

MILANO REPORT

OCTOBER 2016

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1. LEGO STORE

Project Overview

Toy giant Lego is to open a huge store in the heart of Milan.

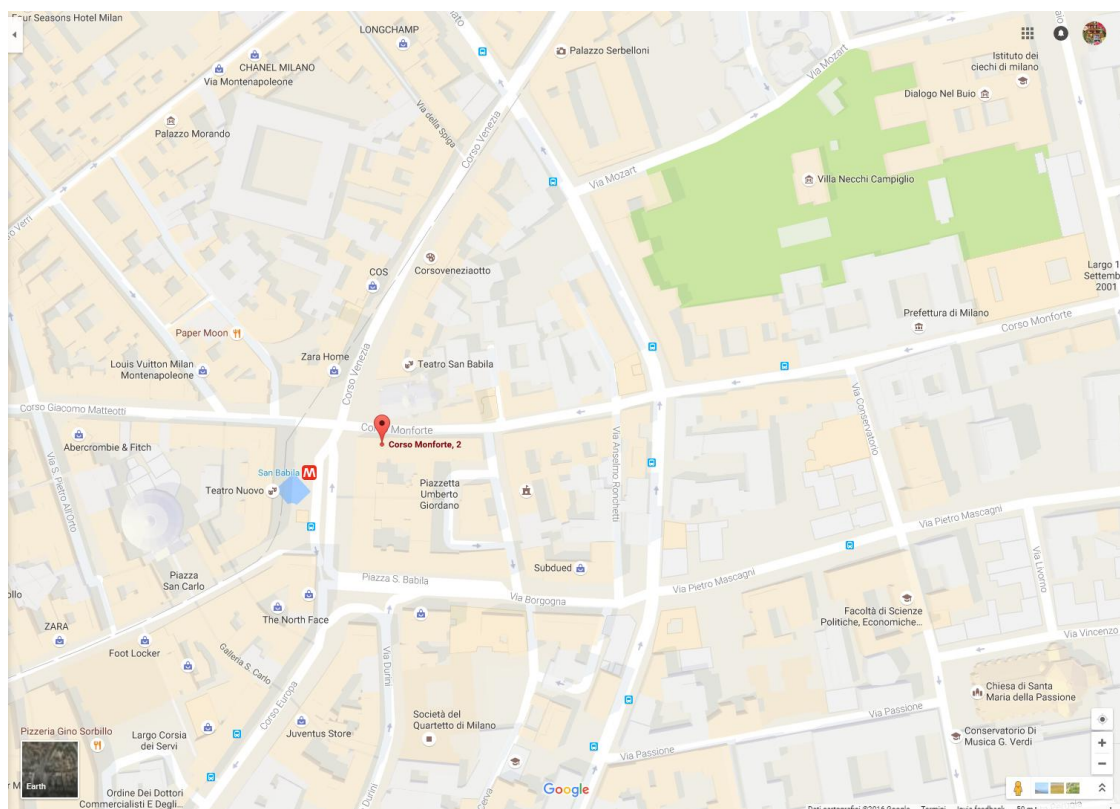
This would be the third flagship store opened in Italy by the toy manufacturer but the first to open in the city center of an Italian city (one of the first two is hosted in Milan within the shopping center Il Centro, in Arese).

The Group has revealed that the new Flagship store will stretch in two floors for an area of 280 square meters, and that the plan is to open it by the 11th of November 2016.

Project Details

1. Brand: Lego Group
2. Type of Business: Toys & Gadget
3. Open Date: 11/11/16
4. Location: Corso Monforte, 2, 20122 Milano
5. Size: 280 sqm
6. Architects: Lego Group & Percassi Business Company

Location Map





(entrance view_ format Lego Store)



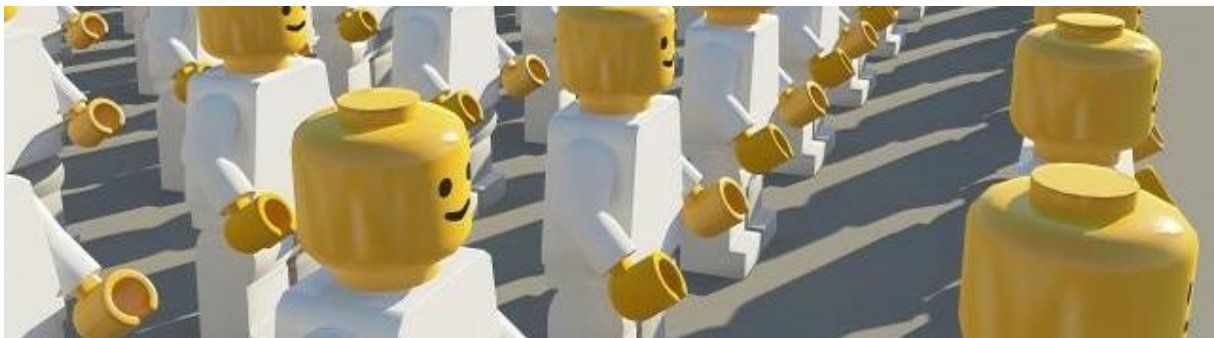
(interior view_ format Lego Store)



(detail_ format Lego Store)



(interior view_ format Lego Store)



(detail_ format Lego Store)



(detail_ format Lego Store)

2. CAMPER STORE

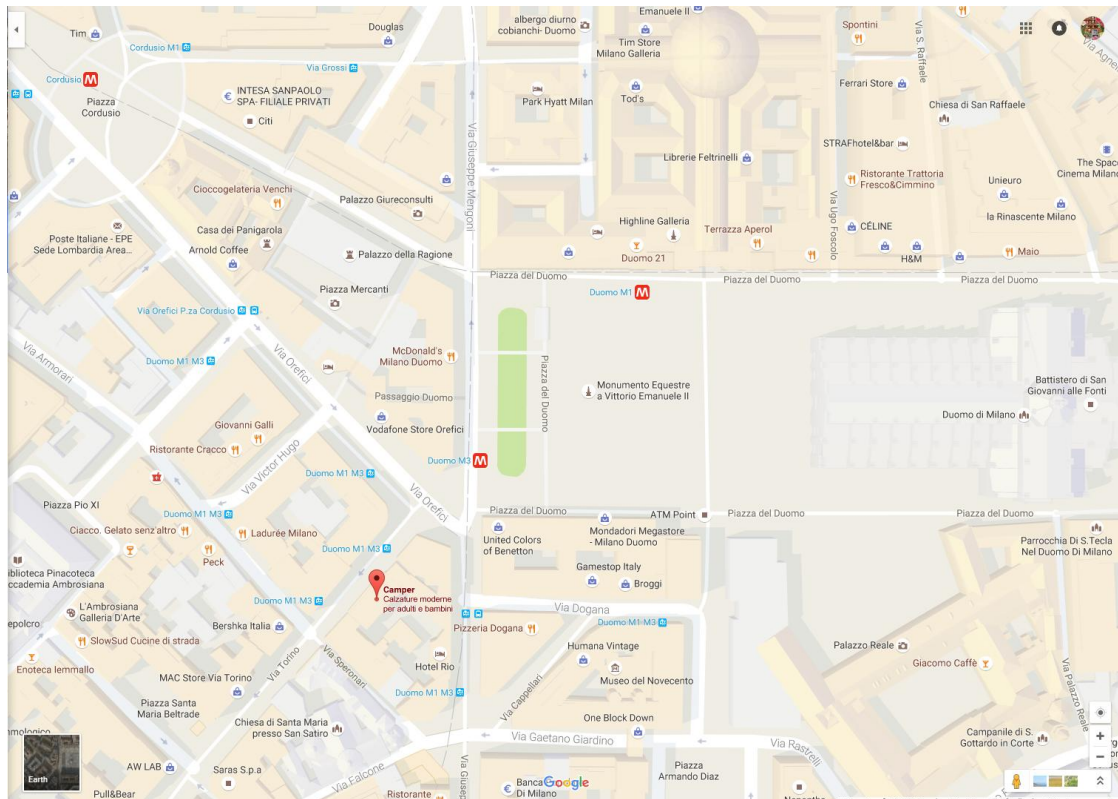
Project Overview

As Marko Brajovic explains: “The idea of a ‘hybrid’ is ever present in the works of our eclectic and multidisciplinary studio. The same concept runs through all environments, formats and aesthetics that take their form in staging, interior design and product design. “ What we enjoy most is designing multi-sensory and narrative surroundings. Atelier’s research focuses systematically on three areas: Phenomenology (how physics works), Biomimetics (the study project with Camper, we were inspired by behaviors in Brazilian popular Brazilian folk festivals, where environments are created with thick layers formed by strips of color. We recreated this in store, using shoe laces to change the space into a sensory and scenic experience, where each day the visitors become the actors.”

Project Details

1. Brand: Camper
2. Type of Business: Shoes and accessories
3. Open Date: 11/12/15
4. Location: Via Torino, Milano
5. Size: 60 sqm
6. Architects: Marko Brajovic

Location Map





(facade view)



(counter view)



(interior view)



(interior view)