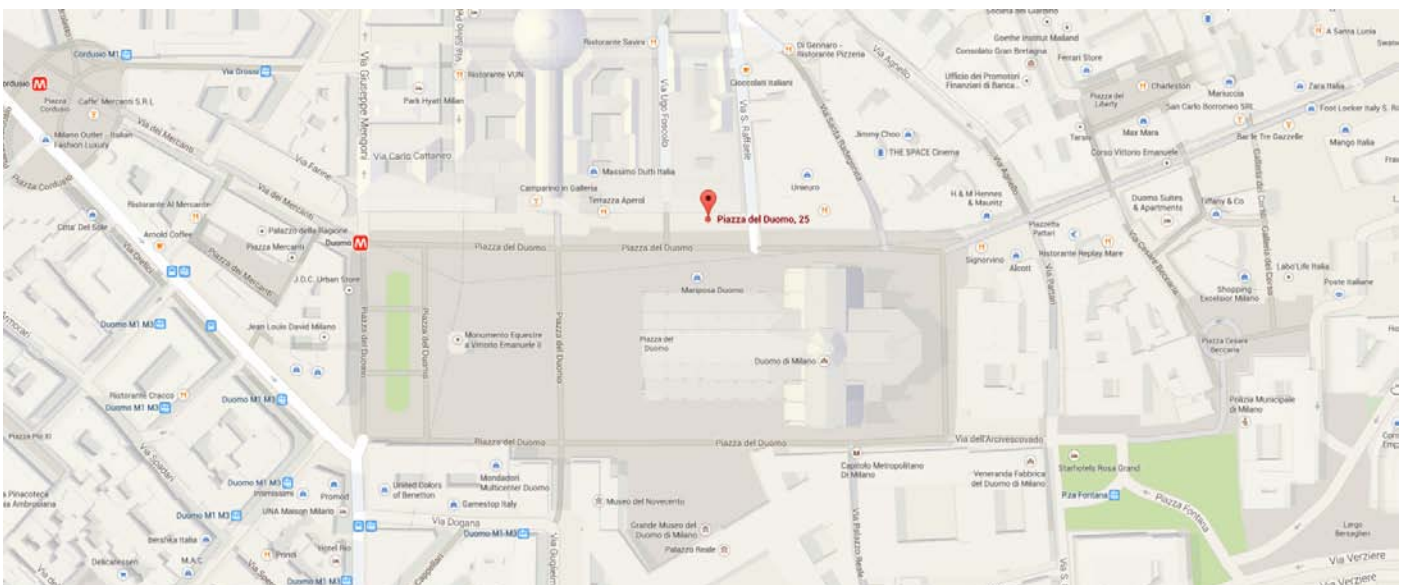
Project Overview

Took the place of a historic hotel in Milan and has preserved the allure intimate and rarefied. The design of the furniture was designed by a team of architects from Stockholm, who has developed a special project using distinctive features such as white marble, mirrors, plants of different sizes and curtains that evoke the atmosphere of an ancient rich Milanese. The ground floor is characterized by an entrance wholly mirrored and opens onto a central courtyard with trees of about 4 meters and a vertical woods here are displayed the women's collections. Even the cash area is dominated of the use of precious white marble. The floor is marble checkerboard. On this floor, characterized by mirrors and neon lights, you can find the teenager collections with shoes and accessories. The second floor is still dedicated to woman: basic, casual, denim, lingerie and children wear. The children's dept. concept is commercialized by soft pastel colors furnishing system, with carpet pink shades, blu and yellow on a white marble floors and light grey. The top level focuses on menswear with dark furnishing system, shades of dark grey and green in it's shades, the store offer and exclusive tailor made service for changes tailoring proposal for the woman's wear. Sustainability is a value for H&M which launched initiatives such as a collection of used clothing in all its stores and it's also active in its Milanese flagship store.

Project Details

1. Brand: H&M
2. Type of Business: Retail
3. Open Date: 12/2014
4. Location: Piazza Duomo, 25 Milano
5. Size: 2385 sqm
6. Art director: H&M Architectural Department

Location Map

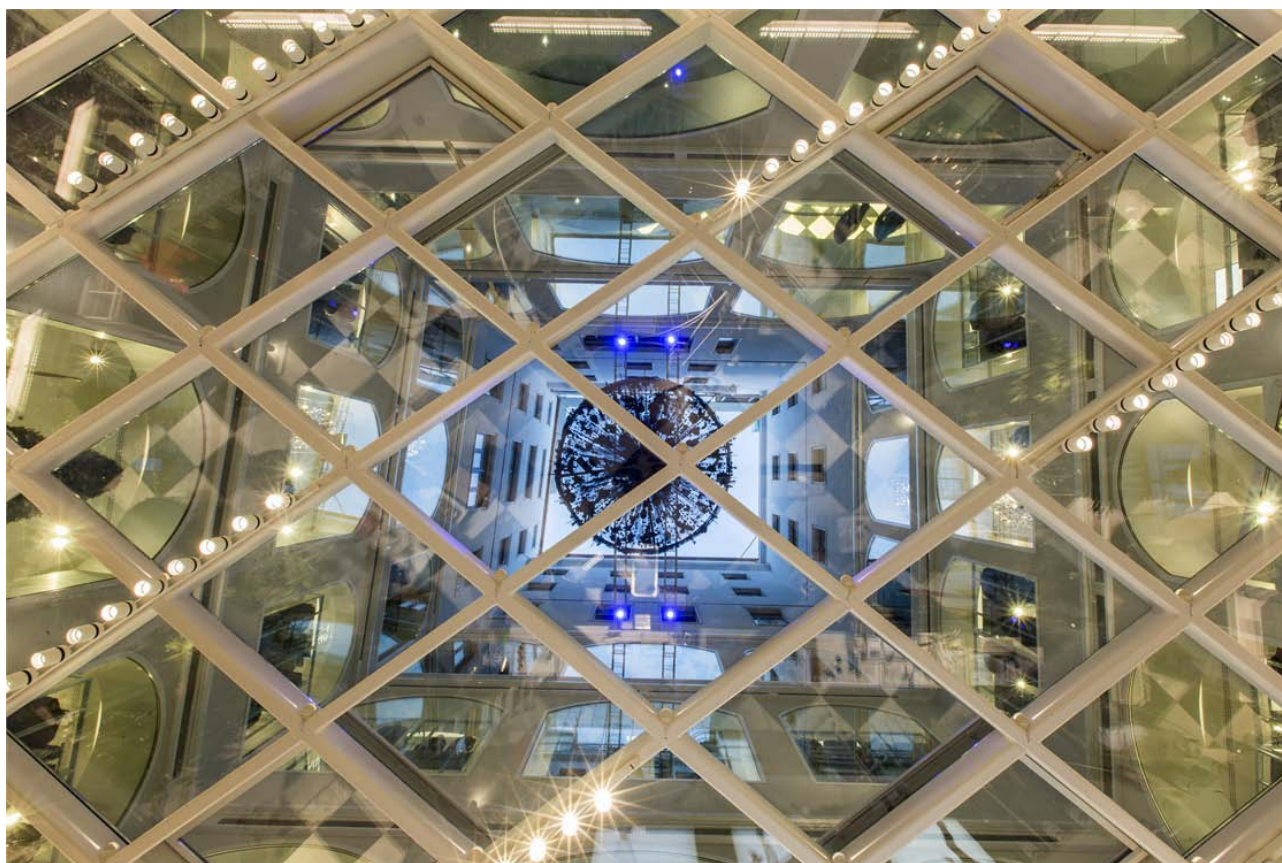




(facade view)



(interior view)



(interior view)



(interior view)



(interior view)