

Milano Report

February 2017

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1. Scalo Milano

Project Overview

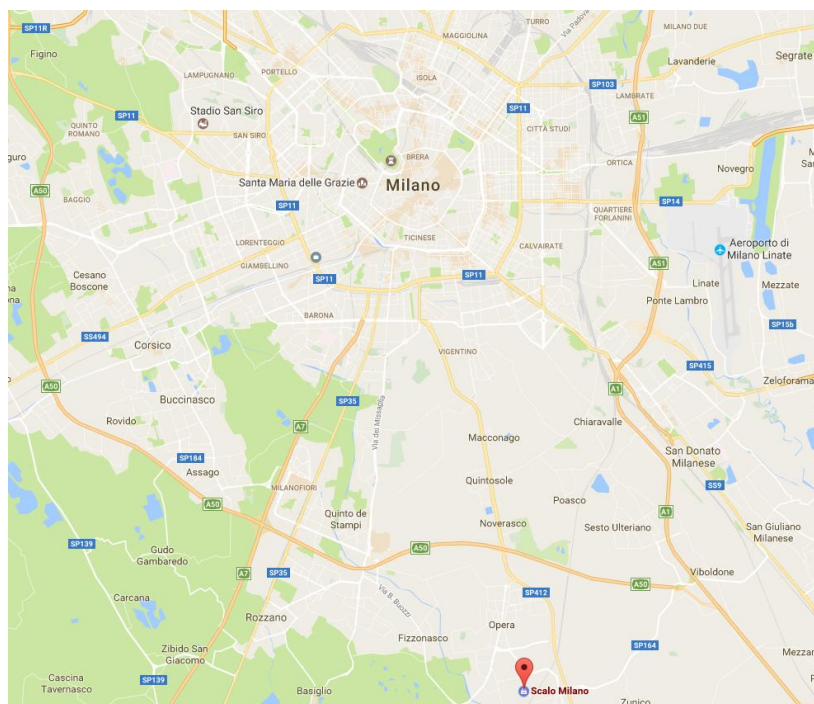
This last winter in Milan opened a new district for shopping and lifestyle. The project, developed by Lonati Group and Promos, is born in an ex-industrial area. The design clearly takes that as an inspiration to develop a new contemporary view of the site from the typical last century Milan industrial era, characterized by innovative structures and designs. Glass, reflective material and steel, represent the dynamic spirit of the city, playing with reflection during the day and windows displays during the night.

Scalo Milano is a new block for the city represented by the open streets and squares, unifying the best of Italian culture: food, fashion and design. Scalo Milano is open every day and is located in Locate Triulzi area, connected to Milan center with the train S13.

Project Details

1. Client / Developer: Lonati Group and Promos
2. Type of Business: Lifestyle
3. Open Date: 01/12/2016
4. Location: Via Milano, 5, 20085 Locate di Triulzi MI
5. Store Concept: New Milano Block
6. Size: 30.000 sqm
7. Interior Designer/Architect/Artist: Metrogramma

Location Map





Design area Entrance



Food court and fashion entrance

2. FRESCO banco e cucina

Project Overview

Inside the new Scalo Milano complex, the last shop that opened is Fresco banco e cucina. From a concept of fresh food and with an inside-outside “greenhouse” that provides a lot of ingredients in the store, it becomes an incubator of products sold fresh and freshly prepared. The vertical garden and back counter with fruit storage are watered daily by a micronized water system to ensure freshness. The shop uses materials that have a strong bond with the surrounding land using wood, light colors, hand-made ceramics and transparency.

Project Details

1. Client / Brand / Developer: FRESCO
2. Type of Business: food & beverage
3. Open Date: 01/02/2017
4. Location: Via Milano, 5, 20085 Locate di Triulzi MI
5. Store Concept: Fresh food
6. Interior Designer/Architect/Artist: MARGstudio

Location Map

