

MILANO REPORT

APRIL 2017

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1. ARMANI CASA

Project Overview

Giorgio Armani has opened his new Armani/Casa flagship store during the Milano Design Week.

The shop opened in corso Venezia 14 at the former De Padova headquarters. Spanning four floors with 16 window displays overlooking corso Venezia, his new, large space will showcase the latest Armani collection of furniture and furnishing accessories.

Established fifteen years ago and recognized worldwide, the Armani/Casa brand is synonymous with contemporary lifestyle, elegance and luxury.

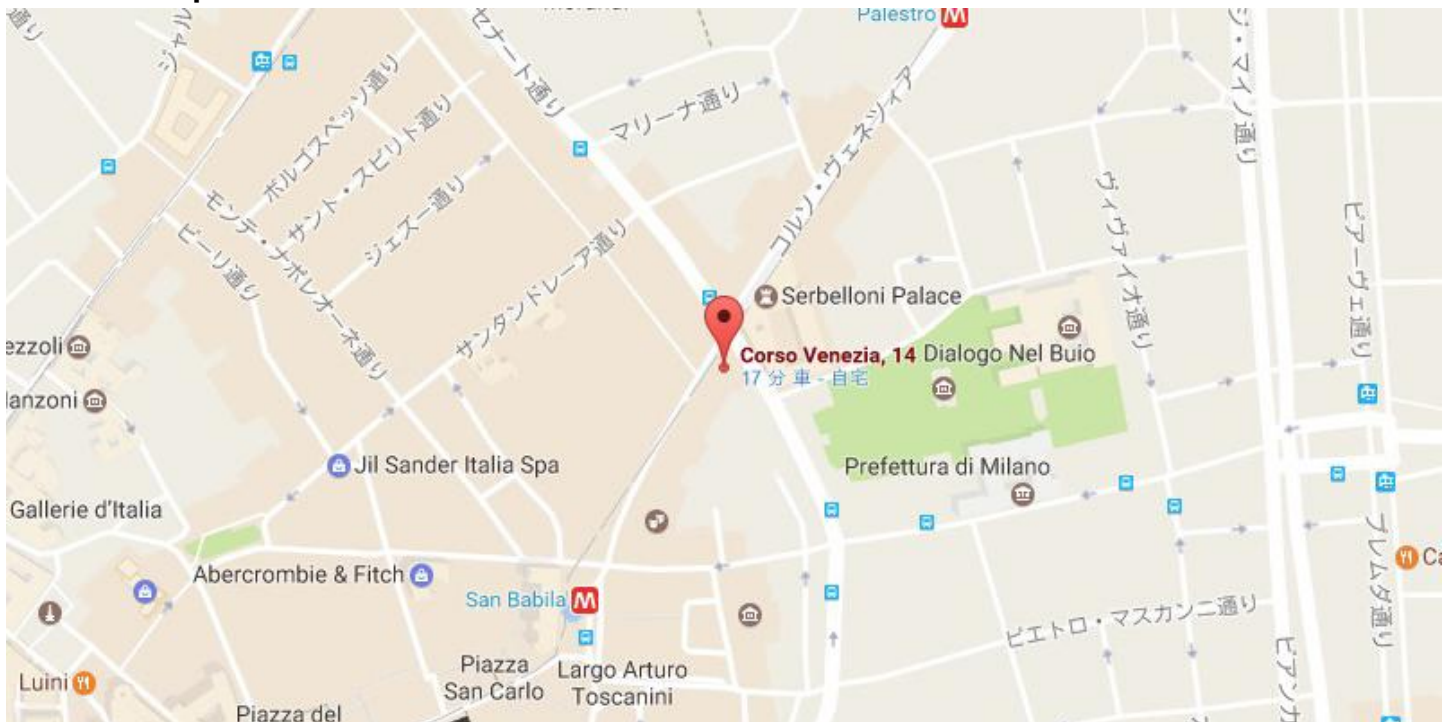
Unique, intimate and sophisticated, this new space perfectly reflects Armani's minimalist and harmonious aesthetic.

In addition, since 2003 the Armani/Casa Interior Design Studio has offered private customers and property developers a comprehensive interior design service that covers every aspect of the project, from the conceptual design phase to the supervision and implementation of the end project.

Project Details

1. Brand / ARMANI CASA
2. Type of Business / Flagship Store
3. Open Date / 2017/04/04
4. Location / Corso Venezia 14, Milano

Location Map







2. Louis Vuitton

Project Overview

Since its creation in 2012, now into its fifth year, Louis Vuitton's Objets Nomades is an ever-evolving homeware collection of collaborations with luminaries of the design world.

The limited editions and experimental prototypes that make up the Objets Nomades collection, all pay homage to the House's special orders of the past, and add the defiantly contemporary visions of creative designers from around the world: Atelier Oï, Maarten Baas, Barber and Osgerby, the Campana Brothers, Damien Langlois-Meurinne, Nendo, Gwenaël Nicolas, Raw Edges, Patricia Urquiola, Marcel Wanders, and most recently, India Mahdavi and Tokujin Yoshioka.

From a hammock to a deckchair, from a swing chair to a foldable stool. Each Objet embodies the same ideals: a love of the beauty of fine materials, the possibility of forms and carefully balanced proportions, complex and meticulous craftsmanship, and close attention to detail.

Project Details

1. Brand / Louis Vuitton
2. Type of Business / Louis Vuitton Objets Nomades
3. Open Date / 2017/04/04
4. Location / Corso Venezia 48, Milano

Location Map







3. Ventura Lambrate

Project Overview

“Fuorisalone” is the most important event in the world related to the topic of design. The term is used to define the events and exhibitions that animate the entire city of Milan during the weeklong “Salone del Mobile”.

The ‘Salone del Mobile’ and ‘Fuorisalone’ define Milan’s Design Week, premiering the latest trends for the forthcoming year and heralding a tidal wave of events, exhibitions and presentations. During the Fuorisalone, many locations usually feature longer opening hours, like the Crypt of San Sepolcro, that in occasion of Fuorisalone 2016 was open until 9pm. Moreover, during Milan Design Week many important brands located in the design districts introduce their new collections and host special events with live music and entertainment for a totally unmissable extravaganza.

The post-industrial district of Ventura Lambrate, where creativity is less conventional and more surreal, will be split into two with the inauguration, this year, of a space located in the underground tunnels of the Central Railway Station. The works of the greats in international design will enliven this new space, featuring over 600 creations covering both the high-tech and design fields, signed by over 150 international artists.

Project Details

1. Brand / studio Thier & van Daalen, LUXOPERA, JOYNOUT
2. Type of Business / Fuori Salone 2017
3. Open Date / 2017/04/04
4. Location / Zona Lambrate, Milano

Location Map





