

Milano Report

January 2017

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1. Valextra POP UP

Project Overview

Valextra known as a luxury leather brand from Milan celebrates this year its 80th anniversary. On this occasion, Valextra goes further into their creative research and launches its new collection: ALL-WHITE. The design of its POPUP historical boutique in Via Manzoni, Milan, was entrusted to *Snarkitecture* from New-York

“White is reduction and simplification of all elements which we are used to in our daily life. By creating a monochromatic space, we wanted to bring visitors far away from what we are used to.” This NON-COLOR concept by Valextra was the fundamental starting point for *Alex Mustonen* and *Daniel Arsham*, the two founders of *Snarkitecture*. The duo’s developed its interior inspired by the simple structure order of common scaffolding systems, often overlooked as temporary frameworks rather than complex and highly regimented modules - that divide the store into three main bays: each with its own internal support system from which a white mesh is suspended.

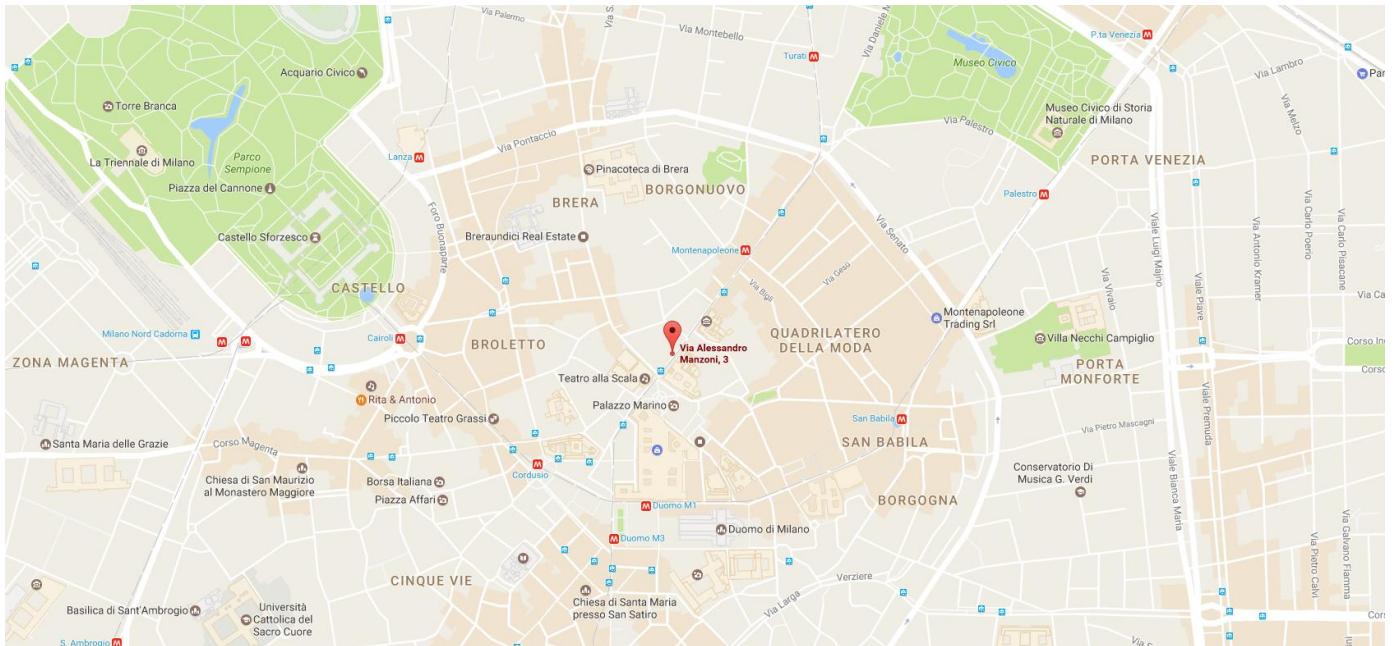
The Floor is covered with high resolution stone printed fiberglass tiles. The impression of the first step into this space is “In the cloud”: surrounded by a singular, dense, white matt surface which blur the boundaries between the walls and ceiling. The sharp and clean lines of Valextra leather goods are standing out, even the ALL-WHITE collection which placed in white fabric background on the white shelves.

The engagement between regular and modular scaffolding system on the wall and loose suspended mesh from the ceiling creates both architectural and artistic beauty. The island display has the same fiberglass tile as flooring for its top and sides are covering with white high-dense foam which almost looks like plaster.

Project Details

1. Brand : Valextra
2. Type of Business : Retail
3. Open Date: 21/01/2017
4. Location : Via Manzoni 3, Milano
5. Store Concept : Total White
6. Interior Designer : Snarkitecture
7. Period : 31/12/2017

Location Map





2. Milano Osservatorio

Project Overview

After the inauguration of their enormous complex in Largo Isarco projected by OMA, the Prada foundation continues its contribution for the cultural and international renaissance of Milan by opening a new important space at the center of the city: Prada Men's store in Galleria opened years ago and is now in the phase of development to the next stage.

In September 2016, Prada opened the third *Pasticceria Marchesi*, an historical patisserie of Milan that first opened in 1824. From the first floor visitors may enter from the Prada store or from next door. The interior of this 250 sqm salon is designed by an Italian architect: *Roberto Baciocchi*.

To conclude, on December 21st, Prada inaugurated an almost 1000 sqm exhibition space called *Milano Osservatorio* which spans on the 5th and 6th floors of its building. "Osservatorio" which means "Observatory" delivers a panoramic view from its new window toward a glass dome which was built in 1860s by Giuseppe Mengoni. The space was bombed in 1943 during the Second World War and has been restored by an internal team of the Prada Foundation. The restoration allowed preserving all vertical concrete structures, as well as wood and brick attics, bolstered with iron supports. The floors have been realized by working on its original wood flooring.

The very first exhibition dedicated to photography "Give me yesterday" is curated by Francesco Zanot. The exhibition shows photography as a personal diary starting from the beginning of the millennium till today and composed of 50 works from 14 Italian and international artists.

Project Details

1. Brand : Prada Foundation
2. Type of Business : Exhibition space
3. Open Date: 21/12/2016
4. Location : Galleria Vittorio Emanuele II, Milano
5. Area : 800 sqm

Location Map

