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# MILANO REPORT

May 2015

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# 1. Corallo

## Project Overview

Recipes from the international flavor and high quality ingredients to enhance the taste of the shellfish. "Corallo" shows an extremely inviting menu, starring the whole lobster in Solo version, alongside other four worlds: the pasta, the sandwich, the burger and salad. Each available as lobster, shrimp or caprese version and able to live to the public on a culinary journey, which begins in the US state of Maine, the realm of the finest lobsters, to land in the heart of seafood and Italian blend with its charming tradition.

Like the menu, the location is exceptional too: the Food Hall on the seventh floor of the Rinascente in Piazza Duomo with its spectacular view of the spiers of the Duomo cathedral. The space offers an inspired architecture giopontiana, enriched with Mediterranean design objects, such as Vietri ceramics reminiscent of the Amalfi Coast. The kitchen involves guests from the first moment and the convivial atmosphere makes "Corallo" the ideal place to spend pleasant moments of escape to the discovery of new flavors. Next opening soon: Food Hall of Illum, Copenhagen.

## Project Details

1. Brand / Corallo
2. Type of Business / Restaurant
3. Open Date / 2015/04/01
4. Location / Food Hall 7° floor, la Rinascente, Piazza Duomo, Milano

## Location Map







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## 2. Casa Milan

### Project Overview

Andrea e Gianluigi Guerrieri decide to renewer, after almost twenty years, their traditional bar / restaurant entrusting the project to the Studio R19. Their wanted the new restaurant & caffè could hold together the internationally inspired with the style of the “milanese” tradition, in a relaxed and open way but still familiar and welcoming. The choice of Omar Berri, the interior designer, was then directed to bring out the elements already present in the building such as the exposed brick and rough plaster, typical of the buildings of the beginning '900 in Milan. Were also retrieved some parts in pink tile original construction of the '50s, from a furnace Lombard and perfectly integrated in the renewed context.

The soul of the place is the central counter with wooden walnut raw in the center of the main room. This is organized in two parts: one for the cocktail table top and the second conceived for consumption of the meal, particularly designed for those who sits alone. Three designer lamps recently stuck on the counter point to the theme of enlightenment through bankers. The layout of the tables always rough natural walnut complete the construction of the premises.

### Project Details

1. Brand / Madera Milano
2. Type of Business / Restaurant & Café
3. Open Date / 2015/03/12
4. Location / Via Canonica, 91, 20154 Milano

### Location Map







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### 3. Fragile

#### Project Overview

With its pistachio green walls and multicoloured floors, Fragile, the new Atelier Mendini gallery located in Milan, is being hailed by some as a revolution, whilst others are calling it a design faux pas. While it's hard not to argue that it's a bit of both, it's definitely a splash of colour on the city's otherwise unadulterated white walls. With the current running trend in design in the Italian fashion capital calling for neutral and low-key spaces, the Mendini brothers wanted to create something that went against the norm, calling visitors to "prepare yourselves to the irony and high character of the new location which links to the exhibited pieces in a very unconventional way and becomes a main part of the exhibition itself as a developer of style and ideas."

In collaboration with Arianna Lelli Mami and Chiara Di Pinto of Studioepepe, Alessandro and Francesco Mendini have created a new two-floor 200m2 space for their design venture, Fragile. Opening its doors last December in east Milan on Via San Damiano 2, and more 70s glam than new-century understated chic, the boutique is a rebellion against Milanese design norms and breaks the mould of the pervasive white cube.

#### Project Details

1. Brand / FRAGILE
2. Type of Business / Gallery
3. Open Date / 2014/12/
4. Location / Via San Damiano 2, Milano

#### Location Map









