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Milan Report

October 2019

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1. Uniqlo

Project Overview

Uniqlo has opened its first store in Italy, in Piazza Cordusio 2 in Milan, a few hundred meters from the Castello Sforzesco, one of the areas in the city that is becoming more and more international.

Architecture is that early twentieth century building - renovated by Park Associati, a Milanese architectural firm, "In general, thinking about maintaining the characteristics of an early 20th century building, almost neoclassical, giving it a boost of modernity". The store, total of approximately 1,500 square meters and with the three levels without escalators but traditional stairs. On the ground floor, there is a small botanical corner where the typical plants of Japanese gardens are in the Milanese courts. And a famous Milanese illustrator, Olimpia Zagnoli created the wall installation that leads to the second floor. It was inspired by the windows of Milan. She explains "Renaissance, modernist, they are decorative elements that surround us every day while we are too busy running from one appointment to another. Another element that I wanted to insert inside the illustration is the human one. Overlooking the windows there are in fact the real protagonists of city life, the Milanese."

Project Details

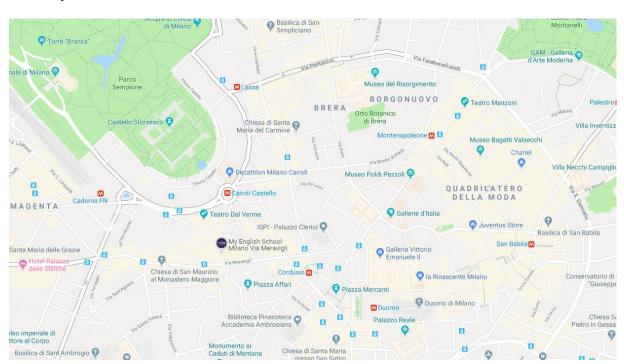
1. Client: Uniqlo

Type of Business: Fashion
Open Date: 13/09/2019
Location: Piazza Cordusio 2

5. Size: 1500 sqm

6. Interior /Architect: Park Associati

Location Map











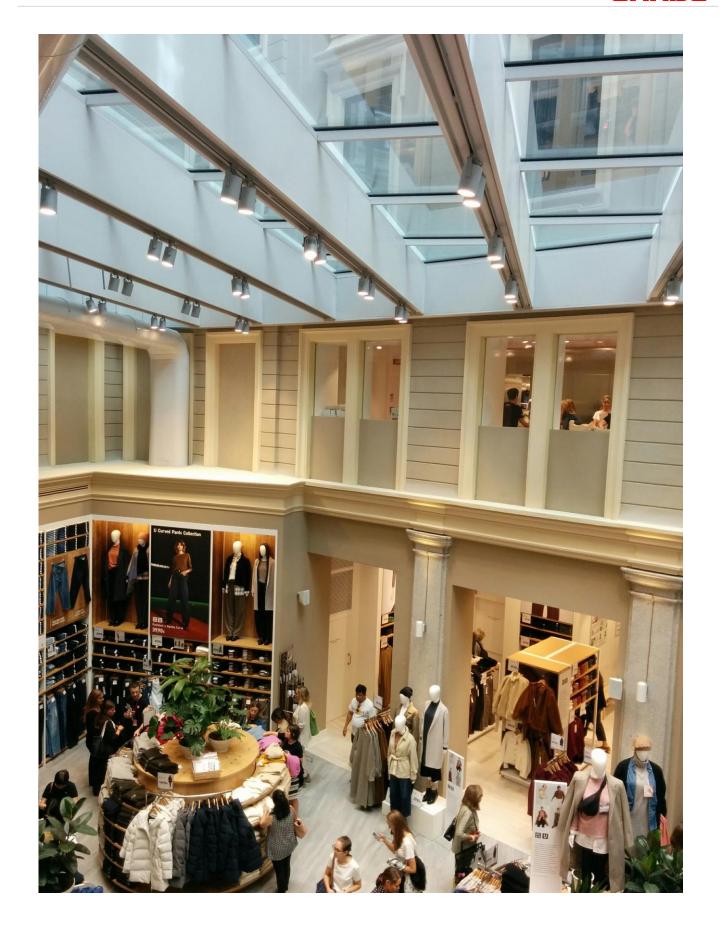














2. RRD - Roberto Ricci Designs

Project Overview

The Tuscan company RRD - Roberto Ricci Designs opens the new showroom in the heart of the Milanese district of fashion and design in Via Tortona 31. It has 500 square meters that will host the collections of the brand on display not only for Italian customers but also for foreigners, buyers and journalists. Access to the RRD showroom is articulated through an internal courtyard at the building in Via Tortona 31. The neighboring activities are linked to the world of design and fashion and create a special succession of small squares and places to visit. It is an open space that can host events and exhibitions that are always evolving. The design of the place tells us so much about the company: "We want this space to show about the characteristics of the brand: inside are all our elements of inspiration, from the images of the waves of the Australian photographer Ray Collins to the blow-ups that portray moving bodies dressed with our Lycra. Even the materials used for the furnishings fully describe us, we are looking for the true essence of things and for this we have sought the right synergies to combine driftwood with industrial-style metals, the transparency of glossy and opaque glass".

Project Details

Brand: Roberto Ricci Designs
Type of Business: Fashion
Open Date: 20/09/2019

4. Location: Via Tortona 31, Milano

5. Size: 500 sqm.

Location Map











