

Milano Report

June 2017

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1. Acne Studios

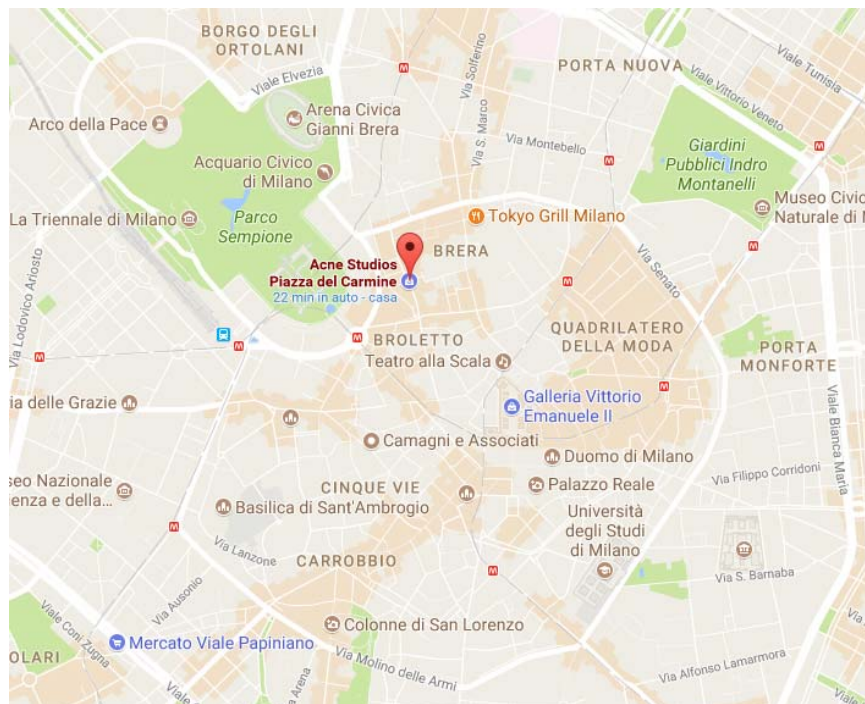
Project Overview

After five years of search for the right place to open in Italy, Acne studios found it in Milan: situated in the historic Brera district of the city, the store occupies the ground floor and basement of an 18th century building and whose lower façade is marked by fourteen arched windows. The store stretches minimalism to its most dramatic effect, inside, a contrasting modern and understated interior unfolds, captured by walls clad in sheets of shiny stainless steel and flooring of rosa baveno, a soft pink granite that's quarried up north in the Lombardy region. The ceiling has been dipped in a somewhat bolder pink hue, and forms the backdrop of a custom-made, futuristic lighting installation. This new store also carries the product brand full range of men, women, apparel, accessories, shoes, jewellery and denim pieces.

Project Details

1. Brand: Acne studios
2. Type of Business: Luxury fashion
3. Open Date: 17/06/2017
4. Location: Piazza del Carmine, 6, 20121 Milano MI
5. Size: 165 sqm
7. Interior Designer/Architect/Artist: Acne studios

Location Map







2. Technogym flagship store

Project Overview

Italian gym brand technogym open the new flagship store in Milan, in the core of the design and architecture area. The new space is designed in a collaboration between architecture studio Antonio Citterio and Patricia Viel Interiors, developing the space in 750 square meters divided in three floors. The ground floor is dedicated to a boutique with different solutions for fitness, all with the help of an interactive mirror/touchscreen designed to take an ability trial and suggestion for the activities needed. The first floor is dedicated for the “educational” customer experience, while the basement is dedicated to the training, for product testing.

The slogan of the brand is 360° wellness: not only training but with the help of the new technologies the plan for rehabilitation and test performance.

Project Details

1. Brand: Technogym
2. Type of Business: Wellness and fitness
3. Open Date: 20/04/2017
4. Location: Via Durini, 1, 20122 Milano MI
5. Size: 750 sqm
7. Interior Designer/Architect/Artist: Antonio Citterio & Patricia Viel Interiors

Location Map

