

Milan Report

October 2018

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1. Milan Starbucks Reserve Roastery

Project Overview

The first Italian Starbucks, and the biggest in Europe, opens its doors inside the former central post office in the heart of Milan, close to Piazza Duomo.

Designed as an homage to the Italian espresso culture that inspired Howard Schultz 35 years ago to create the Starbucks Experience, the 2,300sqm Reserve Roastery showcases the theatre of coffee roasting, brewing and mixology in the epicenter of fashion and culture.

At the heart of the environment is a fully functioning Scolari coffee roaster, manufactured just miles outside of the center of Milan. To the right, customers will find the main bar, where classic espresso beverages mingle with cutting-edge coffee innovation. The wood-fronted bar features fluting, which echoes a motif found in Italian architecture throughout history, and is topped with marble sourced from the world-famous quarries of Tuscany.

Upstairs on the mezzanine, customers can discover Arriviamo™ Bar – where mixologists are on hand to create specialty cocktails behind a 10-meter-long (30 feet) marble bar carved from a single block of Calacatta Macchia Vecchia. And finally, to the left, customers will see upon entering a Princi™ Bakery, complete with a wood-fired oven, built brick by brick, onsite by hand using a crew of masons and artisans.

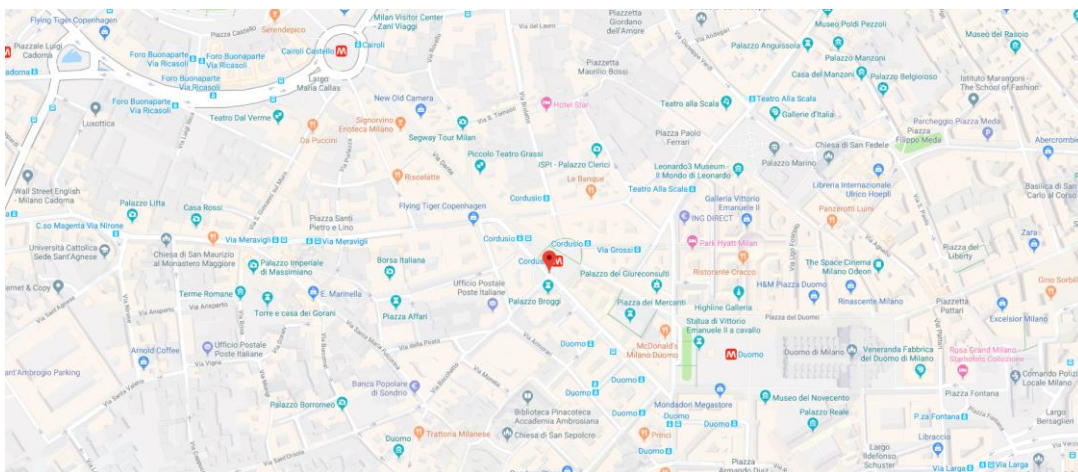
Vibrant colors reflective of the Italian fashion and design community greet each person, and over the course of the day, the space transforms from the light filtering through the glass ceiling.

A wide choice of different local materials decorate the interiors, especially on the floor we can see a beautiful handmade terrazzo, on the wall backlit brass panels that shows the history of the brand.

Project Details

1. Brand: Starbucks
2. Type of Business: Roastery and café
3. Open Date: 06/09/2018
4. Location: Piazza Cordusio, 3 , 20121 Milano MI
5. Size: 2300 sqm
6. Interior Designer/Architect: Liz Muller

Location Map









2.

3. Excelsior Milano

Project Overview

Dimorestudio has created the new interiors of Excelsior Milano, a store opened in 2011, which on September 5th presented a pop up store image.

It is a multi-brand boutique. The concept follows the stylistic evolution of the frame conceived by Jean Nouvel left unchanged "to underline the contrast with the pre-existing.

Each floor is conceived as a box, a circumscribed structure. The carpet is designed by Dimorestudio and changes from flat to flat. The materials and colors come into conflict with each other: the silver painting of the walls, the floor carpeting, the tubes with different finishes and the neon lighting, white. The contrast is there but does not create disharmony: the furniture is eclectic, the combinations border on an educated kitsch, the visual impact is clean and rigorous thanks to the regularity of geometric shapes and patterns.

Project Details

1. Brand: Excelsior Milano
2. Type of Business: Fashion
3. Open Date: 5/09/2018
4. Location: Galleria del Corso 4, 20122 Milano
5. Interior Designer/Architect/Artist: Dimorestudio

Location Map

