

# MILANO REPORT

AUGUST 2015

## CONTENTS

- \* Project 1. M Collective
- \* Project 2. Nap Cup

# 1. M COLLECTIVE STORE

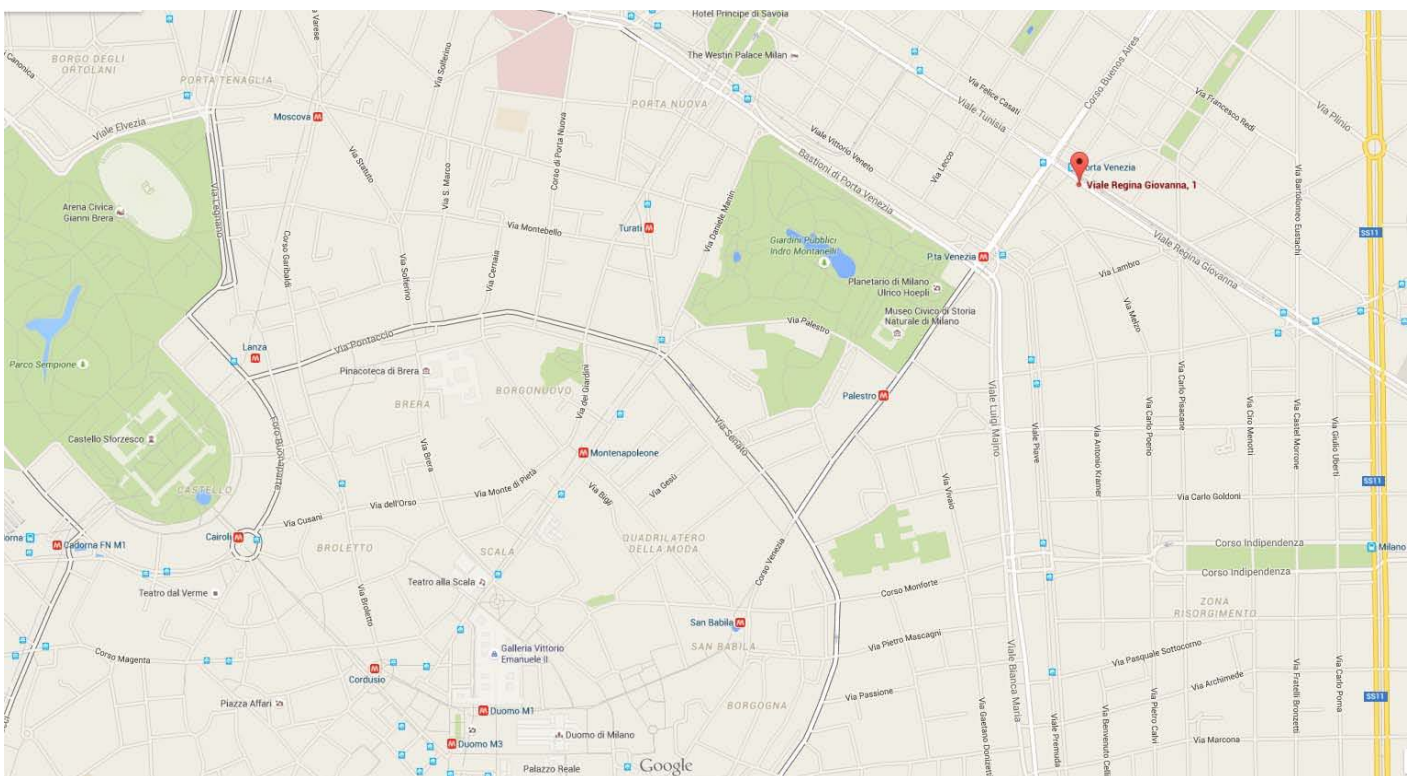
## Project Overview

The new M Collective Store, a totally unexpected venue, has just opened in Milan, in viale Regina Giovanna. A multi-brand space where artists, designers, stylists and visionaries showcase their creations in order to allow shoppers to perceive their value. Shopper's state of mind is the pounding heart of M Collective and the space is divided into three areas: Minus, Much and More where each object, whether an item of fashion, design, technology or food, is positioned according to the mood that it represents and interprets. An unusual mix of gadgets and clothing that creates a generative environment of new style inspirations.

## Project Details

1. Brand: Mcollective
2. Type of Business: Fashion, design, technology and food
3. Open Date: 07/05/15
4. Location: Viale Regina Giovanna, 1 Milano
5. Size: 120 sq m

## Location Map





(facade view)



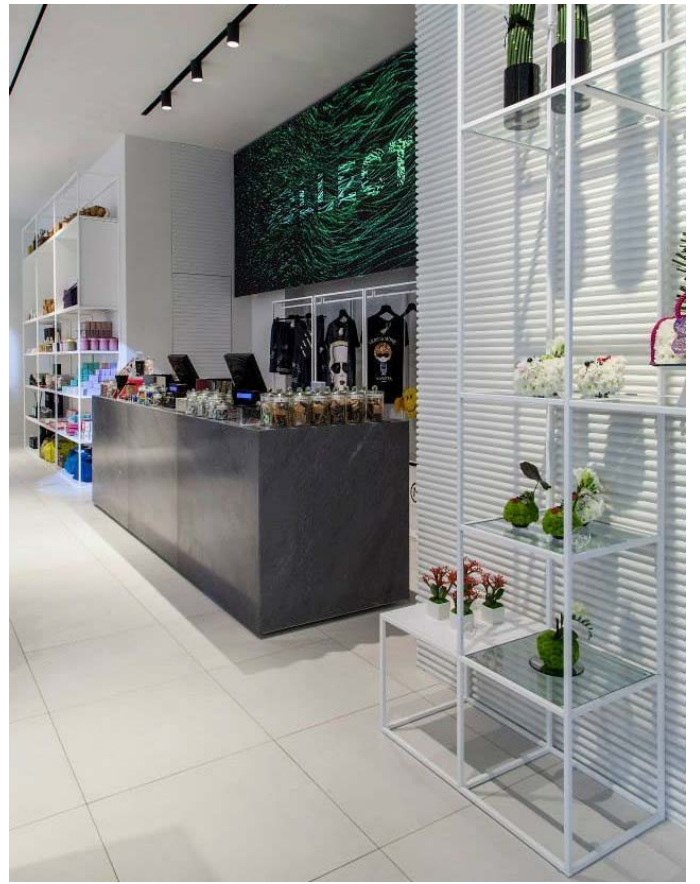
(interior view)





(interior view)





(interior views)

## 2. NAP CUP

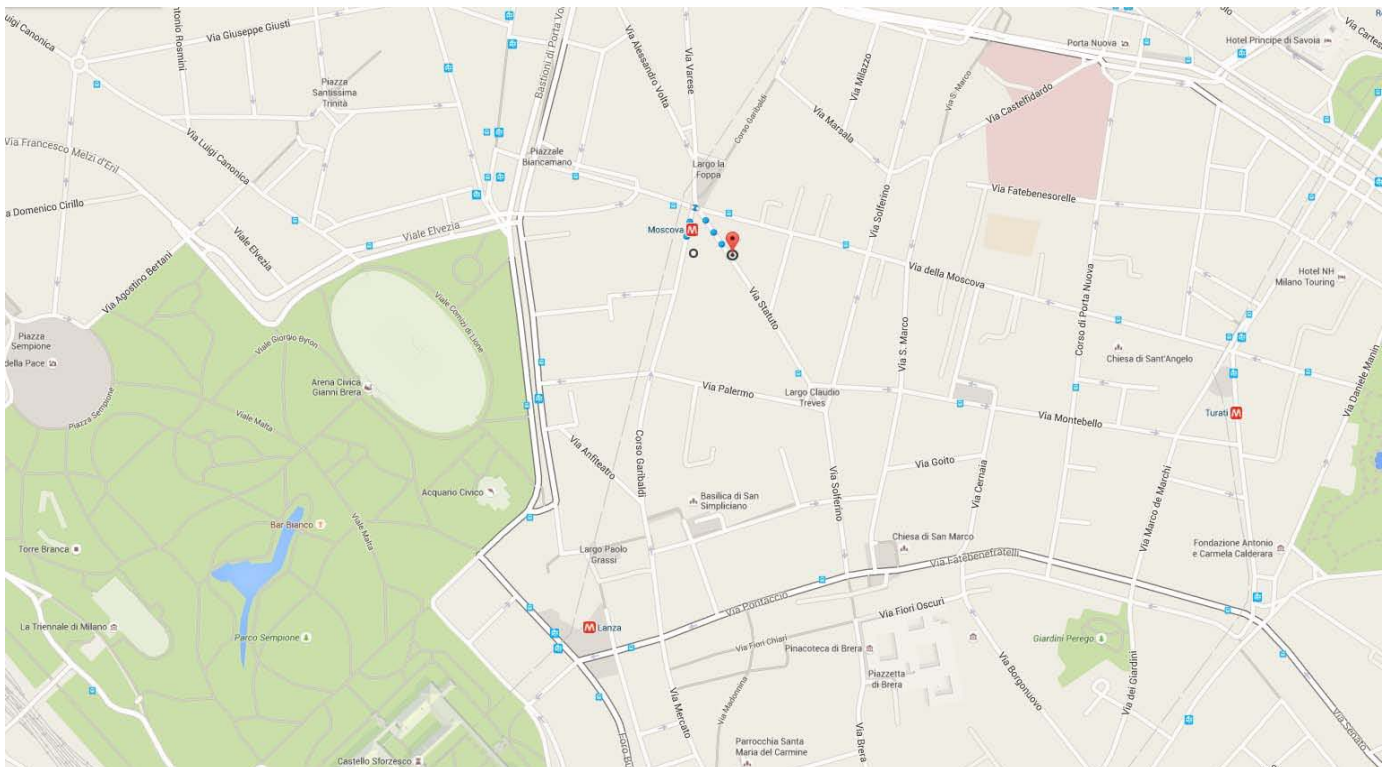
### Project Overview

A new venue in the Brera district offering a unique formula, where not only choosing your meal but also eating it is a fun experience thanks to brightly colored packaging and practical microwave ovens in which you can warm your food with the added plus of great seating spaces that are both comfortable and whimsical. While sitting on a pink or powder blue chair you can enjoy a tantalizing meal surrounded by a carefully chosen color scheme designed to create a calm, tranquil atmosphere, far removed from the hustle and bustle of city life. The dishes displayed change from morning till night, offering varied, inviting ingredients suited to all tastes, including children and those suffering from food intolerances.

### Project Details

1. Brand: Nap Cup
2. Type of Business: Food & Beverage
3. Open Date: 11/2014
4. Location: Corso Garibaldi, 86 (entrance from Via Statuto, 16) Milano
5. Size: ca 100 sqm
6. Architects: Nap Atelier – Stefania Passera

### Location Map







(facade view)



(interior view)





(interior view)



(interior view)





(interior view)



(interior view)