
MILANO REPORT

AUGUST 2015

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1. Carlo e Camilla Restaurant

Project Overview

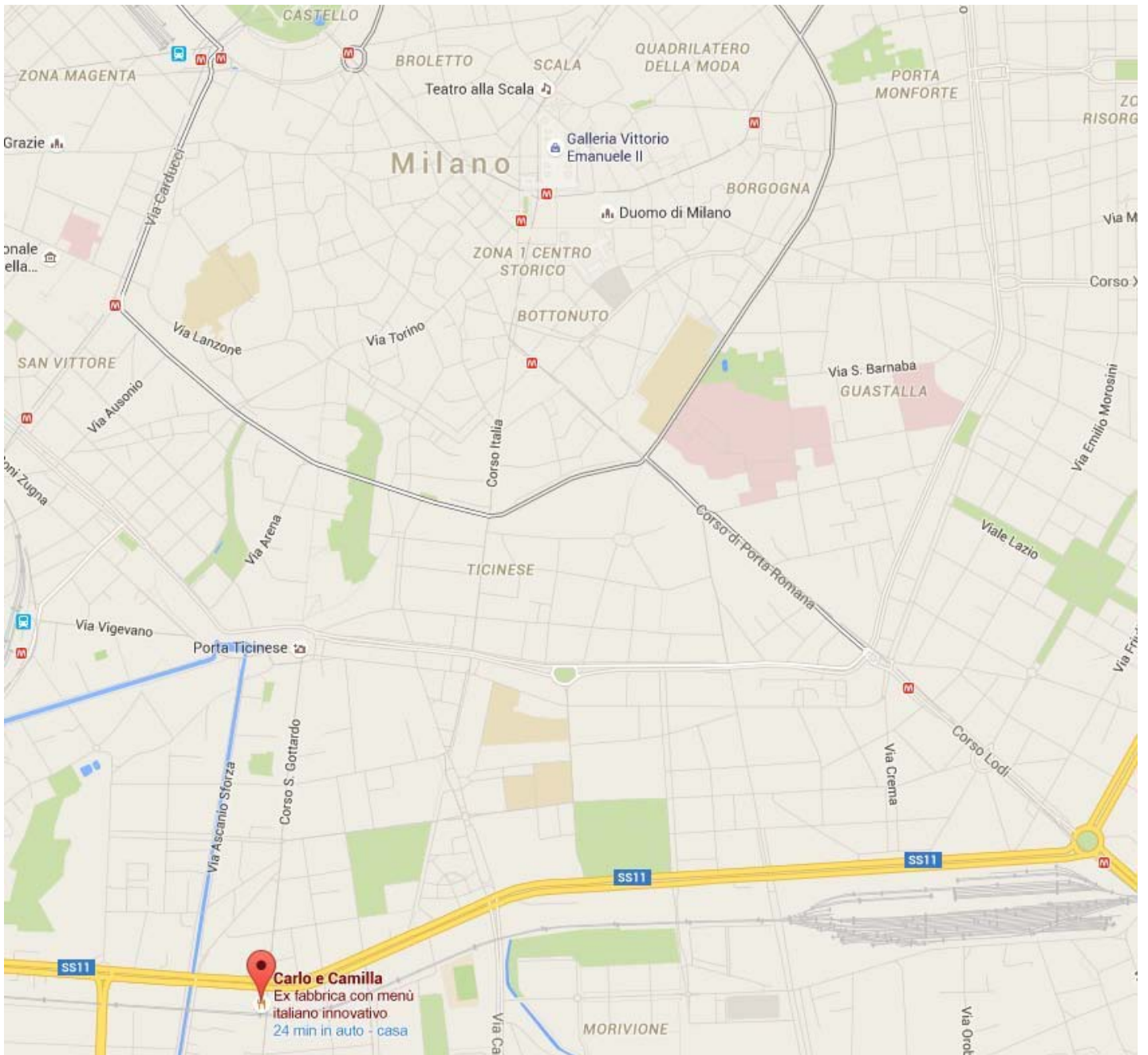
Set within a historical sawmill, the restaurant and cocktail bar Carlo e Camilla in Segheria, Milan is established by celebrity chef Carlo Cracco and art direction given by Tanja Solci. The existing character of the building has been left majority untouched, the brick walls and the aged concrete walls have been left exposed, altogether adding to the overall industrial feel to the interior. Intimacy and sharing is the main concept highlighted by elements such as the use of two intercepting, communal tables placed at the center so diners can be aware of all aspects during their dining experience.

The building, Segheria Milano, is owned by Tanja Solci and in 1999, together with her father, they restored the factory from its previous post-war state for this restaurant. With Solci for art direction, behind-the-scenes is led by Carlo Cracco and his team, cooking up cuisine that reinterprets traditional Italian recipes with a contemporary twist. Fusing Italian culture into the choice of decor and tableware, a story is told through the setting. The industrial feel is refined by suspended vintage chandeliers, and during the evenings, dramatically light the space by casting shadows onto the table surfaces, creating an enchanting atmosphere. Nicola Fanti, the third partner of Carlo e Camilla, takes care of the management and ensures that the atmosphere and Tanja's design project is unique every evening.

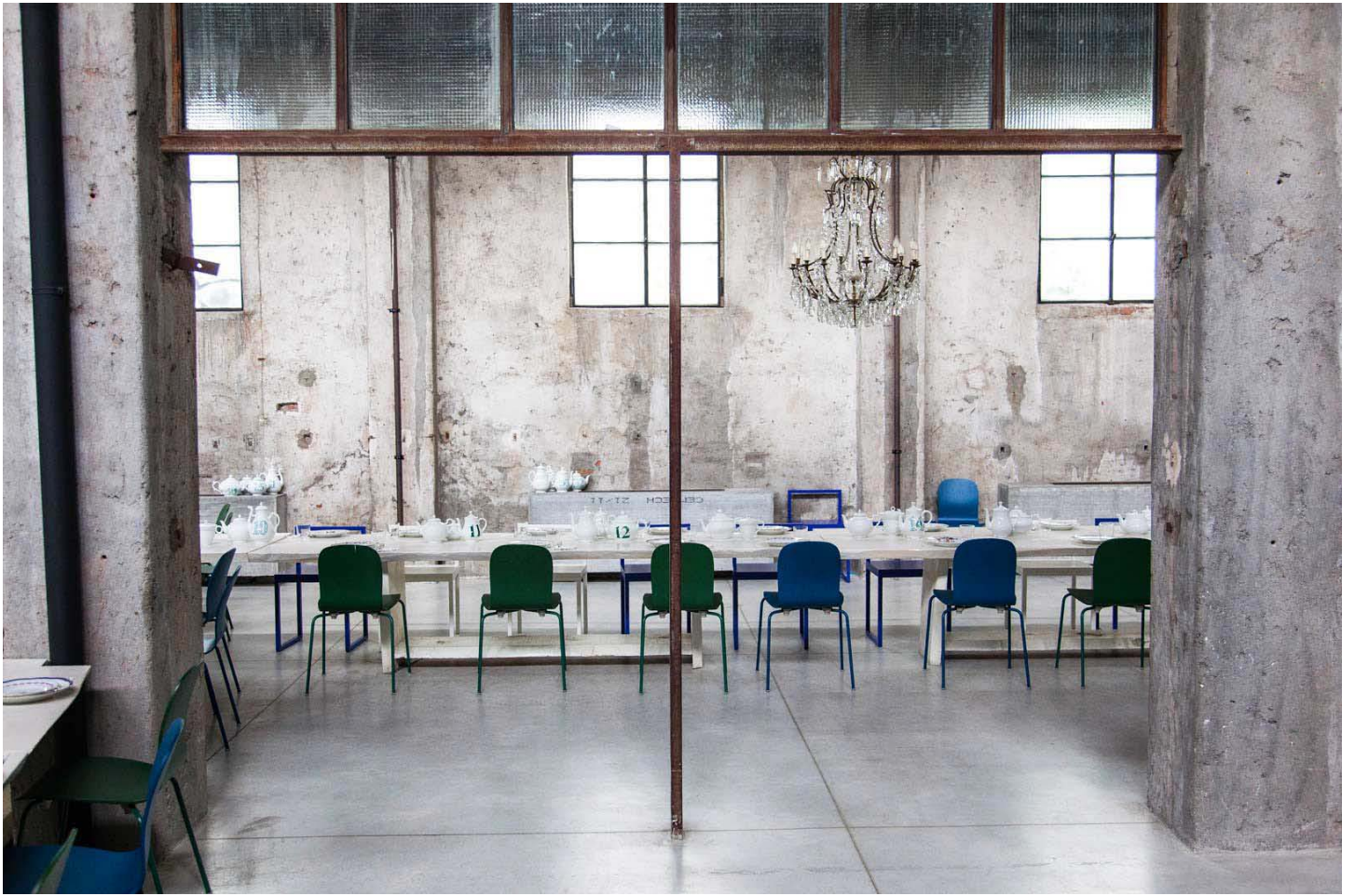
Project Details

1. Brand: Tanja Solci Studio
 2. Type of Business: Restaurant
 3. Open Date: 13/05/2015
 4. Location: Via Giuseppe Meda 24, Milano
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Location Map







2. Adidas RunBase Store

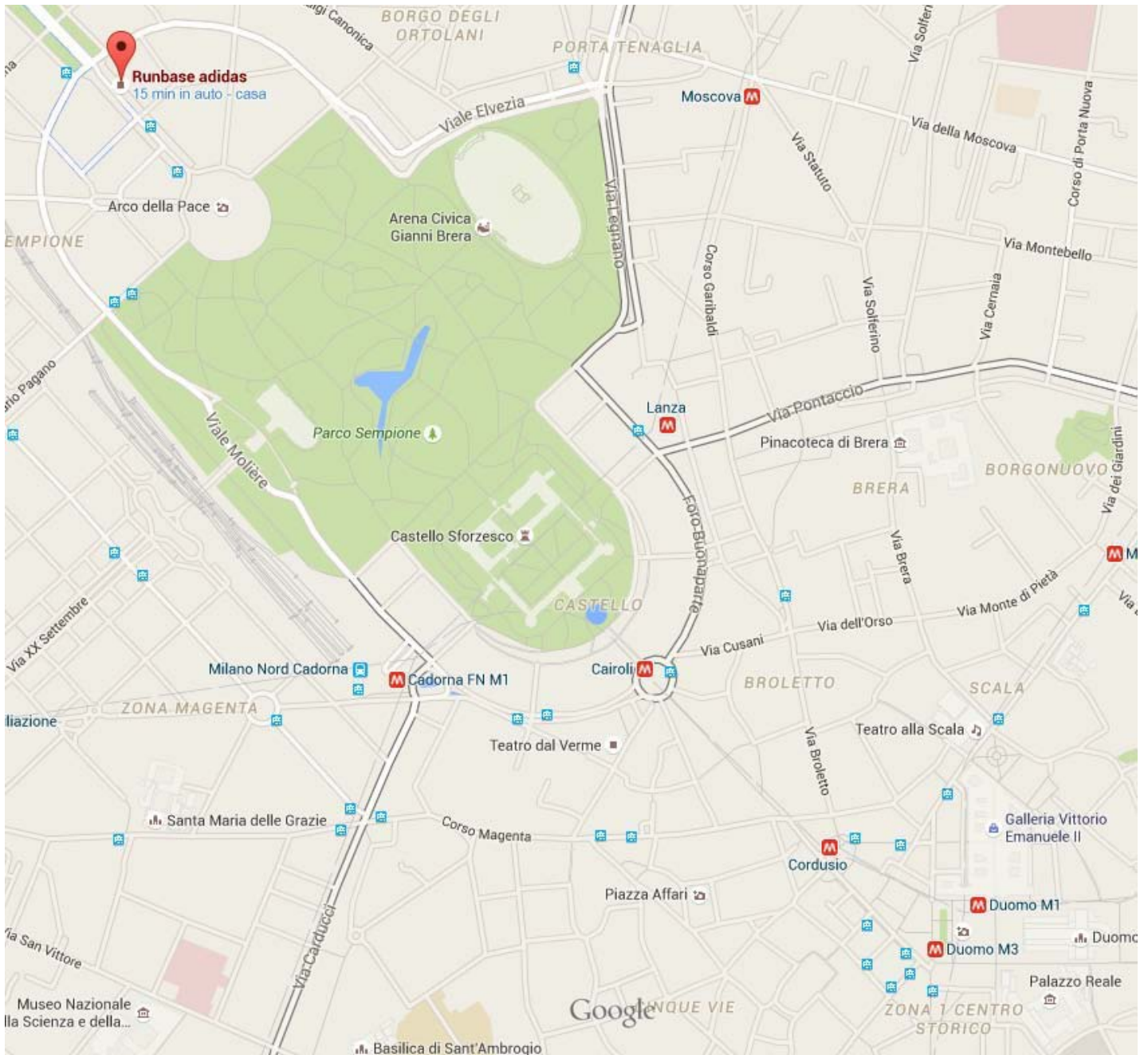
Project Overview

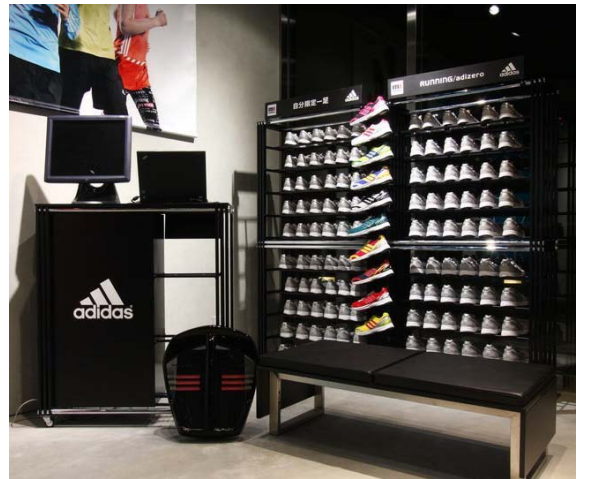
The first Italian adidas running temple designed by DINN!, Adidas aim is to give a new shape to the future of running through Runbase,. It has engaged DINN! to design the first Italian running hub, RunBase a really temple in Milan for all running lovers. It is located in Corso Sempione 10, just steps from Parco Sempione, the most ambitious place for city-runners. adidas Runbase Milano represents a new retail era where the design can innovate the brand through a service design approach. It is the place where you can discover, feel and do a complete adidas running experience. It represents a key place in the city able to involve different type of runners, from the addicted ones to newcomers. This state-of-the-art hub has been designed to improve the relationship between the running and the city, to offer a relaxing place to everyone after a run, thanks to shower facilities and stretching area, and to meet experts of this sector able to give suggestions and help. It delivers also other innovative features such as free of charge locker facilities; the "foot's support test" that is a test which reveals the best solution of running shoes for each runner based on their feet and the official treadmill where people can simulate a piece of running before choosing the best item. Adidas Runbase pushes competitiveness in the market through this new full-immersive consumer experience that is able to change the role of the space, from a product consumer experience to another one more focused on runners' benefits and feelings. The urban codes are presented in an innovative way within the space in order to give continuity to the city-running. As matter of fact the relax area includes comfortable benches in wood, which give the idea of being at the park; the signage, which reminds street signage and the use of cement on the floor which reminds you to be in the city. All details have been thought and developed in line with adidas style and colors and with the purpose to enhance the city running. It is a place where the consumer is the protagonist and where the brand and product come together into a new urban running experience. adidas Runbase lets runners experience the best of adidas brand and the spirit of running in the city.

Project Details

1. Brand: Adidas
 2. Type of Business: Store
 3. Open Date: 01/07/2015
 4. Location: Corso Sempione 10, Milano
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Location Map







3. The art of living Exhibition 2015

Project Overview

Developed by LIVING Corriere della Sera and designed by Migliore+Servetto Architects, 'The Art of Living' exhibition is an opportunity for a general discussion about how the modes of domestic living are evolving – from a setting that does not change to a warm, personal space that is continuously renewed and made alive by the harmonious relationship between colour, design, and decoration. The exhibition gives 35 international designers and architects a challenge, by inviting them to invent a pattern – or rather, a 2.0 wallpaper version – that expresses their creative vision.

In the foreground: a sequence of domestic settings centred on the design of today.

In the background: a projection of the 'digital tapestries' specially created by these stars of design.

Visitors are invited to feel the emotion of this psychedelic cabinet of curiosities: a continuous flow of colors, images, and textures in which design becomes the protagonist of an all-enveloping experience.

Project Details

1. Brand: Triennale Museum
 2. Type of Business: Exhibition
 3. Open Date: 05/2015
 4. Location: Via San Damiano 2, Milano
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Location Map

