

Milan Report

November 2019

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1. Gabriel Showroom

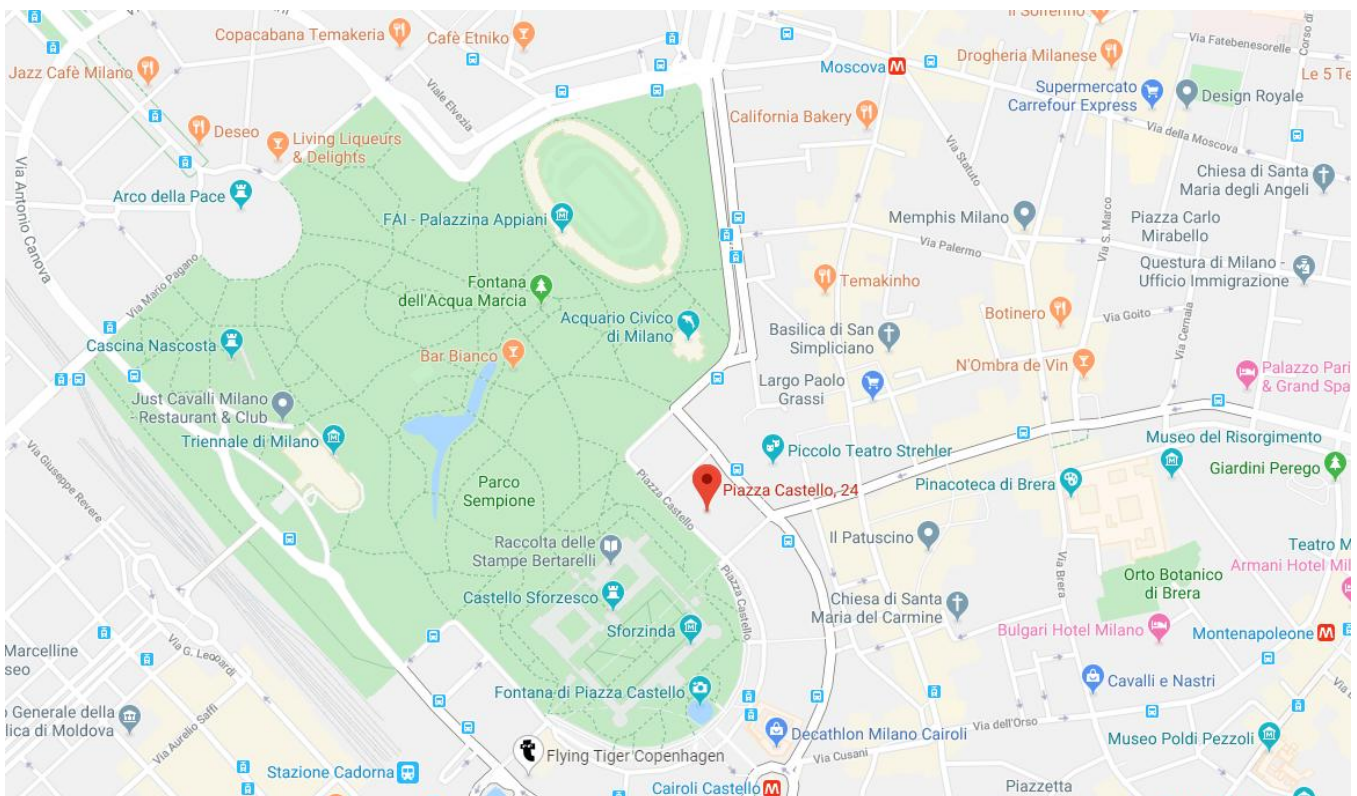
Project Overview

The Danish textile furnishing company, Gabriel has chosen Milan for its first showroom in Italy. The company was founded in 1851 and is listed on the Copenhagen Stock Exchange. Space is located in a prestigious historic building in the center of the city, in Piazza Castello 24, whose windows overlook the Castello Sforzesco. Paola Monzani, Head of the branch in Italy explains: "Space is designed and conceived as an interactive and meeting point to receive customers and industry professionals. From the creation of commercial opportunities to the organization of workshops for architects and clients to event locations, the new showroom will be animated by initiatives throughout the year. Furthermore, the location of the showroom is strategic because it is easily accessible both from the city and from the main airports, as well as being close to the main design districts of La Triennale and Brera. Showroom also provides areas designed for those who work there as the design kitchen, which is also essential for the events that will be organized and which will become a "work cafe", a relaxation area.

Project Details

1. Client: Gabriel
2. Type of Business: industry
3. Open Date: October 2019
4. Location: Piazza Castello 24, 20121 Milano

Location Map









2. MSGM Flagship

Project Overview

MSGM celebrates its tenth birthday with the new Milanese flagship store in the heart of Brera. The boutique marks the debut of the new creative concept, with 440 square meters, divided into two levels. The existing concrete walls, the old handrail, the Lombard wall and the stone slabs on the floor meet materials that are closer to the modernity of the brand, such as the super-mirrored steel, the chrome-plated one, plastic materials, LEDs, monitors, and colored glass. The project has created by the founder of the brand, Massimo Giorgetti in collaboration with the ML architecture firm of Milan and the participation of the Dutch designer Sabine Marcelis to the interior design project, creating various objects in colored translucent resin. As express the Giorgetti's passion for Italian design, the colored glass vases created in collaboration with Venini and the ever-present Tecno D70 sofas by Osvaldo Borsani, the leitmotiv of the MSGM boutiques in the world.

Project Details

1. Brand: MSGM
2. Type of Business: Fashion
3. Open Date: 21/09/2019
4. Location: Via Broletto &, Via del Lauro, 20121 Milano
5. Size: 440 sqm.
6. Architects: ML ARCHITETTURA

Location Map

