

# MILANO REPORT

AUGUST 2016

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# 1. Céline

## Project Overview

French luxury brand Céline first opened a boutique in Milan's prestigious duomo district in 2006. Two years later, phoebe philo's joined the company as creative director, and since then the house has gone from strength to strength, becoming one of the planet's most influential fashion brands. The brand's newest retail design code, introduced with the opening of a new flagship store in London in 2014, have now finally been applied to the Milanese store. But that's not all, as an entire upper floor has been added, increasing the total retail space to 320 sqm. [3,445 sq.ft.]. The shop façade is included in the transformation, and now features large windows framed by precious iroko wood.

Inside, the understatement continues, captured by clean lines and the use of natural materials. Walls and ceiling a dipped in a pristine white hue, paired with terrazzo flooring. Furnishings are few, comprising of onyx-clad cabinets and displays, in addition to travertine shelving. The ground floor presents Céline's coveted bag collection, small leather goods and eyewear range. One floor up, the setting is a tad more lavish, featuring marble flooring with a diagonal parquet pattern of eleven different types of marble, and walls covered in beige arenino. Additionally, Danish artist Thomas Poulsen a.k.a. fos created specific furniture pieces for both floors. this setting forms the backdrop of both the ready-to-wear and shoe collections..

## Project Details

1. Brand / Céline
2. Type of Business / Boutique
3. Open Date / 2016/07/20
4. Location / Via Montenapoleone 25/2, Milan

## Location Map





## 2. Lume restaurant

### Project Overview

In this land of great culinary traditions, palates are refined and hard to please, but given his lauded track record, it's a challenge that Luigi Taglienti is used to. Previously at the helm of Trussardi alla scala, one of Milan's top eateries where a table should be booked weeks in advance, Taglienti has moved on to open a dining establishment of his own in the city's edgy navigli district. Called Lume, or light in plain Italian, the new venue is a collab effort of the Michelin-starred chef with Emanuela Verlicchi Marazzi, entrepreneur and president of the fondazione Filippo Marazzi, an organization which supports budding creative talents.

The restaurant is situated at w37, a concept space situated on the redeveloped, historic premises of a former porcelain factory, and given its favorable disposition, it's already Milan's newest gastronomic mecca. Apart from the lofty dimensions, the venue's setting drips in a sophistication that belies its industrial past. but not entirely. Miami-based architect Monica Melotti designed the interior, and drew inspiration from embroidery patterns. Highly decorative, it balances out the polished austerity, and covers mostly the glass cube space in which the kitchen is situated, and specific wall sections. The floor comprises of porcelain tiles with a matte finish.

### Project Details

1. Brand / Lume
2. Type of Business / Restaurant
3. Open Date / 2016/07/14
4. Location / Via Giacomo watt 37, Milan

### Location Map









### 3. Moleskine café

#### Project Overview

Harking back to the literary cafés of the Age of Enlightenment — a philosophical movement that dominated the world of ideas in Europe in the 18th century — the Moleskine Café fuses café, art gallery, store, and library under one very modern roof. Located in the Brera Design District of Milan (the hometown of the world-famous notebook), the café is set over two-levels with floor-to-ceiling windows, clean aesthetics, and a contemporary colour palette of neutral colours; visitors in contact with a mix of energizing and soothing experiences depending on where they choose to pass a little time. A concept devised in collaboration with brand consultancy Interbrand, the ground floor bar serves coffee by Milan-based coffee roaster Sevengrams — served in Moleskine cups and mugs — and is a sure fire way to kickstart your day's note-scribbling. Art shows and workshops take place year round, and an outside terrace opens up onto quartiere's design-conscious streets — whilst, in contrast, the mezzanine adorned with sofas is a spot for relaxation, musing, and hushed conversations. The first of a new concept (following a pilot Moleskine Café in Geneva Airport) that is set to be rolled out internationally, CEO Arrigo Berni boldly declares: 'it's an important new step in our journey to realise the full potential of Moleskine as the lifestyle brand of the creative class.' We're making a note of it.

#### Project Details

1. Brand / Moleskine
2. Type of Business / Café
3. Open Date / 2016/7/25
4. Location / Corso Garibaldi 65, Milan

#### Location Map













