

Milan Report

June 2018

CONTENTS

- * Project 1. OTTOD'AME
- * Project 2. LOCANDA

1. OTTOD'AME

Project Overview

Ottod'ame is an Toscana brand which was founded by Silvia Mazzoli in 2012. During Fashion week, Ottod'ame launched its second store in Milan after Via Manzoni, at the heart of Brera - the new Design district.

The interior has been designed by *b-arch architettura* who has occupied the other stores of this brand around Italy.

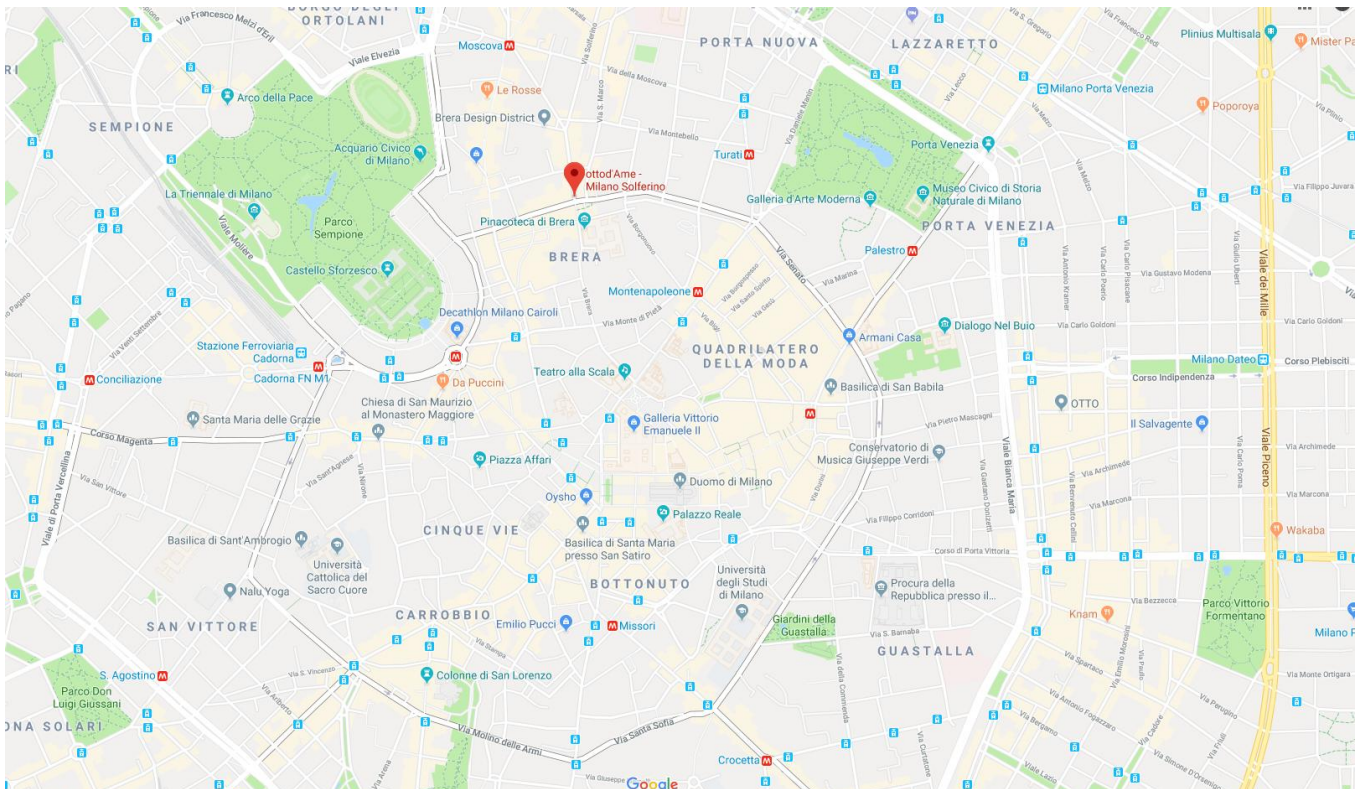
The store is around 55 square meters. The impression of the store when you enter is "moderate sweetness". The walls are painted in two different tone of pink which creates contrast between light gray resin floor. The layout of its space is quite simple: hangers along the wall and island display at the center. Every corner are curved and have smooth edge which give you a soft and feminine impression. The detail of island display is outstanding. Woven straw texture gives you a familiar feeling like "good old memory" yet not old fashion thanks to a brass metal and marble top details.

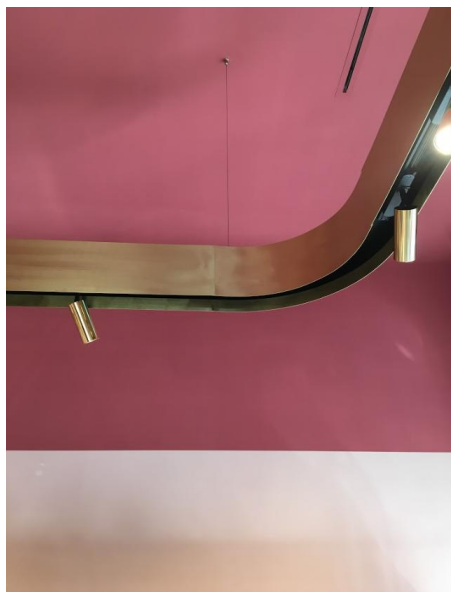
Ottod'ame has monobrand store in Milan, Firenze, Lucca and Tokyo and they are ready to expand their brand domestically and also internationally.

Project Details

1. Brand / OTTOD'AME
2. Type of Business / RETAIL
3. Open Date / 2018/04/14
4. Location / Via Solferino 1, 20144 Milano

Location Map





2. LOCANDA

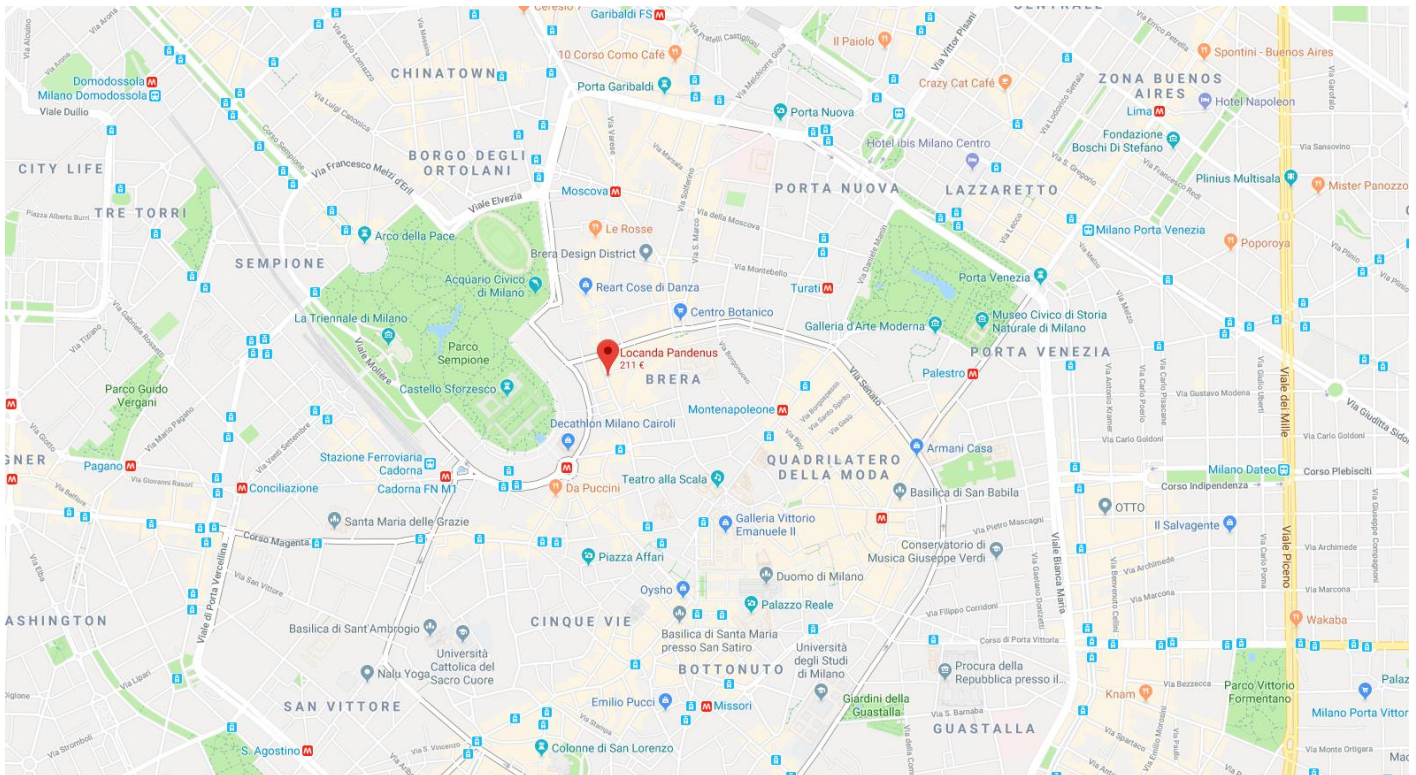
Project Overview

Pandenus born in Milan 2007 from the idea of Filippo Lecardane of creating the place where people can spend time and taste a good food at Milan where people are always in a hurry. From its very first store at Via Tadino, Pandenus continues to increase its stores in Milan. In 2015, the company take a big decision to provide to their customers the complete PANDENUS experience and open B&B right above their store on Largo la Foppa. This is how *LOCANDA* born. This February, Pandenus opens its second B&B *LOCANDA* at brera with 4 suit rooms always above its own restaurant by 5 mechelin stars chef *Enrico Bartolini* /cocktail bar which opened on 27 November 2017. The store has terrace seats where always clouded with business people and tourists. The store has been designed paying intentioned in detail to every single corners .The entrance of B&B looks like a secret garden gates. The interior has been designed by Giuseppina Motta of architecture *studio Mpa architetti*. The style is Italian vintage taste which is the latest trend of interior here in Milan.

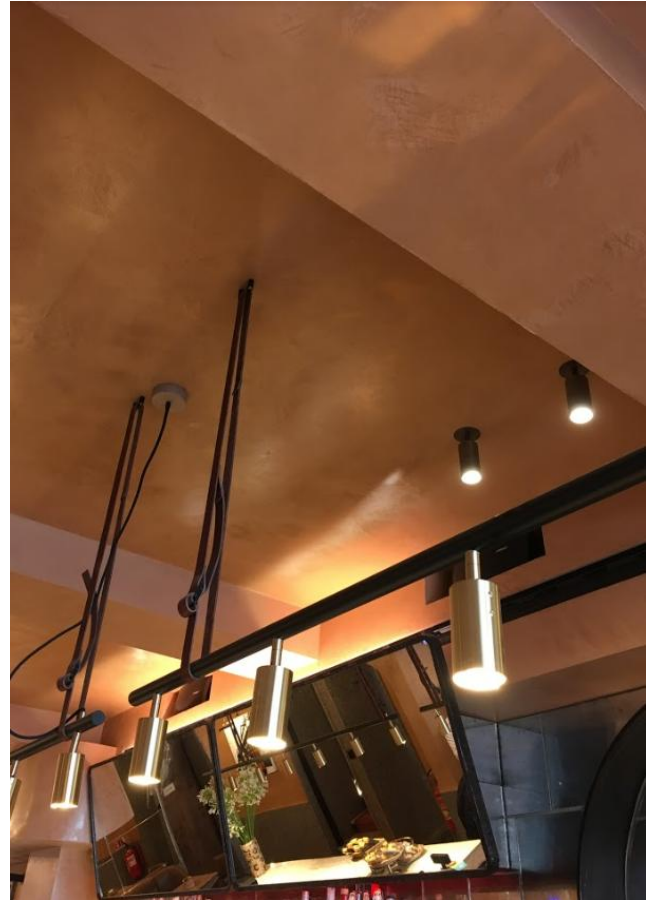
Project Details

1. Brand / Pandenus
2. Type of Business / B&B
3. Open Date / 2018/02/23
4. Location / Via mercato 24, 20121 Milan

Location Map







**images of LOCANDA's room has been taken from <http://www.pandenus.it/en/sleep/locanda-via-mercato>*