LISTENING, INTUITION AND EXPERIMENTATION ARE THE TRADEMARKS OF THE DESIGN CULTURE OF PARK ASSOCIATI - THE ARCHITECTURAL PRACTICE FOUNDED IN MILAN IN 2000 BY FILIPPO PAGLIANI AND MICHELE ROSSI.

The objective of Park Associati's work is to give form to a vision, by interpreting and synthesising the variables at stake, specific to each project.

While listening to the concrete elements dictated by regulations and budget constraints, climatic or environmental conditions, attention is also paid to the intangible and concealed dimensions: the clients' identity values, the users' wishes and requirements, the urban, social, and political context.

Intuition brings quality to all the projects of the studio. The creative twist always accompanies the analytical process to decipher complexity, adding value to the design intervention.

Experimentation with languages technologies, and the collaboration with other disciplines, lead Park Associati to tackle the most diverse projects with a broad spectrum of interventions, ranging from urban planning to design.
THE PRACTICE PROPOSES SPECIFIC AND RIGOROUS PROJECTS, WITHOUT LOSING SIGHT OF THE COMPOSITIONAL AND AESTHETIC ASPECTS.

An important field for Park Associati’s work deals with the world of Headquarters, designed to be the companies’ home and welcome their identity values. Daring buildings, such as the Salewa Headquarters in Bolzano and Luxottica and Nestlé in Milan, are characterised by an ever-changing and characterful stylistic line that also reflects the open, wide-ranging and scientific creative process.

The utmost attention to detail and innovation in materials, forms and functions characterise The Cube and Priceless travelling restaurants, as well as Park Associati’s retail projects: from the multifunctional spaces for the Japanese brand Tenoha to the Hermès store in Rome or the Biondi’s worldwide.

Park Associati is fascinated by hybrid solutions and has experience on the design of new alternative residential forms, in particular related to student housing.

Urban regeneration and the retrofitting of historic and Modernist buildings are other key themes for the practice. Bearing witness to this approach in Milan are the restorations of La Serenissima and Gislaotto, the recent conservative intervention in Piazza Cordusio, and the complete refurbishment of the new Engie Headquarters and the Urban Cube office building in the Bicocca former industrial area.

In the field of masterplans, the studio has been working on the renewal of the Catania Waterfront, on the sensitive area adjacent to Milan Expo2015, and the redevelopment of Rozzano in Southern Milan.

PARK ASSOCIATI ARE ALWAYS KEEN TO EXPLORE NEW FIELDS IN ORDER TO FACE, IN THEIR PERSONAL WAY, THE CHALLENGES AND THE COMPLEXITY OF CONTEMPORARY ARCHITECTURE.
The collaborative nature of Park Associati’s design philosophy is combined with extremely high quality technical standards that contribute to deliver a design of complete performances.

AT THE BASE REMAINS THE CONSTANT RESEARCH FOR A VISION ABLE TO GIVE FORM TO A DESIGN, A PERIMETER THAT CONTAINS THE SOUL OF A PLACE, OF AN ARCHITECTURE, OF THE HUMAN BEING IMPRESSING ITS CHARACTER.

FROM ITS FIRST ESTABLISHMENT, THE PRACTICE HAS GROWN IN TERMS OF PROPOSITIONAL CAPACITY, STRUCTURE, AND SKILLS, BUT WE STILL THINK OF OURSELVES AS AN "ATELIER OF ARCHITECTURE".

This mind-set ensures considerable flexibility, it enables us to respond quickly to the multifaceted needs, constraints and desires that characterize complex projects, and to offer a personalized and tailor-made design.

Each project team works in a system based on dialogue and knowledge exchange, in the continuous sharing of information and of the project’s progress.

Team
Filippo Pagliani is a partner and co-founder of Park Associati studio. Graduated in Architecture at the Politecnico Milano, Filippo constantly deals with the continuity and quality of projects in close contact with work teams, in a constructive and fruitful dialogue. Besides his professional activity, Filippo is involved since 1996 as a teacher at Politecnico Milano, School of Construction Engineering/Architecture and from 2013 as visiting professor of the Architectural Design course. Filippo is engaged on a regular basis as lecturer on issues related to architecture and urban environment.

Michele Rossi is a partner and co-founder of Park Associati. He graduated in Architecture at Politecnico Milano, and since 1999 has been teaching architecture at St. Martin School of Art in London and later at Politecnico Milano, whereby he collaborates also as a member of the Board of Advisors. Michele is regularly engaged as a lecturer on issues related to architecture, in particular to urban regeneration.
Lorenzo Merloni

After graduating in Building Engineering/Architecture from the University of Pavia in 2006 and following his experience with the practices Quattro Associati and Peia, Lorenzo joined Park Associati in 2008. His first project was Salewa Headquarters. Since then he has been furthering his experience and skills, eventually becoming one of the practice’s Project Leaders. In this capacity, Lorenzo followed, among others, the projects of the travelling restaurants The Cube and Priceless Milano. He is currently Project Leader for the refurbishment of the office building La Serenisima in Milan. Succeeding this project, he was involved in other urban retrofitting projects in Milan: The Square Hotel, a historic building in Via Manzoni, and the refurbishment of the former Palazzo Sorgente in Piazza Cordusio, which houses offices and commercial premises.

Marco Panzeri

Marco joined Park Associati in 2007, after graduating in architecture at Politecnico Milano. He worked as part of the design team for the Salewa Headquarters and on numerous competitions, before becoming Project Leader for the refurbishment of the office building La Serenisima in Milan. Succeeding this project, he was involved in other urban retrofitting projects in Milan: The Square Hotel, a historic building in Via Manzoni, and the refurbishment of the former Palazzo Sorgente in Piazza Cordusio, which houses offices and commercial premises.

Davide Pojaga

After studying architecture at Milan Polytechnic and collaborating with architect Luigi Caccia Dominioni, Davide started his collaboration with Park Associati in 2000, the year of the practice’s foundation. As Project Leader, he followed some major architectural retrofitting projects in Milan, including Credit Suisse and Palazzo Generali, and more recently the retrofitting of the building by Pietro Portaluppi in via Brisa, always in Milan. Davide collaborated with many of the practice’s design teams, including those for the Salewa Headquarters, La Serenisima, Gioiaotto, Priceless Milano and Engie Headquarters. In 2018 he was involved in the extension of the practice’s premises in via Garofalo. He is also head of IT.

Alessandro Rossi

Alessandro joined Park Associati in 2008, after graduating from the Faculty of Architecture at Politecnico Milano. He built his experience on the practice’s large-scale architecture projects, such as the Salewa Headquarters and the Nestlé Headquarters, as well as more experimental projects like The Cube. In 2013 he followed his first project as Project Leader – the refurbishment of the building called Gioiaotto, originally designed by Marco Zanuso. Since then, Alessandro has been one of the practice’s points of reference for the realisation of important retrofitting projects, such as the iconic building by Luigi Moretti in Milan. Currently Marco is leading the realisation of the ‘Pharo’ in the City Life’s area of Milan, as well as a new office building in Assago, the high level of preparation and professionalism that make him an indispensable collaborator for the practice.

Marco Siciliano

After graduating from the Faculty of Building Engineering and Architecture at the University of Pavia, Marco joined Park Associati in 2007. Initially engaged in numerous Italian and international competitions, in 2012 Marco tackled his first project challenge as Project Leader, the realisation of the new Nestlé Headquarters at Assago (MI). Subsequently Marco’s skills found expression in some important urban retrofitting projects, such as the Nestlé Headquarters at Bolzano, the Brioni flagship store in Milan and the refurbishment of The Pecchi business centre at Cassina de Pecchi. Elisa has a well-established experience in town planning and she is in charge of the masterplans for the practice: she led the team working at the development of the new Waterfront in Catania, the Ex Cava Ronchi areas and via Natta on the outskirts of Milan, in Rozzano and in Cabinda, Angola. Since 2010, she has been a lecturer in Interior Design at the Nuova Accademia di Belle Arti (New Academy of Fine Arts) of Milan.

Elisa Taddei

After graduating in Architecture at Politecnico Milano and following her experience in the practices Andreoli and Mecano in Delft, Elisa joined Park Associati in 2007. Since then she has been a crucial figure for the practice. She was Project Leader for important works such as the Salewa Headquarters in Bolzano, the Brioni flagship store in Milan and the refurbishment of The Pecchi business centre at Cassina de Pecchi. Elisa has a well-established experience in town planning and she is in charge of the masterplans for the practice: she led the team working at the development of the new Waterfront in Catania, the Ex Cava Ronchi areas and via Natta on the outskirts of Milan, in Rozzano and in Cabinda, Angola. Since 2010, she has been a lecturer in Interior Design at the Nuova Accademia di Belle Arti (New Academy of Fine Arts) of Milan.

Davide Viganò

Davide graduated from Politecnico Milano in 2006 and after collaborating with architectural practices in Milan and Australia, in 2011 he joined Park Associati. His path of professional development involved some luxury retail projects, such as the Gucci’s store design and, most importantly, the store concept development for the international boutiques of the male fashion brand Brioni, which kept Davide engaged until 2015. After working two years in China, Davide returned to Park Associati and became the head of the practice’s interior design team. His recent work include the new Parisian headquarters of the company EssilorLuxottica. He is currently designing a restaurant, some private residential homes and working as Project Leader on the interior design for the refurbishment and extension of the former Conzorzio Agrario of Milan for the creation of an international student residence.

Project Leaders
Park Plus

Park Plus IT'S A LAB FOCUSED ON RESEARCH AND EXPERIMENTATION.

Park Plus aims to support the office teams during their ordinary work. It’s fed with curiosity and it stimulates innovation. The ambition is to create a playful environment where ideas and vision can grow freely.

It is an analytical tool created to trigger new methods and processes by working with unconventional materials and technologies.
MAQUETTES, MATERIALS AND BOOKS ARE WHAT WE ARE FED WITH.

We imagined a group that investigates new materials, that experiments with new forms and that is always updated with the most innovative architectural solutions. Park Plus thinks big, explores new path and enjoys doing architecture.

PARK PLUS IS A LUNG WHICH BREATHES IN NEW VISIONS

We are a team that boosts the design flow, which it’s already fast and complex. We approach the reality of our daily tasks through the rhythms and the means of the research itself. We try to progress and to experiment. We find solutions and we fail too, but more importantly, we support the teams by looking for solution to improve their work.
PARK HUB WAS CREATED WITH THE AIM OF GROWING AND INNOVATING OUR ACTIVITY, OPENING IT TO THE CITY AND CONTAMINATING IT WITH THE MOST INNOVATIVE EXPERIENCES THAT MAKE MILAN A PLACE IN FULL TURMOIL AND TRANSFORMATION.

In April 2018, Park Associati expanded their office space. More space available has meant creating new meeting rooms, a place where models can be showcased, a larger kitchen and, of course, more design stations for a practice that, in just over a year, has doubled its staff. This eclectic space has allowed us to imagine our office opening up towards the outside, hosting exhibitions, events, forays into fields related to architecture. An opportunity for dialogue and exchanging ideas and thoughts on art, literature, design and science.

Above all, an open door to all that is happening around us.

Park Hub has linked its activities to the most important moments of Milan’s cultural calendar, and so far we have proposed the solo exhibitions of the photographer Mario Frusca and of the artist Thomas Berra. We have hosted the installation by From Outer Space, a couple of young Italian designers during the Salone del Mobile 2018, and presented the book "Disegnare con gli alberi" by Marco Bay for Bookcity. In 2019 we hosted the personal exhibition "Costruito ad Arte" of the photographer Andrea Martiradonna, in the occasion of the Art Week and the installation "INSECURE", by Žan Kloba and Weixiao Shen, winner project of the first edition of our Milan Design Week Call for designers under 30.

Moreover, Park Hub hosts once a month Park Stage, a series of lectures by external professionals on various topics and dedicated to the team of Park Associati.
Headquarters
Workplaces
La Serenissima

THE BUILDING, DESIGNED IN 1962 FOR THE CAMPARI COMPANY BY THE SONCINI BROTHERS, WOULD HAVE BEEN CONSIDERED MODERN AND TECHNOLOGICALLY ADVANCED DURING ITS HEYDAY. However, in its contemporary condition, many of its undeniably fascinating aspects have proved to be uneconomical, particularly in terms of energy saving.

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PARK ASSOCIATI REDESIGNS THE BUILDING RESPECTING THE ORIGINAL LAYOUT.
The project proposes to recuperate volumes at the ground floor, to reassign its generous amount of unused space to commerce, but keeping part of the central green area, and to aim at a new distribution and increased flexibility of the internal office spaces.
PARTICULAR ATTENTION HAS BEEN PAID TO THE FAÇADES SYSTEM.
By shifting back the perimeter façades of the building, it has been possible to gain overall floor space. This result has also been achieved by creating of a glass skin of variable modules that is able to recompose, like a soft and transparent sheet, the new distribution of the spaces of the ground floor, now accessible via a single entrance. At the end of the whole process of redefining the façades, all of same style and height, it was decided to emphasize the overhang of the roof, adjusting it to the dimensions of the redevelopment.
AWARDS

Rebuild 2013, 3rd Prize and Special Mention for ‘Comfort and Building Quality’

IGU Prize 2014, 1st Prize in category ‘Architecture and the City’

IDA 2014, Silver Prize in the category ‘Refurbishment’
The proposals for the Pirelli 35 competition by the two practices perfectly interpreted the client’s briefing on project’s complementary aspects. Coima came up with the idea of offering the two practices the chance to cooperate and create the perfect project together. Park and Snøhetta have taken up the challenge and then they have been working hard together to tackle the complexities and develop the two ideas.


PARK ASSOCIATI AND SNØHETTA SELECTED TO REIMAGINE THE PIRELLI 35 OFFICE BLOCK IN MILAN
The project deftly merges architecture, landscape and urban design to create a generous and publicly accessible building with a significantly reduced carbon footprint. The project is one of five within the Porta Nuova area in Milan, which are also subject to a wider masterplan that will be presented to the public in 2021. Rather than opting for new-build, Park Associati and Snøhetta have chosen to concentrate on the refurbishment of the existing building and creating a new urban space within the city. Through focused interventions, the architects will magnify and optimize the aesthetic and structural qualities of the existing building and draw upon the special typologies and elegant material expression of Milan.

"WE BELIEVE THAT THE MOST SUSTAINABLE BUILDING IS THE ONE THAT ALREADY EXISTS." SAYS MICHELE ROSSI. "THE PIRELLI 35 BUILDING IS CAREFULLY AND CONSCIOUSLY REDESIGNED TO FULFILL THE SOCIAL AND ENVIRONMENTAL AMBITION OF THE PROJECT. EACH ELEMENT OR SOLUTION WITHIN THE PROJECT SUPPORTS THE OTHER TO ACHIEVE THIS. WITHIN THIS INTERNATIONAL COLLABORATION, SNØHETTA IS BOTH PROUD AND GRATEFUL FOR THE OPPORTUNITY TO CONTRIBUTE TO CIVIC LIFE IN MILAN." SAYS KJETIL TRÆDAL THORSEN.
THE REFURBISHED PIRELLI 35 OFFICE BLOCK WILL BE BUILT ON THE EXISTING SCALE AND LINES OF THE NEIGHBORING BUILDINGS. BY ADDING NEW VOLUME TO THE BUILDING THOUGH THE CREATION OF A NEW PENTHOUSE OFFICE FLOOR THAT FLOATS ABOVE THE ROOFTOP RESTAURANT AND NEW SIX-STORY EXTENSION ALONG VIA ANTONIO BORDONI. CLAD IN A WARM TERRACOTTA, THE EXTENSION INTIMATELY ADDRESSES THE SMALLER SCALE OF THE SURROUNDING RESIDENTIAL BUILDINGS WHILST ALSO PROVIDING CONTRAST TO THE LIGHTWEIGHT GFRC THAT WILL BE USED TO RECLAD THE ORIGINAL BUILDING.

The existing central wing of the building will be demolished to generate a spacious and dynamic courtyard with a lush garden at ground level. Generous floor-to-ceiling glass openings provide natural daylight and transparency to the courtyard whilst also embracing the geometry of the existing slender double column and self-shading façade. An undulating stone carpet invites the public to cross the site whilst at the same time unifying the different programs and levels of site closer together.
The building is organized in three visibly different "layers": The ground floor and the 9th floor are very transparent providing a high degree of accessibility. Levels 1 to 8 make up the main body of the building, providing an elegant and sober workplace reflecting the architectural language of surrounding office buildings. The 10th floor penthouse hovering above the 9th floor terrace creates a unique meeting point with beautiful views overlooking the city. The environmentally sustainable aspects of the building will be fulfilled through a series of thoughtful interventions. Low embodied energy materials as well as re-used and recycled materials will be used throughout the building, and a large photovoltaic canopy will power a water-to-water heat pump for thermal generation. A huge advantage is also gained by reusing the existing concrete structures as cement production is a carbon-intensive process. Moreover, by playing on the existing double column structure of the building, the façade will be relocated behind the columns and slabs of the building to further reduce solar heat-gain issues.

THE PROJECT WILL BE PART OF A CONFRONTATION’S MATTER BETWEEN A NATURAL ENVIRONMENT WITH A STRONG HISTORICAL IMPRINT AND ANOTHER ONE MARKED BY A CONTEMPORARY PROPERTY OF RECENT RENOVATION. The gap between these extremes generates a peculiar building, able to guarantee a strong identity character.
THE DESIGN SYNTHESIS PROPOSES TO ABSORB THE LANGUAGE DIFFERENCES PRESENT IN THE AREA WITH TWO COMPLEMENTARY STRATEGIES.

On the one hand, investigating the strong conceptual distance between the current site and Palazzo Litta garden with its strong historical imprinting, placing the two elements on clearly distinct dimensions that the new building has the task to mediate. Secondly, the building is configured as an evanescent technological envelope, at the same time extremely performing. The fade is amplified in the lower stores, allowing a strong dialectic relationship between the open spaces.
THE VOLUME ON THE PLAN ESCAPES DUE TO THE CURVATURE IMPRINTED ON ITS OUTER SKIN, IDEALLY ENCOMPASSING IN ITS DESIGN THE TWO DOMAINS THAT IT CONFRONTS.

The double skin created in this way, looks for a light balance between reflection and transparency, technology and formal simplicity, maximized by the "lens" effect of the bending of the skin itself. At the same time, it minimizes occluding aspects of the view from the inside out, allowing to take full advantage of the privileged position towards the garden.
THE NEW HEADQUARTERS OF SALEWA, IS INTEGRATED INTO THE LANDSCAPE AT THE POINT WHERE THE CITY OF BOLZANO MEETS THE UNCONTAMINATED NATURE OF THE MOUNTAINS.

As well as housing new work spaces, the building aims to provide a space of interaction and communication between the company and its network of suppliers, partners and clients.
THE NEW HEADQUARTERS REPRESENTS A POINT OF CONVERGENCE BETWEEN DIFFERENT ELEMENTS OF EVERYDAY LIFE: FROM PHYSICAL, SOCIAL AND COMMUNICATIVE DIMENSIONS TO WORK STYLES AND LEISURE.

The Salewa headquarters is formed by a series of multifaceted slabs and towers, including a 50 metre-high structure which when built will be the tallest building in the city.
ON THE EAST SIDE OF THE BUILDING, THE CLIMBING WALL (THE LARGEST IN ITALY) OVERLOOKS THE PUBLIC GREEN AND BISTRO, BEING THE MOST CONVIVIAL AND PUBLIC MOMENT OF THE COMPLEX. Finally the east side, with the rock gym overlooking the public green and on the bistro, represents the most convivial and public moment of the complex. The project combines an electro-coloured micro-perforated aluminium skin which protects the most exposed parts of the building with a large vertical glass covering. The resulting visual effect is that of a rock crystal.

Situated in a particular geographic location, this complex represents a place of information exchange between the dense web of material and immaterial relations that constitute the life of a modern company.

AWARDS

US Award 2011, 2nd Prize in category 'Architecture Workplace: Quality and Innovation
EU Mies van der Rohe Award 2013, Mention
Dedalo Minosse Awards 2014, winner of ALA Prize
Nestlé Headquarters

THE BUILDING HOSTS THE NESTLÉ ITALY HEADQUARTERS IN MILANOFIORI NORD, ASSAGO.
The architectural design is based on an analytical approach to the articulated system of access to the Milanofiori Nord area, the pedestrian walkways and roads, climatic factors relating to the context and the goal of properly integrating the building into the overall Masterplan.
THE ENTRANCE HAS BEEN CONCEIVED AS A CONTINUATION OF THE MAIN PEDESTRIAN ACCESS FROM THE SOUTH-WEST OF THE SITE, DIRECTLY CONNECTED TO THE METRO STATION, while service vehicles are directed to the opposite end of the complex to an area that is completely hidden by ground. The main entrance hall is in direct visual contact with the internal courtyard and is flooded with natural light by a large, north-facing rooflight. The courtyard, reserved for users of the building, relates to the external landscape and is conceived as a place for relaxing and an important area for social interaction that enhances the quality of the environment.
WHILE THE BUILDING APPEARS COMPACT AND RATIONAL IN PLAN, THE ELEVATIONS ARE ARTICULATED IN A SERIES OF BLOCKS ALLOWING FOR A LIGHTER AND MORE FRAGMENTED COMPOSITION. The whole building is divided into a number of segments, ‘suspended boxes’ that vary in size and height. At certain points the composition is enriched with the addition of vertical blades in coloured glass that further articulate the volumes without affecting the level of transparency.

AWARDS

IDA 2014, Silver Prize in category ‘Architecture, new Commercial Buildings’
The Plan Awards 2015, 1st Prize in the category ‘Office Building’
THE RAISED PART OF THE BUILDING IS EMBEDDED INTO THE GROUND IN A NATURAL WAY. The part corresponding to ground floor is externally covered by thin terracotta plates that could reach a length of over three meters with three chromatic variations of grey, disposed in different angles.

The neighborhood takes on the unequivocal and easily recognizable role of landmarks between the city and the hinterland. As part of the Masterplan, the buildings facing the Milan - Genoa motorway play a specific protective role towards the inner part housing the residential, the square, the bars, the multiplex cinema, the fitness center, the hotel and the most naturalistic aspects of the area.

ASSAGO, MILAN

TYPOLOGY
Headquarters

CLIENT
MilanoFlori Sviluppo srl.

LOCATION
Assag, Milan

PROJECT
2018-2019

REALIZATION
2019-2021

PROFESSIONAL SERVICE
Concept / Preliminary Project
Definitive Architectural Project
Executive Project Supervision
Artistic site supervision

AREA
31,100 sqm
THE BUILDING WILL BECOME ONE OF THE MAIN OFFICES OF ACCENTURE. WITH ITS 15 FLOORS ABOVE GROUND AND 35,000 SQUARE METERS OF FLOOR SPACE, U1 IS ONE OF THE MOST NOTABLE ACHIEVEMENTS IN THE AREA. ALIGNING ITS VOLUMETRIC REQUIREMENTS WITH THE PROVISIONS OF THE MASTERPLAN, THE BUILDING’S SHAPE ENRICHES THE MANY EXISTING ARCHITECTURAL STYLES.

The U1 building regenerates the building’s architectural composition. The two façades of the complex develop from it. The body facing the motorway is the largest and tallest. Its uniform glass surface is ‘broken’ by the dense rhythm of vertical elements and horizontal stringcourses, thus creating a sun-protecting noise-barrier. Facing north towards the wood, the shorter façade of the building is entirely glazed and transparent. Its aspect makes it more permeable, intensifying its relationship with the surrounding environment. The perception of natural space is as direct as possible.
Visitors coming from the underground station come across the U1 building along the path leading from the commercial square to the wood and the buildings closest to it. From this raised level, the entrance hall can be reached through a double-height porticoed passageway, characterized by an evanescent texture with a reflective satin finish.

The first two floors of the building, below the raised base, house the parking lots. The building’s ground floor houses the hall – a crossroads that gathers all the flows conveying them inside the complex and most communal functions: training area, foyer, canteen and company canteen on two levels. Located on the upper floors, the offices will house up to 3,800 people and will have different sizes and destinations. On the top floor, people can relax in the sky-bar with a view of the surrounding landscape.

THE PROCEDURE FOR OBTAINING THE LEED CERTIFICATION, GOLD CLASS, CORE AND SHELL AND THE WELL CERTIFICATION IS UNDERWAY.
The new building being planned is to be built on a site that offers a great deal of potential both for its strategic position in terms of access routes to and from the city centre and for its proximity to new developed citylife and Portello. These elements make this site extremely interesting for its overall visibility.
The composition has been articulated in a number of volumes, including an element that extends upwards 66.7 m, in such a way that it can be seen from many parts of the city.

The top of the building has in fact been designed like a kind of lantern, a bright light that by day and night stands out from the urban fabric, creating a landmark for the whole area and beyond.
THE SYSTEM OF ACCESS PLACES THE EMPHASIS ON THE MAIN ENTRANCE IN VIA GATTAMELATA.

While through the use of sophisticated planning devices, the building highlights a new piazza that connects up to Piazza Tur as well as via Teodorico with a walk-through area, centrally located with respect to the overall layout of the building, this emphasises the high level of permeability of the site.

Inside, the building extends from the main lobby where all the main vertical circulation is situated.
THE PROJECT PROPOSES A COMPLETE RENOVATION OF A POOR ARCHITECTURAL QUALITY BUILDING FROM THE BEGINNING OF THE '80S, OUTDATED IN TERMS OF ENERGY AND DISTRIBUTION.

The refurbishment converts the building into a contemporary property suited to the developing surrounding area, which has recently acquired strategic importance because of the opening of the new underground station.

ENERGY CERTIFICATION
LEED Platinum
A RELEVANT FOCUS OF THE PROJECT IS ON THE IMPROVEMENT OF THE BUILDING’S ENERGY PERFORMANCE, IN ORDER TO ACHIEVE STANDARDS OF EXCELLENCE. By adjusting the volumes of the two ground-floor reception areas, the heart of the building’s connections has shifted to the urban fabric towards the underground station and the main boulevard. It has been given due prominence to the green area, which is currently also visible from the street.
The flexibility of interior office spaces as well as the façade system was reconsidered, with a view to adapting them to the current energy-saving and soundproofing requirements.

The building was taken apart, the composition of the various volumes re-proportioned and re-adjusted in order to achieve a much lighter and articulated configuration.

A new porter’s lodge has been positioned right at the front of the property, consisting of a complex system of transparent glass and press-bent sheet metal seamlessly merging with the fence of the building’s property. Still within the perimeters of the site, an overhanging roof offers protection to the building’s guests.

A compositional layer outlined by horizontal and vertical anodised aluminium intradoses, designed in such way as to fragment the building’s size, has been super-imposed onto the design of the various glass modules.

AWARDS
EU Mies van der Rohe Award 2018, Selected
Global Architecture & Design Award 2018, 1st Prize in category ‘Office Building (Built)’
Architecture Masterprize 2018, Honorable Mention
International Architectural Award METRA ‘Sistemi d’Autori’ 2019, 1st Prize in the category ‘Refurbishment’
PARK ASSOCIATI’S RETROFITTING PROJECT CONCERNS BOTH BLOCKS OF A BUILDING BY PIETRO PORTALUPPI SITUATED IN THE CENTRE OF MILAN.

The complex consists of two buildings, of three and five floors respectively which, having been designed more than thirty years apart - in 1919 and in 1950 - are completely different in style.

The total refurbishment has enabled the redistribution of the volumes of the existing complex and all its interior spaces, which were made more fluid and functional and better suited for use by at least two different tenants.
The basement floor of the existing internal courtyard - previously used as a warehouse - was recovered. The courtyard created by uncovering the yard's floor is now overlooked by entertainment spaces and meeting rooms. The mineral qualities of this new patio completely covered in ceppo stone is broken up by a large pomegranate tree, positioned in the area facing the wholly-glazed internal rooms.

The added storey built using the recovered volume adds an extra office floor to the building. Its style is completely different from the two buildings and, by emphasising the different historical era, becomes a contemporary architectural element in its own right.

A THOROUGH CLEAN OF THE TOWER’S RATIONALIST FAÇADE HAS BROUGHT TO LIGHT THE BRIGHT GREY COLOUR OF THE CEppo DI GIre.

contemporary space with the elegance, flexibility and privacy that are the requirements of this type of activity. The fully glazed office space looks onto the two sides of the corridor that runs through the entire floor. Thanks to the refurbishment of all the plants and the internal space distribution, the spacious premises offer light, transparency and comfort.
The project focuses on the retrofitting of a 1988 building, located in the heart of the Bicocca Business District in Milan. The client intends the building to be used for office and co-working space. The monolithic shape currently characterizing the building will be remodelled and livened up by double-height glass-enclosed terraces on the façade, in favour of a more transparent structure.
THE PROJECT INVOLVES REPLACING THE ENTIRE BUILDING’S EXISTING CASING. THE TWO TYPES OF GLASS WILL SHAPE LARGE SECTIONS THAT, LIKE OVERSIZED BOW WINDOWS, WILL PROJECT DIFFERENTLY FROM THE FAÇADE LIVENING UP THE BUILDING’S SHAPE.

The press-bent micro-perforated painted sheet covering the external staircase and some of the glazed sections, transforms the staircase itself into a constituent element of the project’s volumes, at the same time breaking up its excessively solid impact. The building is accessible through a car drop-off area and a large revolving door for pedestrians.
THE DOUBLE-HEIGHT ENTRANCE GIVES ACCESS TO A BAR FOR INTERNAL USE, MEETING ROOMS AND SEVERAL AMENITY AREAS.

On the floors housing offices, the division of space into a modular grid allows it to be configured into either open-space or closed offices, thus guaranteeing the greatest layout flexibility. The building will be practically surrounded by green areas, divided between the garden, the rooftop and the glass-enclosed terraces on each floor. Specifically, the green spaces on the ground floor will hide the outdoor parking area or will become variegated backdrops outlining the property. The bar’s garden will feature shrubs of various heights and small trees lining the walkways, providing shade around the seats positioned along the path.
THE PROJECT ENVISAGES A COMPLETE REINVENTION OF THE ‘CASSINA PLAZA’ OFFICE AREA AT CASSINA DE’ PECCHI, ON THE NORTH-EASTERN OUTSKIRTS OF MILAN.

The complex consists of various buildings and external spaces embodying obsolete planning restricted by structural and plant deficiencies inside, and exclusively dedicated to the parking outside. Park Associati completely refurbishes the G building - unique among the centre’s buildings, which will be enriched by new service spaces, co-working areas and event halls, as well as a fitness space and a lounge area.
The new planning will also incorporate all the external areas of the complex, with the creation of new pedestrian pathways, new tree planting and paving, and permanent and mobile equipment for outdoor work and relaxation.

In addition to office spaces, the G building currently houses a canteen with kitchen facilities and toilets in the basement, and a bar and toilets on the mezzanine floor. The intervention aims to change the perception of common spaces completely. In order to alter the current perception of the canteen’s inner spaces, the project envisages repositioning it onto the mezzanine and first floors. In the southern part of the building, an outdoor area with a bar, from which the view of the greenery that will surround the building can be enjoyed, is also envisaged.
PARK ASSOCIATI’S PROJECT AIMS TO RECLAIM THE BASEMENT, FORMERLY USED AS A WAREHOUSE. THE COURTYARD CREATED BY UNCOVERING THE YARD’S FLOOR IS NOW OVERLOOKED BY ENTERTAINMENT SPACES AND MEETING ROOMS.

Furnished with simple and essential elements, the different-sized meeting rooms are characterised by a minimalist yet welcoming design, the dark wood floors and the walls decorated in different shades of grey livened up by the strong magenta dashes of the seats. The rooms’ full-height windows overlook the wood-clad courtyard, which houses a pomegranate tree in its centre - another splash of colour that emerges from the surrounding stone-clad environment.
The two reception areas, one in the client area, the other in the offices’ main entrance, are characterised by a simple division of spaces and minimal furnishings that play on the interaction between the neutral colors of the walls and the spare furniture. **AS A TRIBUTE TO PORTALUPPI, PORTIONS OF THE RECEPTION COUNTERS WERE COVERED IN POLYCHROMATIC MARBLES, THE MILANESE DESIGNER’S FAVOURITE MATERIALS.**

The office layout combines the modularity of a contemporary space with the demands for elegance, flexibility and privacy that are the requirements of this type of activity. The fully glazed office space looks onto the two sides of the corridor that runs through the entire floor. Creating a dynamic and welcoming environment, the light-coloured walls and desks are combined with a lighting project aimed at ensuring well-being at work. The refurbishment of all the systems and the distribution of internal space have resulted in spacious premises full of light, transparency and comfort. The partition walls guarantee the soundproofing and privacy of the rooms.
THE FIRM’S LIBRARY IS LOCATED ON THE SIDE OVERLOOKING THE SUNKEN COURTYARD. PARTICULAR CARE WAS TAKEN IN PLANNING THIS SPACE, AND THE RESULT IS AN ENVIRONMENT THAT IS BOTH SPACIOUS AND INTIMATE. Books and manuals are housed in the full-height shelving covering the walls of the room’s two longest sides. Aligned along the centre, the tables for reading and consultation - also on screen - alternate with sofas. The resulting environment is perfectly suited to its function and conducive to concentration, a place where the light wood of the shelves, the dark table surfaces and the grey sofas combine to create a comfortable environment that almost feels like home.
THE NEWLY FOUNDED COMPANY ESSILORLUXOTTICA OPENS ITS FIRST OFFICE IN PARIS, OCCUPYING AN ENTIRE FLOOR OF A HAUSSMANN BUILDING IN THE HEART OF THE CITY.

Park Associati’s interior design project aims at creating an exclusive workspace for the company that merges the two world leaders in the eyewear sector. The spaces reflect the new group’s values that take shape in a search for balance between people’s well-being, respect for the environment, ethics and relationship transparency.
THE ROOMS ARE ELEGANT AND SIMPLE AND ARE GEARED TOWARDS FUNCTIONALITY AND RECEPTION. DEVELOPING HORIZONTALLY, THE LAYOUT FEATURES LARGE OPEN SPACES AND MEETING ROOMS ARRANGED ALONG THE OUTER SECTION TO TAKE ADVANTAGE OF THE PLENTIFUL NATURAL LIGHTING.

Transparency, simplicity, elegance and great comfort thus characterise the bright offices, thanks also to the carefully planned facilities and acoustics.

The area housing the workstations is equipped with lighting concealed within grooves in the false ceiling and consists of linear lights and spotlights managed by an advanced technological system.

The simple furniture is characterised by attention to detail and materials, in response to the client’s desire for sober, comfortable and balanced elegance.
THE BOARDROOM IS THE TRUE HEART OF THE PROJECT; THANKS TO THE CUSTOM-DESIGNED MEETING TABLE, ALL PARTICIPANTS CAN INTERACT AND SEE THE ROOM'S HIGH-TECH SCREENS. Outlining a sinuous curved shape, the surface's Canaletto walnut finish extends along the table’s outer side following the wood’s characteristic grain and lending the environment a sense of dynamism and elegance. The technological luminous ceiling follows the shape of the table, lighting the entire work surface uniformly. Light and material come together in an intense and comfortable atmosphere. The offices feature an area for food preparation, in support of board activities, with a steel kitchen equipped for professional use.
THE PROJECT SYNTHETIZES A RANGE OF POTENTIAL USES IN 85 SQUARE METRES, TRANSFORMING THE SPACE INTO A VERSATILE AND FLEXIBLE AREA CHARACTERIZED BY ITS ESSENTIAL INTERIOR DESIGN AND FURNISHING.

The client needed a multifunctional space for meetings with authors or books presentations, streaming events and cultural moments aimed at a limited audience.
An almost life-size birch wood covers the sound-absorbing panels surrounding the room. The bright yellow of the flooring’s uniform surface echoes the colour of the trees’ undergrowth. All the space is usable, and its division into three meeting areas is characterised by distinct functions: a room for presentations and streaming events, a table for informal meetings, and lounges for interviews.

“AGORÀ” IS A MEETING SPACE BUT ALSO A PLACE OF DISCOVERY. A SURPRISING AND UNEXPECTED SHELTER IN THE MIDDLE OF A FOREST.
The project is the winner of the tender by invitation held by Coima for the realization of amenities in the building Diamantino, which is part of the new development of Porta Nuova in Milan. As the building in question is occupied by several tenants, the customer demanded that the possible functions of this area be as flexible as possible, so as to meet everybody’s needs. The main intended uses of this space were thus identified: lounge area, break area, kitchen area and/or possible support for catering, reading room, space for meetings and conventions, room for parties and presentations, and storage room.
THE CREATION OF CUSTOM-MADE FURNISHINGS, LIBRARIES AND PLANTERS ON WHEELS WAS DECIDED FOR THE PURPOSE OF BRINGING TOGETHER THE VARIOUS ACTIVITIES IN THE AREA. The versatility of the individual items of furniture means that the set-up can be totally changed in a short time for more social occasions, such as conferences, meetings, exhibitions and celebrations. The break area with equipped kitchen also features wired tables and is a key part of the amenities. The colours selected are green for the lounges and some of the walls and kitchen elements, white for tables and chairs, light grey for the floors and natural shades for the rugs and other furnishings. To increase the space’s acoustic comfort, the walls have been partly soundproofed using sound-absorbing fabric panels.
THE NEW BANK BRANCHES REQUIRED BY CREDIT SUISSE THROUGHOUT EUROPE SHARE AN INNOVATIVE VISION OF THEIR RELATIONSHIP WITH THE SURROUNDING URBAN SPACE.
The concept of visibility and relationship with the public are the central themes highlighted by the client in the project brief. Transparency and continuity are therefore the key words of the renovations carried out within buildings located in the historic centres of the cities concerned. Pioneering this new project vision, the Milanese headquarters clearly represent an outside and inside continuity, thanks also to the choice of the Serena stone paving, a reminder of the city’s paving.

In Milan, for example, an imposing luminous cone - perfectly visible from the outside through the large double-height windows - houses four projectors that alternatively show images of events, video art, stock exchange quotes, world news. In Monaco, the windows overlooking the street become a screen; in Berlin a wall is transformed into a moving image, whereas in Frankfurt a large curved led screen shows multimedia information. In general, the selection of materials follows the division between the cold, technological kiosk area and the warm consulting area. In Milan the two areas are connected by a scenic staircase, also visible from the outside. A welcoming space was created in the consulting area using red carpeting or wenge wood flooring and wood-covered furniture.
Residential and Student Housing

The area has been recently affected by new cultural and tertiary settlements as Prada Foundation, Fastweb Headquarters and Milan’s most important universities: Università Bocconi, Università Cattolica, NABA and IED.
THE PROJECT AIMS TO CREATE A COMMUNITY ENVIRONMENT, OFFERING DIALOGUE OPPORTUNITIES, NETWORKING AND SYNERGIES, SAFEGUARDING AT THE SAME TIME EACH INDIVIDUAL’S PRIVATE DIMENSION, PROMOTING A HIGH QUALITY BUT, INFORMAL WELCOME.

The building’s inward-looking structure can be overcome thanks to the transparency of the ground floor from the street, mostly concentrated at the building’s corner; the visual continuity between the street, the interior and the central courtyard establishes an important dialogue between inside and outside, thus dissolving the sense of separation arising from the floor’s different height from the road.
BRIDGING THE DIVIDE BETWEEN EXTERIOR AND INTERIOR IS NOT JUST A VISUAL ISSUE; OPENING UP THE GROUND FLOOR SPACES - DESIGNED FOR BOTH 'PERMANENT' AND OCCASIONAL USERS - IS A TANGIBLE CONFIRMATION OF THE NEW-FOUND RELATIONSHIP BETWEEN THE CITY AND THE BUILDING, THAT HAS FINALLY LOST ITS INWARD-LOOKING CHARACTER.

Each space will be designed to provide for a wider use at different times of the day and year. Organized according to principles that encourage social interaction as much as possible, the community areas are conceived with aesthetic and functional precision and attention to the quality of materials and furnishings resembling those of a private interior.
THE PROJECT'S COMPLEXITY LIES IN BALANCING PRIVATE ENVIRONMENTS, COMMON AREAS AND MEETING PLACES THROUGH DIFFERENT DEGREES OF PRIVACY, DEPENDING ON REQUIREMENTS.
THE PROJECT AREA IS LOCATED IN THE NAVIGLI DISTRICT, A KEY AREA IN THE CITY OF MILAN AS REGARDS RECREATION AND ACTIVITIES IN THE CRAFT/CREATIVE INDUSTRY.
The project area will become even more central and prestigious in the near future for its proximity to a private university campus, the NABA (New Academy of Fine Arts). The building will host apartments most probably to be rent to students and young professionals.
THE BUILDING GOES AROUND A COURTYARD: A MANYFOLD PATHWAYS, SPREADING AND COMRESSING TOGETHER, SET THE PRIVATE RESIDENTIAL SPACES ON VARIOUS DIFFERENT LEVELS, ALWAYS ALLOWING NEW REALMS OF SOCIALISING TO BE CREATED.

The courtyard, which contains one bit tree (Celtis Australis - Bagolaro), dominating the area and acting as a linchpin and landmark, shelters the inhabitants of the new residential system by means of a basement-enclosure, which, at the same time, guarantees the utmost visual permeability.
THIS RESIDENTIAL COMPLEX IS LOCATED ON THE OUTSKIRTS OF THE MUNICIPALITY OF AZZATE.

The project consists of two linear volumes laid out on two levels, connected underneath by a continuous basement, which houses the car parks and a number of commercial activities at its center.
The different inclination of the two volumes is defined by the direction of sunlight and the possibility of framing the surrounding landscape of the hills. At a compositional level, the project combines a number of traditional themes with modern features such as the span roof punctuated with an irregular aperture system. Plaster has been chosen for the surface of the walls, wood lamella panels for the basement, the verandas and the sliding window shutters, while zinc-titanium plates was the choice for the roof.
The interiors of the apartments are designed according to different housing typologies in a wide variety of styles and dimensions. Finally, the project has redesigned the public spaces facing the street with new routes, parking areas and a linear fountain following the curve of the complex, which refers to the local spring water source.

THE CREATION OF A MUNICIPAL CYCLE PATH, A BUS TERMINAL AND THE RENOVATION OF AN EXISTING SPRING ARE PLANNED AS WELL.

The building has been designed with issues of sustainability in mind: from its orientation that enables winter sun to be optimised while minimising exposure during the hotter months, to the construction materials that have been specified for their high levels of insulation.
THE HOUSE IS DEVELOPED AROUND A CENTRAL COVERED COURTYARD THAT FORMS THE HEART OF THE GROUND FLOOR LIVING AREA AND OFFERS UNUSUAL VIEWS FROM THE BEDROOMS AT FIRST FLOOR.

The ground floor consists of a cloakroom and storage area and two large rooms that are visually connected via large sliding glazed doors: the kitchen and dining area that are conceived as a single space and the living room.

At first floor there are four bedrooms and two bathrooms. The floors are covered in planks of iroko wood and local stone laid in an irregular pattern. The brick of the external elevations continues inside to become one of the interior finishing materials, along with plaster and a large stone wall with a fireplace and alcove for firewood in sheet metal in the living area.
THE PROJECT TRANSFORMS THE APPEAL OF AN AGRICULTURAL COMPLEX, CREATING AN INTERESTING JUXTAPOSITION BETWEEN THE ORIGINAL IDENTITY AND MODERN LIFE STYLE. The outcome is a residence that draws upon the past but has a markedly contemporary feeling, thanks to a restructuring project providing a new interpretation. Even the rural ‘classicality’ of the brickwork takes on a new allure, and becomes a sort of background texture against which different ideas and elements can be set. The house is three storey high. The rooms are spacious and bright, designed according to an idea of smooth flowing space which is eminently suitable to accommodate a big family and their needs.
OF SPECIAL INTEREST IS THE CONSTANTLY SHIFTING APPEARANCE OF THE STAIRS, AN ARCHITECTURAL ELEMENT THAT PLAYS A DOMINANT ROLE. The rooms are interconnected and unfold thanks to a series of staircases using different materials: from raw wood to stone and cotto and having different shapes and sizes. In addition to their connecting function, the staircases organise and describe the interior space.

The prevailing colours are grey, white and brick red; the surfaces of the materials are raw or glossy. Separate from the main building, the woodshed the only newly added construction has been conceived as a shelter (in addition to the storage space, it houses a bedroom with a bathroom), it is fully covered with wood and has a COR-TEN steel structure in front where firewood is stored in winter.
LARGE PERIOD DOUBLE WINDOWS AND SALVAGED FRIEZES OVERLOOKING PARCO SEMPIONE IN MILAN AND A DISCREET TERRACE FOR THE MOST INTIMATE DINNERS: TWO ASPECTS OF PARK ASSOCIATI’S REFURBISHMENT OF AN APARTMENT IN AN EARLY TWENTIETH-CENTURY BUILDING.

The area spreads among the spaces intended for the ‘public’ life of a family working in publishing - the gallery representing its beating heart, the extension of the study/tuoiro with herringbone parquet connecting each area of the house, making it a fluid thoroughfare.
The green-hued accents and the large custom-designed bookcases usher guests from the entrance to the sleeping area with the intent of making the study of interiors unique and tailor-made.

The simple, contemporary custom-made furnishings are in dialogue with the art collection in the living rooms and in the second study – both enjoying full natural lighting – where a perfect balance between design and art is achieved. Characterised by ceramic-tiled flooring and geometric wallpaper, the kitchen and pantry area is highlighted by the dualism between the kitchen’s technological-contemporary style and the floor, with its traditional black-and-white design.
THE PROJECT FOR THE REFURBISHMENT OF THIS APARTMENT IN A BUILDING FROM THE LATE FIFTIES SITUATED IN THE CENTRE OF MILAN ENVISAGED A COMPLETE REDEFINITION OF THE ENTIRE FLOOR’S LAYOUT.

The project is characterized by the themes introduced by the sequence and structure of the materials used that intend to be a tribute to the school of Albini.
THE WHOLE APARTMENT’S CUSTOM-MADE FURNITURE REALISED USING CERAMIC, METAL AND WOOD IS A REINTERPRETATION OF THE REVISITED ARCHITECTURAL LANGUAGE OF THOSE YEARS IN A CONTEMPORARY KEY, AND IS CHARACTERIZED BY THE SEQUENCE OF BOOKCASES, DOORS AND FITTED AND NON-FITTED PIECES OF FURNITURE LEADING FROM ONE AREA TO THE NEXT.

All environments of the flat are linked by the bleached oak flooring, with the exception of the kitchen and the bathrooms, where the use of contemporary Sicilian ceramics imparts a note of freshness and brightness.
Mixed-use and hospitality
The vibrant district of Tortona, in the south-west area of Milan and close to Navigli, is enriched with a new urban regeneration intervention. Once hosting several production facilities, Tortona 35 is part of an ex-industrial area entirely subject to re-design, and will welcome production activities as well as the showroom of Luxottica, market leader in the design, manufacture and distribution of eyewear.
AS A FORMER TURBINES PRODUCTION PLANT, THE BUILDING IS A HUGE SPACE COMPOSED BY NAIVES OF 16 METERS EACH, WITH REGULAR STRUCTURES, A SHED ROOF, AND A FINE DESIGN OF REINFORCED CONCRETE TRUSSES.

Park Associati’s project proposes to open the façade on Via Tortona with full-height windows and the insertion of vertical metal blades to pick up the rhythm of the sheds in coverage. On the ground and first floor, production and laboratory functions will be maintained, while the remaining area will be converted into flexible commercial spaces and showroom.

ENGINEERING - STRUCTURES
MSC Associati, Milan

ENGINEERING - MEP
ESA Engineering, Milan

FIRE PREVENTION
ESA Engineering, Milan

INTERIOR DESIGN
Storage Associati, Milan

LEED CERTIFICATION
ESA Engineering, Milan
THE INTERVENTION DEALS WITH TWO LEVELS, WITH LARGE DOUBLE-HEIGHT SPACES, AND A SCENIC STAIRCASE THAT BECOMES A FORUM FOR EXHIBITIONS OR PRESENTATIONS.

The internal garden turns into a continuous background of green and light. In order to accommodate the new functions, the intervention involves the complete removal of internal superfluous, structural reinforcements and the seismic adaptation of the structure.
Built in the early 1900s by Francesco Bellorini and Ippolito de Strani, the property of Piazza Cordusio entered in 2016 in the Asset BVK Highstreet Retail Cordusio Spa under the management of the Hines Group.

THIS IS A BUILDING OF GREAT PECULIARITY, BOTH FOR ITS STYLE AND FOR ITS LOCATION: PIAZZA CORDUSIO IS IN FACT ONE OF THE MOST IMPORTANT JUNCTIONS OF THE MONUMENTAL CENTER OF MILAN, LOCATED BETWEEN THE DUOMO AND THE DIRECTION LEADING TO CASTELLO SFORZESCO.

All the buildings overlooking the square have recently been the subject of an important recovery and restyling operation that will lead them to hosting activities other than those of origin.

With Office & Retail use, the ground and first floor will be completely redesigned in the layout to provide continuity of retail surfaces from Cordusio/ via Dante to the front on via Santa Maria Segreta. While the second until sixth floors will be dedicated to Office Areas, emphasizing the large glazed surfaces and the continuity of layout, flexible and fractional in a Multitenant logic.
The project for the restoration of the Cordusio 2 building was implemented in application of Regional Law 38/2015 with reference to the strengthening of the energy performance index, which allows the decomposition of the perimeter walls from the calculation of the SLP and the consequent relocation of this surface.

THE “RECOVERY” SLP WAS PLACED UNDER COVER WITH THE IMPLEMENTATION OF AN ADDITIONAL PLAN AND THE PARTIAL CLOSURE OF THE INTERNAL COURT, WITH AN OVERALL INCREASE OF ABOUT 1300 SQM OF ADDITIONAL USEFUL SURFACE.
THE BUILDING ORIGINALLY KNOWN AS 'RESIDENCE PORTA NUOVA' WAS COMPLETED IN 1973 TO THE DESIGN OF MARCO ZANUSO AND PIETRO CRESCINI. It is representative of a series of built projects realised in the Porta Nuova area and remains an important indicator of the architectural activity of that period.
A thorough philological analysis of Zanuso’s building, together with a new design direction concentrated on attention to detail, has endowed the spaces at Gioiaotto with a flexibility and internal brightness that is in keeping with contemporary architecture, supported by the prestige of a unique building that is very much part of Milan’s history.

In front of the columns are boxes in micro-perforated bent-pressed steel. In the hotel part the rhythm of the existing windows is highlighted via the alternation of blades in transparent glass placed in discontinuity with the fins and timber boxes. The same composition of the office area is repeated here on the ground floor to increase the three-dimensional effect of the façade.
THE ENTRANCE HALL IMMEDIATELY PRESENTS A CONTRAST BETWEEN ROUGH SURFACES THAT REFRACT AND OTHERS THAT REFLECT THE NATURAL DAYLIGHT AND ARTIFICIAL LIGHTING AT NIGHT.

The rhythm of the glazing inside is highlighted by fins in extra-clear glass that increase flexibility by enabling the installation of mobile partitions as desired, while on the outside by the alternation of fins in extra-clear glass and coloured glass in light-grey.

ENGINEERING: MEP
General Planning, Milan

COORDINATION BETWEEN DISCIPLINES AND PROJECT MANAGEMENT
General Planning, Milan

LEED CERTIFICATION
General Planning, Milan - Greenwich, Medolago (BG)

GIOIAOTTO WAS THE FIRST CERTIFIED LEED PLATINUM BUILDING IN MILAN.
PRICELESS MILANO IS A TEMPORARY INSTALLATION, A LIVING UNIT DESIGNED TO BE MOVED AROUND AND PLACED ON TOP OF EXISTING BUILDINGS IN STRIKING LOCATIONS. The pavilion is thought to be a sort of travelling gastronomic theatre, a ‘Carro di Tespi’ (travelling theatrical company), where leading chefs from all over the world are invited to show off their skills on a rotational basis at special cooking shows.
THE AIM WAS TO CREATE A DISTINCTIVE BUT NOT OVER-IMPOSING FORM THAT CONFRONTS RATHER THAN COLLIDES WITH MISCELLANEOUS URBAN SURROUNDINGS.

The pavilion is open to the general public for bookings and can accommodate up to 24 seated guests around one single table or, alternatively, 66 people standing for special events. The location chosen for the installation has been the roof of Palazzo Beltrami, home of Intesa Sanpaolo Museum “Gallerie d’Italia” at Piazza della Scala, the heart of Milan.
THE 24 GUEST ARE INVOLVED IN A UNIQUE FOOD AND VIEW EXPERIENCE.

The table lifts up to the ceiling and the space can be completely opened up. Window-doors providing access to the outside terrace have been placed along the longest sides of the dining area.

The pavilion is covered with a perforated, press-formed, anodized aluminium skin in bronze/gold shades. The aluminium skin that rests on top of the restaurant units like a wing is held in position in the middle by invisible supports. This "sail" is designed to protect the structure against solar radiation, also ensuring conditions on the terrace below are comfortable: its broken-wing shape creates an overall sense of lightness and suspension.

AWARDS

Archmarathon 2016, 1st Prize in the category 'Hospitality'

The Plan Award 2016, Honorable mention

IDA 2016, Silver Prize in category 'Other Design'
THE CUBE – DINING WITH A VIEW – IS A PAVILION DESIGNED TO HOUSE AN ITINERANT RESTAURANT COMMISSIONED BY ELECTROLUX.

Conceived to be placed in unexpected and dramatic locations, the pavilion has traveled through some of the major European Cities between 2011 and 2012, offering lunch and dinner for eighteen guests at a time.
The interior of the Cube has been designed to suit different arrangements; the pavilion consists of a large open-planned space with a visible kitchen and a single large table that can be made to disappear by raising it up to the ceiling to form a lounge area for use after eating.

The Cube has been conceived as a module that can be put up and taken down relatively easily, one that suits all climatic conditions, even the most extreme, while always expressing the maximum in living comfort with its refined aesthetics and use of high-quality materials.

AWARDS

IDA 2011, 1st Prize in category 'Other Architectural Design'

AIT Award 2012, shortlisted in the category 'Bar and Restaurant'

Premio Nazionale Bar e Ristoranti d’autore 2014, Special mention
THE CONSTRUCTION HAS THE LIGHTNESS AND VERSATILITY OF A POP-UP STRUCTURE YET WITH THE DESIGN COMPLEXITY OF A BUILDING.

It uses materials that are highly innovative in terms of technology, eco-sustainability and energy saving as well as enabling constant re-use. The pavilion’s lightness of form is emphasised on the exterior by its white colour and given a sense of movement through the use of an aluminium "skin" that has been laser-cut to create a texture with a geometric design that covers the whole of the outer surface.
Prima Café

Designed to accompany the life of customers and the neighbourhood from morning till night, Prima Café is not meant to be a showcase of the client’s main activity in the insurance field, rather a place encapsulating different functions, from actual café, to bistro, from restaurant to cocktail bar.

Park Associati’s interior design of the approximately 200-square-metre premises creates an informal, flexible technological environment. Inspired by the art and flamboyance that characterise the great events of rock music, the environment’s colour and light change following the rhythm of day and evening hours. A single large space illuminated by floor-to-ceiling windows facing the street and the square opposite the entrance, accommodates a bar and a restaurant.

Conceived as three-dimensional spaces, all the walls feature a double finish pleated ribbon of kinetic art inspiration composed of juxtaposed triangular-section prismatic panels in recurring variations of shading ranging from purple to a precious burnished mirror effect.

The resin floor’s broken-line design creates backgrounds that are treated with two different surface finishes. The resin’s blue colour thus takes on effects ranging from glossy to opaque, alternated with the glittering line of the brass profile.
Perhaps the most distinctive feature of this space, the lighting project is also designed to create different atmospheres according to the hours of the day. A highly technological lighting system comprising 600 transparent reflective tubes lit by LED projectors creates a spectacular light wave on the premises’ entire ceiling that is reminiscent of Neon Art works and the stage set of some historic rock concerts. The intensity and colour of the light are programmed to change over time: clear and discreet during the day, warm and intense in the evening, they follow the principles of the circadian rhythm, the light reflecting the human biological clock to ensure maximum well-being.

The cool blue and purple shades interact perfectly with the raw iron tables and the bronze finishes of the room, which features a comfortable decor with furnishings of different shapes and size of a vaguely vintage character.

PRIMA CAFÈ IS ALSO DESIGNED AS A PLACE WHERE PRIVATE EVENTS CAN BE ORGANISED AND WHERE PEOPLE CAN STOP AND WORK BETWEEN APPOINTMENTS. FOCUSING ON THE FLUID IDENTITY THAT ACCOMPANIES THE PREMISES’ METAMORPHOSES, THE INTERIOR DESIGN CREATES A HYBRID ENVIRONMENT WHERE THE FUNCTION-AESTHETICS COMBINATION IS OVERTURNED.

MEP AND STRUCTURAL CONSULTANTS
Fa.MA Ingegneria, Milan

SECURITY COORDINATION
Fa.MA Ingegneria, Milan

LIGHTING DESIGN
In-visible Lab, Sesto Calende (VA)
THE BIVAC BISTROT HAS BEEN BUILT IN THE SPACE IN FRONT OF THE ENTRANCE TO THE ROCK GYM AT THE SALEWA COMPLEX. THIS SMALL INDEPENDENT BUILDING, PARTIALLY SET UNDERGROUND USES A RESTRICTED PALETTE OF SIMPLE MATERIALS THAT ALLUDE TO THE CLIENT’S HIGHLY SENSITIVE APPROACH TO THE ENVIRONMENT.

The glazed walls that run along the south and west sides face onto an external restaurant area covered by a pergola and edged by two pools of water that insert the design into the landscape, making it particularly pleasant place to sit outdoors in this part of the building in direct communication with the building for the Salewa Headquarters.
THE VERTICAL OPAQUE PARTS ARE IN EXPOSED CONCRETE AND ARE EMBRACED BY LARGE WINDOWS FROM THE BAR AREA ON THE WEST OF THE BUILDING.

The interior is developed as an open-planned layout that houses a bar-area and restaurant. Everything revolves around the block in reinforced concrete that encloses the small kitchen. The roof is planted and becomes a single entity with the adjacent hillsode.
MEANT AS AN EXPANSION OF THE COMPANY’S CANTEEN, THIS 250-SQUARE-METRE SPACE ON THE TERRACE OF AN OFFICE BUILDING HAS QUICKLY BECOME A MUCH-FREQUENTED PLACE ALSO USED FOR SMART WORKING AND FOR HOSTING CORPORATE EVENTS, CONFERENCES AND PRESENTATIONS.

Covering most of the 395-square-metre terrace, the structure is entirely glazed with sides that can be opened. As well as creating an environment in direct contact with the outside, the project also develops a continuity with the surrounding buildings. The 3.20-metre height of the glass panels allow visitors to enjoy one of the most fascinating views of the city even from the inside.

To minimize the line between indoors and outdoors, the structure’s supports - the casing’s only opaque element - follow the vertical rhythm of the building’s pillars. The inside ceiling visually extends outside a few metres from the pavilion’s glass window that rests directly onto the terrace’s porcelain stoneware floor.
The hollowed-out corner further emphasises the feeling of openness and lightness. By removing the corner pillar on the two opposite sides of the structure, the two glass windows are closes by joining the profiles; when open, the windows seamlessly connect the inside to the outside environment.


Equipped with a bar for after-lunch coffee or an aperitif at the end of the working day, the environment is cool and bright, a place where people enjoy working and spending time surrounded by the greenery that covers the perimeter of the terrace, catching glimpses of the beautiful view of the city, no matter the season.
Pila-Cous
Cable car


The construction of a new cable car to connect Pila and its ski slopes to the shelf of Mount Couis at 2,662 metres, offers much food for thought on the relationship between architectural design and nature and between man and the habitat he lives in.

Park Associati’s proposal for the competition originates from listening to and interpreting the Alpine landscape and encompasses the imagination that mountains stir in us, synthesising it in pure geometric shapes. The project’s outline follows the environment’s orographic features, characterised by demarcation elements that divide the space into separate entities: above and below, ascent and descent, light and heavy, light and shadow.
Downhill, the intervention in the village of Pila exploits and follows the line of the retaining wall of the terracing built to create flat areas on the mountain side. The wooden structure’s skeleton emerges and leans towards the forecourt emphasizing and covering the cable transport system, and takes on an iconographic role and the image of complete renovation of the area. The large flow regulation area at the upper level of the wall is the beating heart of the valley’s project, a place of interaction and a junction between the outgoing and incoming flows from the slopes and from the existing station.

The new station is an extension of the arrival station of the cableway connecting Cogne to Pila, and creates a parallelepiped with a matric basement that houses the ticket offices and all the localized functions at the level that runs along the terreplein. A large covered public staircase is the dynamic element that emphasizes the cable transportation system. The station’s roof plays with the reinterpretation of the gable roof and recalls the Alpine building tradition.

Uphill, the station’s bulk sits exactly on the ridge between the two north-south slopes and is cut like a blade into two broken elements. The opposing spikes rise eastward and westward, recalling the jagged edge of the surrounding peaks. Thanks to its triangular shape, the station can house the arrival station and a restaurant in a single space, as well as offering a spectacular 360° panoramic view ranging from Matterhorn to Mont Blanc. The station’s disembarking area opens onto a large wind-sheltered covered panoramic hall. This ‘decompression’ space – a sort of dividing line between inside and outside – allows the flows to be sorted.

To the south, a loggia carved into the space protects the façade from solar radiation and offers a secret view. Easily walked through starting from the lowest point of one of the triangles, this area is a terrace connecting the indoor environment to the flat portion of the ridge opposite that can be used as an outdoor area on beautiful winter days and in the summer season.

The materials envisaged for the project were chosen combining Alpine tradition with technological innovation. A timber lattice structure guarantees construction speed, seismic resistance and lightness, as well as a warm and charming perception of space. The casing, an aesthetic and performative element, plays with the transparency and reflection of glass and zinc, integrated by the use of a photovoltaic system for energy production.
PARK ASSOCIATI’S PROPOSAL FOR THE COMPETITION FOR THE NEW CONCERT HALL IN VILNIUS, LITHUANIA, STEMS FROM AN IN-DEPTH REFLECTION ON THE NATURAL, HISTORICAL AND SOCIAL ELEMENTS THAT SHAPE THE PLACE. THE NEW ARCHITECTURE IS GOING TO INTERACT WITH.

The Tauras Hill on which the new Concert Hall will be built in place of the existing building - a legacy from the Soviet period - looks like a gentle green promontory separating the historic city from the most recent urban developments. Always frequented by painters, this much-beloved symbolic place has become a favourite spot for portraying the city.

The project’s site, the new building and the adjacent context require a masterplan configuration with a clear idea of public and private mobility and cycling, and pedestrian and sharing mobility circulation.

The two concert halls are distinct bodies set on the hill, in the lee of the slope. Characterised by different positioning and heights, the two Sassi (stones) are set slightly apart and give continuity to the two slopes of the hill without being a barrier between the wood and the green area on the hill’s side. A new landscape is thus created around the two volumes, which redefines the relationship between nature and architecture both lengthways and sideways.

The Urban Room is structured starting from a very low, simple transparent volume in swamp oak wood, completely open to the city. This long spacious gallery gives access to the halls or allows visitors to simply stop, have a coffee and enjoy the view over the city. At its centre, in-between the two halls, an opening leads to the south-facing glass window. Thus is shaped the House of Nation, a focal point protected by the two halls and open towards the forest, a crossroads of cultures where music is the unifying element.

Entirely designed in wood, the Main Hall is a perfectly shaped parallelepiped that can seat up to 1700 people. Characterised by a deep stage, the hall can accommodate a symphony orchestra with a choir and features a large audience and three tiers of gallery seats. Its walls feature irregular geometries designed to reflect the sound and obtain perfect reverberation. Marsh oak wood and light oak alternate in the hall’s lower part and the upper part respectively. Above the stage, precisely studied bearing in mind the lines of sound reflection, a skylight brightens the hall with natural southern light.
The design of the 600-seat Small Hall aims to meet the needs of shows ranging from theatre plays to chamber music. The hall's layout can be changed thanks to a mechanized moving system, and a large window behind the stage can be completely opened and reconfigured depending on requirements, thus reversing the relationship between the artists and the public.

THE DESIGN OF THE CONCERT HALL FOLLOWS SIMPLE BUILDING PRINCIPLES OF SUSTAINABILITY. WOOD PLAYS THE LEADING ROLE IN THIS PROJECT; THE COUNTRY’S PAST AND PRESENT ARE UNITED ALSO THANKS TO THE CHOICE OF THE TWO TYPES OF WOOD USED. SOURCED FROM LITHUANIAN FORESTS OR FROM THE MARSHLANDS SCATTERED THROUGHOUT THE COUNTRY, OAK WOOD IS THE ELEMENT USED TO BUILD THE STRUCTURES OF THE TWO HALLS AND THE LOBBY’S ROOF. The same wood is also used to finish the structures’ casing and becomes the element on which the most important factor of the interior - the acoustics of the two halls - depends. Encompassing static and changeable spaces, places where people rest and move, transparency and substance, the architecture of the new Concert Hall in Vilnius establishes a dialogue with one of the most open and innovative cities in Europe.
Having temporarily closed its Hermès store in Milan’s Via Montenapoleone for a complete restyling, the historic French fashion house decided to open a temporary store in nearby Via della Spiga, entrusting the interior design project to Park Associati.

Occupying three floors, the 840-square-metre premises already feature partitioning and volumes that cannot be changed; the client therefore opted for a concept different from that of the main store, that fits the existing spaces but at the same time transforms them into environments that interpret and reflect the Hermès world.

Despite being a temporary store, the new space will remain open for approximately one year. Park Associati therefore opted for a light modular concept, capable of adapting to the existing interiors as well as those of any future stores. The project began with an attentive study of Hermès’ creative philosophy, which specifically highlighted the tailor-made craftsmanship that characterises all the fashion house’s products. And it is precisely the atmosphere of the craft workshops where the Hermès creations have always been produced that originated the idea of designing a modular, flexible and functional panelling system on which items, from silks to clothes and accessories, could be displayed.
Configurable according to needs, the standard-size panels will be mounted on blocks that lift them from the ground and will be joined by connections that allow for curving when necessary to create a self-supporting system that seamlessly follows the line of the walls.


This mark becomes an elegant embroidery that shapes a system of solids and voids functional to the display of objects, at the same time creating an environment of refined simplicity. Details such as the shelving’s horizontal sections deliberately left untreated subtly break off this perception of refinement, as a reminder of the fact that this is still a temporary space and an atelier. Some Plexiglas panels were specially created to display and backlight the silks. The portions of wall not covered by the panels feature pleated curtains that help liven up the wall itself. Resembling a two-dimensional, rarefied frieze, another graphic motif cherished by the Hermès iconography flows along the false ceiling. The walls connecting the different floors are decorated with a design that is meant to be a tribute to Milan’s historic architecture, specifically to the textures that characterise many of the façades of the city’s modern buildings.

Chosen as a contrast to the birch wood’s brightness, a warm, fairly dark grey gives a uniform colour to walls and ceilings.
The colour of carpets and fabrics varies depending on the type of product on display. The ground floor’s mix of shades of orange therefore characterises the space dedicated to men’s and women’s silks, perfumery and objects for the home, while a soft green identifies the area for men’s footwear and prêt-à-porter. The same green is the leading colour on the first floor, where women’s footwear and prêt-à-porter are displayed. On the third floor, dedicated to travel accessories, leather goods for men and women, jewellery and horse riding accessories, the colour warms up again and takes on strong burgundy tones in the carpets, fading to a spicy shade reminiscent of Marsala wine on the curtains.

The bright grey of the linear geometric display units is well suited to all the colour palettes used. Like other furnishing accessories in the store, the display units come from the fashion house’s stores, whereas some of the seats were chosen by the client specifically for these spaces.

**THE STYLE OF THE THREE SUBTLE YET CHARACTERFUL ENVIRONMENTS MANAGES TO COMBINE THE CONTEMPORARY TASTE OF SIMPLE SHAPES AND MATERIALS AND AN INTERNATIONAL FASHION BRAND’S NEED TO EXHIBIT ITS CREATIONS SHOWING THEM TO ADVANTAGE.**

GENERAL CONTRACTOR
Modar, Barlassina (MB)

LIGHTING DESIGN
In-visible Lab, Sesto Calende (VA)

SHOWCASE DISPLAY
Luca Sacchi, Milano
THE PROJECT INVOLVES THE COMPLETE INTERIOR RENOVATION IN A FORMER INDUSTRIAL BUILDING FROM 1931, PREVIOUSLY A WALLPAPER LABORATORY.

The building is located in via Vigevano in Milan, on the border with the Navigli area, one of the more lively district in the city with a dense network of shops, laboratories but above all kinds of restaurants, bars and pubs which make this area one of the favorite destinations of the city nightlife.
THE BUILDING STANDS OUT IN THE URBAN CONTEXT FOR THE GEOMETRIC LANGUAGE OF ITS ARCHITECTURE, WITH RATIONALIST REFERENCES, CONNECTED WITH THE ONCE CARRIED OUT ACTIVITIES. The central courtyard will become the core around which the various functions will gravitate. The unit includes a space facing the street, that will be enhanced by large windows and intended for retail, and an interior space that will house a restaurant, a multipurpose area and a place for events.
THE ASSIGNMENT OF THE PROJECT CAME FROM TENOH, A JAPANESE COMPANY THAT DEALS WITH CREATING MULTI-SERVICE SPACES FOR TYPICAL CATERING, FOR THE TRADE OF HOME ACCESSORIES AND FOODS OF JAPANESE CUISINE.

On the one hand, the project respects the industrial soul of the place, keeping wide open spaces, shed roofs and exposed systems, on the other hand, the use of simple finishing materials and the articulation in thematic areas generates a succession of spaces that concretize the Tenoha brief, creating a new concept for Milan which brings together Japanese style catering and shopping.
AWARDS
Archmarathon 2018, 1st Prize in the category ‘Commercial Retail’
The Plan Award 2019, Honorable mention
AWARDS
Archmarathon 2018, 1st Prize in the category 'Commercial Retail'
The Plan Award 2019, Honorable mention
THE NEW BRIONI CONCEPT STORE WORLDWIDE, DECLINES THE CLASSIC MASCULINE ELEGANCE OF THE BRAND, TAKING INSPIRATION FROM THE GREAT MASTERS OF ITALIAN DESIGN AS FRANCO ALBINI, GIO PONTI, CARLO SCARPA, CARLO MOLLINO, COMBINES FORMAL ELEGANCE AND MODERNITY.

Designed to maximize the brand’s products, the distribution of the various areas expresses the classical spaces partition and corresponds to the expectations of the client to welcome the customer in an elegant and linear space, in which the materials enhance their classic taste of a brand that was born in the city of Rome, the heart of European classicism.
IT WAS DELIBERATELY CHOSEN TO USE FEWER MATERIALS, WITH CAREFUL ATTENTION TO DETAIL IN ORDER TO COMMUNICATE A DISCREET LUXURY AND PRECIOUS.

The walls are cladded in "cannucciato" wood panels joined with brass trims and incorporate alcoves that form the principal display elements. Their internal configuration and dimensions can be adapted to suit a variety of display requirements.

Park Associati realized the concept of all newly opened Brioni boutiques worldwide: Rome, Venice, Frankfurt, Zurich, Hamburg, Munich, Berlin, Paris, Courchevel and Moscow in Europe; New York, Palm Beach, Dallas, Las Vegas, Los Angeles and Washington D.C. in the USA; Santo Domingo and Mexico City in Latin America; Beijing, Singapore, Hong Kong, Macau, Tokyo, Jeddah, Doha, Seoul, Phnom Penh, Chongqing, Nagoya and Busan in Asia; Johannesburg in South Africa.

AWARDS

The Plan Award 2016, Honorable mention
The flagship store Brioni of Milan is accommodated in a four-storey building in Via Gesù, within the boundaries of the famous Milan fashion district. In this case, Park Associati was responsible for modernising the building as well, which used to be the famous old home of Brioni’s tailoring shop and offices in Milan.
THE LAYOUT OF THE VARIOUS GOODS AREAS IS DESIGNED TO ENHANCE THE BRAND’S PRODUCTS TO THE MAXIMUM AND CATER FOR THE CLIENT’S DESIRE TO WELCOME CUSTOMERS INTO AN ELEGANT, LINEAR SETTING.

The ground floor space opens directly to the building’s internal courtyard: a secret and surprising place characteristic of traditional Milanese architecture. The display windows for the various products face onto the courtyard at different heights. The spaces are all fitted with windows to recreate the setting of a luxury tailor’s shop bursting with natural light and looking onto the neighbouring streets.
The various sections devoted to footwear, leisurewear formalwear are located on the first floor. A large tailor’s workshop on this floor provides vital support for the shop’s business operations. The second floor, on the other hand, is devoted to tailor-made products and a private VIP room. The concept of elegance and exclusiveness characterising the brand, is emphasized through the presence of a lounge area, whose furnishing and fittings are all custom-designed. THE ATMOSPHERE FEELS EVEN MORE EXCLUSIVE DUE TO THE WINDOWS, WHICH, ALTHOUGH FITTING IN WITH THOSE IN THE STORE AREA, FOCUS ON THE ARTISAN CARE OF THEIR MANUFACTURE.
IN ITS HISTORIC BOUTIQUE OF VIA CONDOTTI IN ROME, HERMÈS OPENED SILK MIX, A TEMPORARY INSTALLATION INSPIRED BY A RECORD STORE. The project starts from Hermès’ brief of setting up a space dedicated to the world of male silk and linked to vinyl. Evoking a recording room, the store recreates an environment in which music is protagonist and clients can enjoy an immersive experience.
THE USE OF A SOUND-ABSORBING PYRAMIDAL COATING ALLOWS AN IMMEDIATE REFERRAL TO THE DESIRED IMAGINARY AND CREATES A GEOMETRIC ENVELOPE, STRONGLY CHARACTERIZED BY COLORS. The rooms have been organized in order to locate listening experiences throughout the store. The records are highlighted by LED frames that identify the displays and create strong luminous signs.

The sale spaces are ideally connected with a visual telescope to the Hermès store in via Bocca di Leone. The windows’ design reflects the store philosophy with products, neon lights and vinyl. Silk Mix becomes accessible and visible from the path on the luxury shopping street.
COMMITTED THROUGH A COMPETITION, THE PROJECT IS SUPPOSED TO DEVELOP A NEW CONCEPT FOR ALL SHOPS OF THE BRAND SALEWA.

The shop system is conceived as an extension of the formal and communicative values of the company, emphasizing the relationship between technology and nature in a continuous and reciprocal exchange.
THE PURPOSE IS TO CONSOLIDATE THE INNOVATIVE IMAGE OF THE COMPANY, THROUGH THE USE OF NATURAL EQUIPMENTS AND FLEXIBLE SOLUTIONS WHICH ALLOW TO CHANGE THE CONFIGURATION OF THE SHOP VERY QUICKLY.

The flexible design of the shop is based on equipments on roller and rail lines put at the ceiling. The communication system is supported by a digital and multimedia network in order to introduce the client to the emotional contents of nature showing simultaneously all activities of the company.
Masterplan
The project of the waterfront of Catania has as its core the water as element and the renewed connection between the city and the sea.

Park Associati, as head of the group (R.P.T.) Park Associati, Milan, Consorzio stabile di ingegneria R1, San Giovanni la Punta and COPRAT, Mantova won the international competition for the requalification masterplan of the Waterfront in Catania.

This detachment was due mainly to the construction of two infrastructures: the railroad and the port, which created a border front between the sea and the life of the city.

The Masterplan redesigns the Waterfront for 4 km, creating a new landmark, making Catania a seaside city again, also thanks to the infrastructural project that provides for the landfill of the railway line in this section.
PUTTING WATER AS A CORE OF THE PROJECT MEANS TO BE WELL AWARE OF THE CONDITIONS THAT WILL INSIST ON THE LIFE OF COASTAL COMMUNITIES IN THE MEDIUM TO LONG TERM.

The attention to the themes of protection from natural cataclysms caused by the sea as the increasingly frequent floods that break down on the city has oriented the design assumptions.

To become the risks associated with water management, a resource of economy, beauty and renewed livability: this is the challenge we have set ourselves to imagine a new meeting place between the city and the sea.
REVEALING THE WATERFRONT TO THE CITY MEANS WORKING ON THE MARGINS AND SPACES OF THE BREAK LINE.
The requalification of the neighboring spaces to the site, and the creation of conviviality spaces, to walk, to make sport, to have fun, will allow to rediscover the urban continuity between sea and city.
CAVA RONCHI IS PART OF THE SITES IDENTIFIED BY THE LOMBARDY REGION AS AN AREA OF INTEREST AND TRANSFORMATION FOR TERRITORIAL MARKETING.

This place on the border between the municipal areas of Baranzate and Milan is waiting for transformation and rebirth. The proximity to the expo area is one of the possible elements of interest and connection.
THE PROJECT STARTS FROM A PARTIAL REMEDIATION PROCESS OF THE AREA THAT ALLOWS TO TRANSFORM IT INTO A BUILDING AREA.

The project will enrich the community with several functions: services, commerce, residence, receptive public spaces and building for the municipality, most probably the library. The masterplan proposal foresees the realization of a new system of access to the area and the reconstruction and connection of the context: hospital, expo, railway stations of Rho and Baranzate. The two-stage project is a program agreement that will lead to the variant of the PST (Territorial Governance Plan) in Milan and Baranzate and the proposal of an integrated over-municipal intervention program. A project brought forward in collaboration with municipal administrations and agencies to better understand and plan this site, strategically located along the motorway to Varese, with great potential to solve the yet pending problematic.
The new AT1 City project will come up southern of the metropolitan territory of Milan at the border area between the city and the countryside, along the Naviglio canal, immersed in the Parco Agricolo Sud Milano. The intervention will see a functional mix that creates a new residential settlement with schools, services, commercial and a tertiary pole. The masterplan identifies the design focuses and the possible scenarios for the implementation of the site.
The aim is to stimulate a urban transformation and to create an integrated framework of actions leading to more sustainability. All future design choices will focus on the principle: "build for living".

The project investigates the environmental, social and transport dynamics the territorial and metropolitan context. The masterplan project topics are the protection and enhancement of agricultural and environmental resources; the sustainable mobility; sustainability and energy efficiency.

**PROJECT MANAGEMENT, PREPARATION AND MANAGEMENT OF VIA PROCEDURE, INFRASTRUCTURES AND MOBILITY OF URBAN SECTOR**

Policreo, Parma

**INFRASTRUCTURES**

General Planning, Milan

**GEOLOGICAL SURVEYS**

Studio Tecnico Geom. Ugo Cerotti, Milan

TRT Trasporti e territorio, Milan
THE PROJECT OF THE IMPLEMENTATION PLAN OF VIA NATTA REGARDS THE AREA OF LAMPUGNANO (MILAN).
The focused urban context is consolidated, but unfinished and can be improved even in view of the presence of an interruption and degradation element represented precisely by the project areas. The Area is partially occupied by the depuration infrastructure, fenced and inaccessible, which has naturally become a spontaneous garden.

PA2 Natta

PROCEDURE FOR IMPLEMENTATION PLAN AREAS IN THE MUNICIPALITY OF MILAN SUBJECT TO VAS (VALUTAZIONE AMBIENTALE STRATEGICA)

THE PROJECT OF THE IMPLEMENTATION PLAN OF VIA NATTA REGARDS THE AREA OF LAMPUGNANO (MILAN).
The focused urban context is consolidated, but unfinished and can be improved even in view of the presence of an interruption and degradation element represented precisely by the project areas. The Area is partially occupied by the depuration infrastructure, fenced and inaccessible, which has naturally become a spontaneous garden.

MILAN

TYPOLOGY
Masterplan

CLIENT
Ediltrenno S.r.l.

ADDRESS
Via Giulio Natta, Milan

PROJECT
2017 REALIZATION on going

PROFESSIONAL SERVICE
Urban concept, Project for Implementation Plan, Definitive Project for Implementation Plan

AREA
sqm 14,500
THE PROXIMITY OF LAMPUGNANO METRO STATION OFFERS THE OPPORTUNITY TO RECONNECT PLACES AND PUBLIC GROUNDS, INTEGRATING THEM WITH NEW PROJECT AREAS THAT CAN BE A MAJOR ELEMENT OF URBAN REGENERATION AND IMPROVEMENT.

The established functions are services and commercial. The design proposal is divided into three parts: layout of a new building area; assignment of the North area to the completion of the existing greenery system, release from the depurative infrastructures and creation of a public accessible garden. The project is committed to deal with a more ambitious context of reorganization of the territory in favor of the community, with the upgrading of Cambi road, becoming a link between the Lampugnano Metro Station and the existing green areas and public spaces.
Design
“Servoluce” is the name of the lamp designed by Park Associati for the first collection of the newborn lighting brand Firmamento Milano. Carlo Guglielmi, founder of Firmamento Milano, an experienced entrepreneur in the field of Italian design, asked 12 Milanese architectural firms to design objects for lighting in order to create a collection of products that could represent a highly autonomous proposal compared to the usual market demands. Innovative and courageous objects, even in their measure and in discretion, following the idea that research always has the purpose to establish personality and quality rather than extreme marketing.
SERVOLUCE IS A SIMPLE AND CLEAN FORM THAT DOES NOT IMPOSE ITSELF BUT TRANSFORMS AND UNDENIABLY CONNOTES THE ENVIRONMENTS IN WHICH IT IS COLLOCATED.

Available in three versions: ceiling, table and floor, "Servoluce" is an artifice for indirect light transport. Depending on the version, it is made up of two or three painted aluminium disks through a vertical brass axis that crosses them in the middle. In the case of the ceiling lamp, the direct light emitted by the lower disk bounces off the surface of the upper one, flooding the space with light. In table and floor versions, equipped with a leather handle, the manual positioning of the central disk generates endless combinations of reflections and luminous structures.
BASED ON LINEARITY AND BALANCE, THE LAMP’S DESIGN FEATURES A METAL STRUCTURE WITH EXTRUDED LED MODULES THAT COMBINES GREAT VERSATILITY AND HIGH TECHNICAL EFFICIENCY.

The purpose of the design is to make the 3F HD system as flexible as possible, thanks to the concealed joint, the different mounting systems – recessed/ceiling/suspension – and the H-shaped profile that translates into direct or direct/indirect light output and gives a 360-degree view of the lamp. This collaboration marks a new design chapter for Park Associati, and a further opportunity to engage in technological experimentation, co-operate with a leading Italian company and promote the ‘made in Italy’ trademark.
Lampsi

THE NEW LAMPSI CHANDELIER IS MADE OF ANODIZED ALUMINIUM IN TWO COLORS: BROWN COLOR WITH DARK ORANGE CENTRAL ELEMENT OR RUSSET COLOR WITH BRIGHT ORANGE CENTRAL ELEMENT. It has a led light source and diffuse light coming from led strips applied onto the frame. With its constructivist inspiration, Lampsi is made up of a central core surrounded by a graphic cage, reflecting its form on the ceiling and walls. Available in two dimensions, Lampsi is the third design project by Park Associati for Driade. The chandelier is part of the new concept, developed by Park Associati for the international stores of the fashion brand Brioni.
Ibla

PENDANT LUMINARY DESIGNED FOR OFFICE SPACES.
A SINGLE SHELL OF WHITE CORIAN RECALLING SINUOUS AND DELICATE FORMS OF ORIGAMI.
Ibla is a very good diffuser for direct and indirect light and an outstanding piece of design when the light is off.
EASY CHAIR: SHAPED PAINTED STEEL PLATE BACK AND ARMRESTS, SOLID POLYURETHANE PAINTED SHELL, FABRIC COVERED POLYURETHANE FOAM PADDING, TAPERED TUBULAR STEEL, DIE-FOLDED AND PAINTED LEGS.

This chair marks the debut, for Driade, of Park Associati. Designers used to deal with "space". Park Associati present a light and intentionally "transparent" seat. Each part is realized in the "perfect" material to reach this aim: metal for the slightly inflected legs and for the armrests, polyurethane for the shell, but the resulting overall image is unitary. The profile of the seat is lightweight, yet embracing. Even the colors choices, ranging from white to beige, up to grey, show their willingness to enter into with elegant discretion.

Lyrics: Marco Romanelli
THE GAZELLE TABLE CONCEPT IS BASED ON AN APPARENT IMBALANCE BETWEEN THE TOP AND THE STRUCTURE SUPPORTING IT.
The top surface, made by concrete or mdf, has solid characteristics; the bearing structure, made of tubular painted steel, is drawn in a sequence of three different and unpredictable positions. The parallelepipeds shaping the structure are fixed alternatively perpendicularly or parallel to the surface, whose frames look like voids and let the plane almost lift into the air. There are no legs at the edges, making it easier to place the chairs around the table itself.
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<td><em>EssilorLuxottica S.A.</em></td>
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<td><em>Paris, 2019, sqm 1,700</em></td>
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<td><em>Milano, 2019, sqm 8,000</em></td>
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<td><strong>Tenoha Milano</strong></td>
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<td><em>Sayu Milano S.r.l.</em></td>
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<td><em>Milano, 2018, sqm 3,600</em></td>
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<td><strong>Engie Headquarters</strong></td>
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<td><em>Generali Real Estate SGR S.p.A.</em></td>
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<td><em>Milano, 2019, sqm 15,000</em></td>
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<td><strong>Academia De Gestão Da Hospitalidade Angolana</strong></td>
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<td><em>Fundes Sobroza de Angola Angola, 2018, sqm 25,000</em></td>
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<td><em>3F Filippi S.p.A.</em></td>
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<td><em>Segrate (Milan), 2018, sqm 85</em></td>
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<td><em>Hermès Italia S.p.A.</em></td>
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<td><em>Rome, 2015, sqm 150</em></td>
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<td><strong>Flagshipstore Brioni</strong></td>
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<td><em>Brioni S.p.A.</em></td>
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<td><em>Milano, 2014, sqm 750</em></td>
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2008
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2007
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2006
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2004
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2003
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2002
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2001
- Kevin Kelly, Europe’s most creative young designers; European Interior Style, Checkout Publication, Dublin, 9/01
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Awards

2019
CORDUSIO 2
Wins the Gyproc Trophy Italy 2019 in the category Innovation and Sustainability.

ENGIE HEADQUARTERS
International Architectural Award METRA 'Sistemi d’Autore’, 1st Prize in the category ‘Refurbishment’

TENOHA MILANO
The Plan Award, Honorable mention

2018
TENOHA MILANO
Archmarathon, 1st Prize in the category ‘Commercial Retail’

ENGIE HEADQUARTERS
EU Mies van der Rohe Award, Selected
Global Architecture & Design Award, 1st Prize in category ‘Office Building (Built)’
Architecture Masterprize, Honorable Mention

2017
HERMÈS SILK MIX
IDA, Honorable mention in the category ‘Interior Design’

2016
PRICELESS MILANO
Archmarathon, 1st Prize in the category ‘Hospitality’
The Plan Award, Honorable mention
IDA (International Design Awards), Silver Prize in category ‘Other Design’

BRIONI INTERNATIONAL STORE CONCEPT
The Plan Award, Honorable mention

BRIONI FLAGSHIP STORE
IDA, Silver Prize in category ‘Interior Design’

2015
NESTLÉ HEADQUARTERS
The Plan Awards, 1st Prize in the category ‘Office Building’

2014
LA SERENISSIMA
IQU (Innovation Urban Quality) Prize, 1st Prize in category ‘Architecture and the City’
IDA, Silver Prize in the category ‘Refurbishment’

THE CUBE
Premio Nazionale Bar e Ristoranti d’autore, Special mention

SALEWA HEADQUARTERS
Dedalo Minosse Awards, winner of ALA Prize

NESTLÉ HEADQUARTERS
IDA, Silver Prize in category ‘Architecture, new Commercial Buildings’

2013
SALEWA HEADQUARTERS
EU Mies van der Rohe Award, Mention

LA SERENISSIMA
Rebuild (National Convention on rehabilitation and sustainable management of real estate), 3rd Prize and Special Mention for ‘Confort and Building Quality’

2012
THE CUBE
AIT Award, shortlisted in the category ‘Bar and Restaurant’

2011
ELECTROLUX STAND
Exhibit Design Award, Edge Award for the Best International Stand

SALEWA HEADQUARTERS
US Award, 2nd Prize in category ‘Architecture Workplace: Quality and Innovation’

THE CUBE
IDA, 1st Prize in category ‘Other Architectural Design’
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