

Heritage



S M P

# Preserve the past by designing the future

Every place in the world has a story to tell, an artistic and cultural heritage preserved over time and destined to last.

Preserve the past by designing the future, giving an innovative added value to the works and buildings, respectfully observing the aesthetic and stylistic canons and generating a space-time continuity between tradition and modernity.

The world is constantly evolving, spaces and habits are rethought every day, strictly according to the needs, comforts and perception of people in the buildings where they live, work and spend time.

Following these premises, Studio Marco Piva has established during the years a department called "**SMP Heritage and Monumental Buildings**", a design area but also a line of thought, dedicated to the restoration of historic buildings, recovery of dilapidated structures and cultural enhancement of assets.

The commitment in preliminary research is linked not only to the analysis of the architectural principles from which to start structuring the project, but is an even deeper path dedicated to the study of the identity of the building, its intended use in the past and its evolution over time, the analysis of the artworks within it, the urban survey of the surrounding area.

Thus the architectures are reborn and renewed, loaded with sometimes sumptuous, sometimes essential aesthetic factors related to the requests of the clients. The interiors take on a new connotation, summarized in the care of the selection of materials, in the choice of technologies that make the spaces functional and at the same time integrated into the historical context, preserving the identity of the buildings.

Frescoes in the ceilings, sculptural ornaments, artworks, secular arches are preserved and restored thanks to the passion and dedication of professionals, immersed in the functionality of an innovative and modern architecture.



**MARCO PIVA**  
FOUNDER

**Studio Marco Piva** resides in the creative and multicultural heart of Milan: **a Research Center and an Experimental Workshop, more than an Architecture and Design Firm.** This is where, on the base of continuous investigation into shapes, materials, and technologies, the multidisciplinary Design Teams conceive and develop projects at different scales for the most prestigious private and public clients around the world, **from Masterplanning to Architecture, from Interior Design to Product Design.**

**Marco Piva**, the founder, a traveler and designer, is an innovator who is dedicated to create unique design creations pervaded by stylistic freedom. Distinguished by an exciting, fluid and functional language, it has become one of the most representative archetypes of Italian Design.



**ARMANDO BRUNO**  
FOUNDING PARTNER - CEO



**SARAH GABAGLIO**  
CO-FOUNDER



**DANIELA BALDO**  
FOUNDING PARTNER



**FABIO BASILE**  
FOUNDING PARTNER

## Board of directors

The leadership of Studio Marco Piva is constituted by a Board of directors which, in addition to the founder Marco Piva, includes: **the co-founder Sarah Gabaglio; Armando Bruno, the Chief Executive Officer of SMP; Daniela Baldo and Fabio Basile, founding partners.**

**The firm is currently composed of a hundred collaborators** all extremely skilled in the various disciplines from Urban Design to Architecture, from Interiors to Product design. They are distributed between the **main office in Milan, the second office in Shanghai and the many sites around the world.**

**The opening of the Chinese office has allowed SMP to be able to maintain a more stable presence in the vast Chinese territory,** allowing for complex coordination of projects in several cities like Shanghai, Beijing and Chengdu.

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Milan, Italy

# Excelsior Hotel Gallia

An encounter between the **timeless elegance** and style  
of the **art deco** period and the **contemporary design**







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The building of the current Excelsior Hotel Gallia dates back to the 1930s, when the Central railway Station was planned to move from Piazza della Repubblica to Piazza Duca d'Aosta in the Milanese panorama. The Gallia family, owners of hotel facilities, decided to start building the hotel a few meters away from the new station, implementing a strategic choice that linked tourism to a convenient location in which to stay in one of the central points of the city.

Built in 1932, the Hotel Gallia still presents itself with a style free from time, embellished with a blue dome and an elegant Liberty and Belle Epoque facade.

In the post-war period the hotel became the reference point for well-known personalities on the Italian scene, as well as one of the favorite destinations in the football world, which used it as a meeting place for market negotiations.

The hotel experienced its golden age in the 20th century, but in 2011, when it was purchased by Katara Hospitality and The Luxury Collection Hotels & Resorts - the top brand of Starwood Hotels & Resorts Worldwide, it had a decisive turning point marked by innovation and modernity. It was in fact the first investment in the hotel sector in Italy by the Qatari group, promoting a lasting encounter between cultures.

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**CLIENT**

Katara Hospitality

**PROJECT**

- Architecture, Interior Design, Lighting, Landscape  
 - 5 Star Luxury Hotel; G + 9  
 - 235 Rooms (182 standard, 51 suites, 1 Presidential Suite, 1 Royal Suite)  
 - 2 restaurants, 1 bar, 1 rooftop bar and terrace, SPA, Gym, Swimming Pool, private theatre/cinema, private restaurant, 12 meeting/conference rooms, library, cigar room, wine cellar, gallery, reception, hall, foyer

**BUILT UP AREA**

30.840 smq

**DATE**

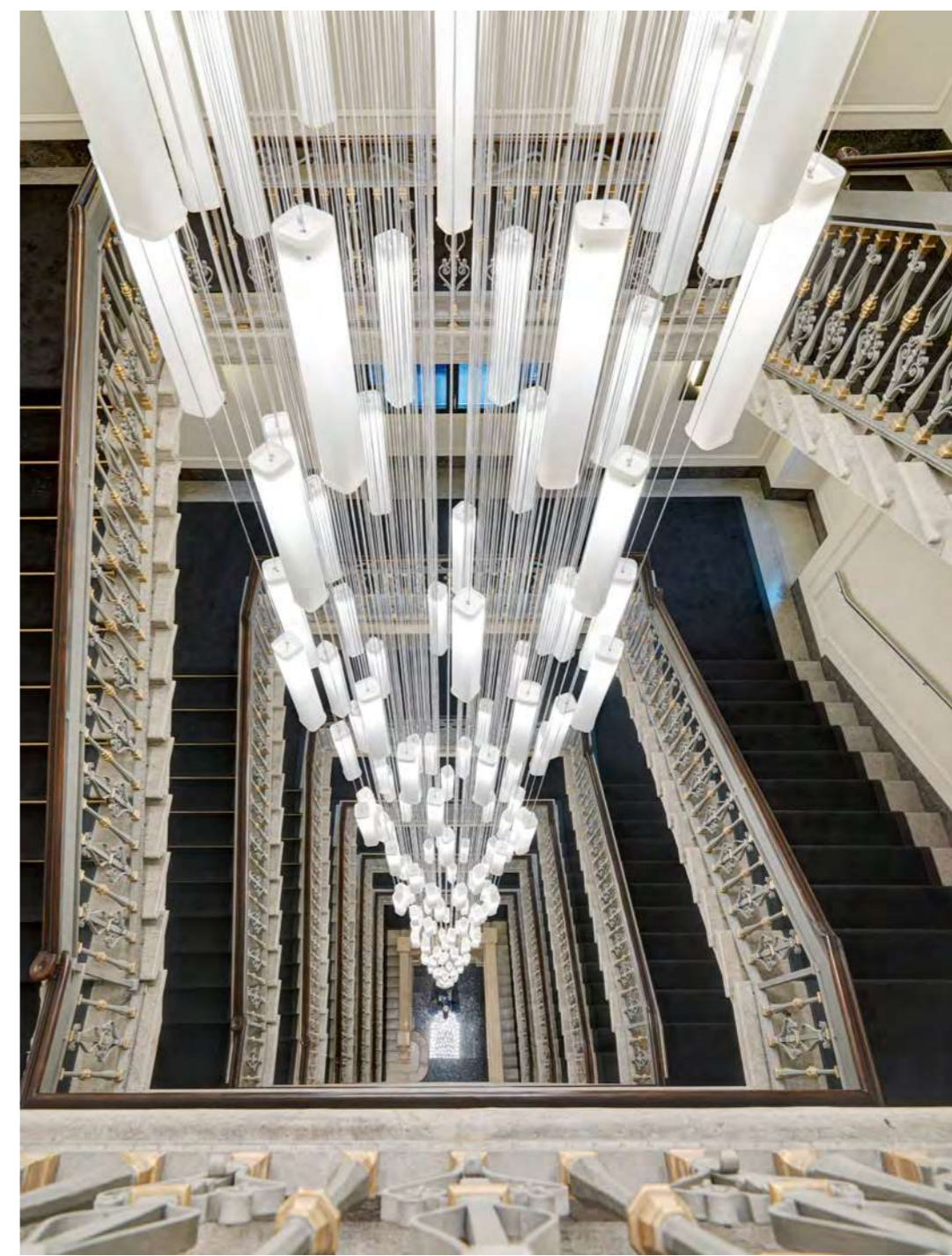
2015

The project developed by Studio Marco Piva for the Excelsior Hotel Gallia comprises a complex of buildings in which the completely restored and renovated late Belle Epoque building stands alongside a newly-designed, to create a light steel and glass curtain, a counterpoint to the solid, monumental shapes of the "historic" Gallia. The challenge was to restore the accommodation facility to its past splendour, in the search for a balance between the old and the new within a dynamic relationship of shapes, spaces and materials. The first phase of the project included the restoration and functional recovery of the 1930s building, with its richly decorated facade with caryatids and mascarons. These decorative elements, like all the historic façades, have been completely restored.

In the interiors, the central staircase has been preserved from prior distribution of space, renovated and made monumental by a spectacular, 30-metre high Murano glass chandelier: a cascade of 180 light cylinders illuminating the eight floors of this historical staircase.

The project is a reference to the Milan lifestyle, to the unique set of dynamic elements that have always been a feature of the life of the city: the unceasing interaction of the local culture with the most diverse range of other cultures, which has always been characterized by an emphasis on newness, beauty, fashion, industrial design and the dynamic, positive lifestyle in which Milan is utterly immersed, and which it exports the world over.



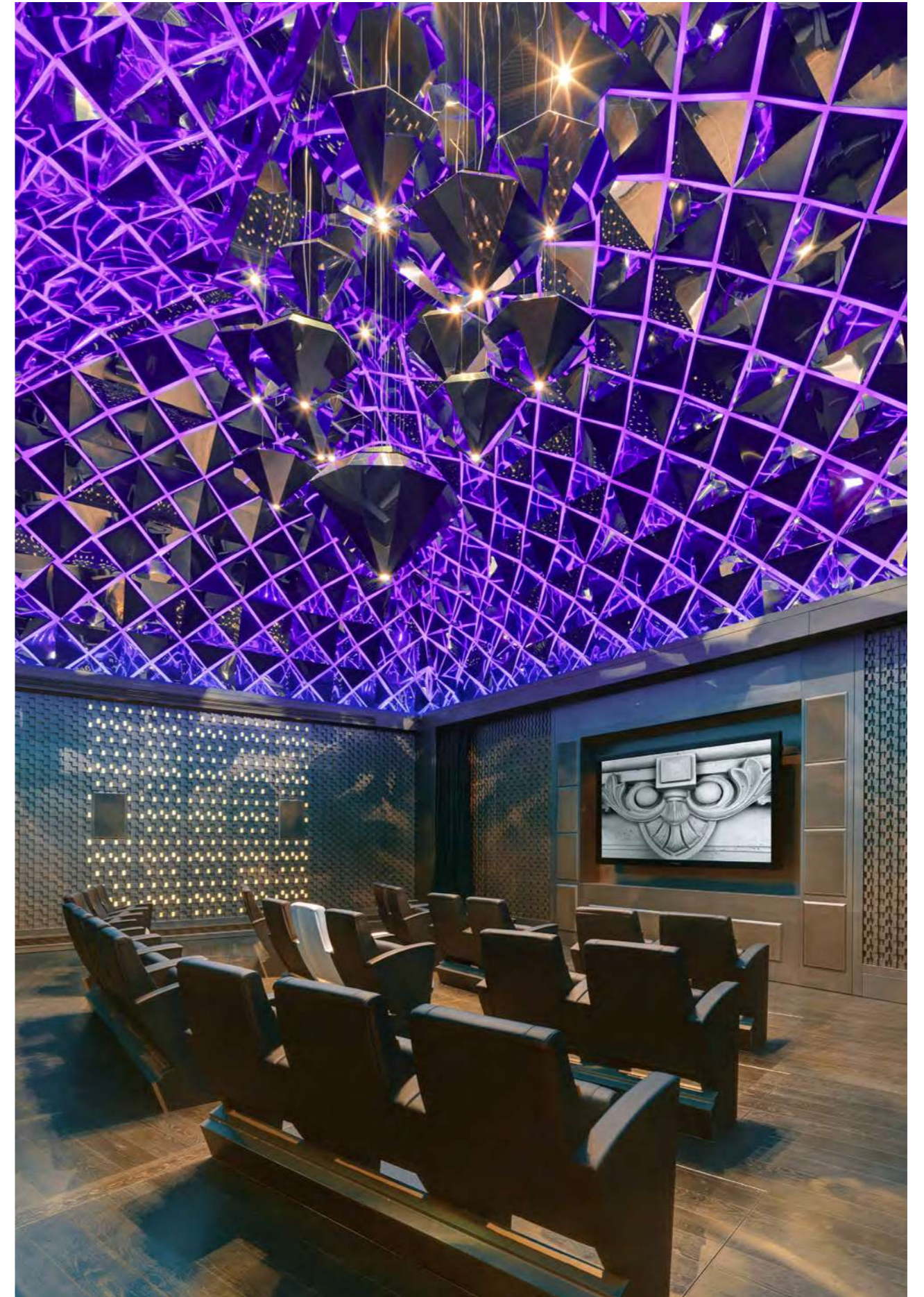


The interior spaces of the Excelsior Gallia Hotel are characterized by a magnificent yet at the same time fluid atmosphere. Each area is characterized by a clean and linear mood, designed with very specific features.

The interiors are reminiscent of the timeless elegance and style of the Art Deco period, while the lighting dominates the spaces throughout the building, creating an interplay of natural and artificial light. The final aim was to recreate a multitasking suggestion from a sensory perspective, for a synaesthetic project that includes and perfectly mixes culture, history, fashion and design. In the Excelsior Hotel Gallia, all is about event spaces, starting from

meetings rooms to public spaces that can become private. The ground floor features 12 meeting rooms, spanning across 1000sqm, as well as 700sqm of foyer space, to optimize the streams to make the most of the potential of the congress centre.

All the conference areas have been laid out to house several functions: the typology of the rooms aims at meeting the different needs of the customer, from the little Montenapoleone room to the huge Duomo one. From the Congress Centre's glass-covered atrium, the guests can direct access to the 7th floor, where is located the hotel's historical Cupola, now a modern, multifunctional space equipped with the latest audio-visual technology.





The new Excelsior Hotel Gallia hosts 235 rooms, of which 181 are standard rooms, and 51 suites (divided into 5 different types), plus the Gallia and the Katara Suites.

Suite design is based on various topics, to offer guests different environments and leave them with different emotional experiences each time. A whole range of different materials and production processes were used. The rooms featured different types of wood essences and décor elements ranging from rosewood to Canaletto walnut veneer to tlay and a variety of different coloured lacquers.

Five in particular, are dedicated to a "gentleman" of Italian design: Vico Magistretti, Achille Castiglioni, Gio Ponti, Luigi Caccia Dominioni, Franco Albini. Other types of suites are the Atelier Suites, the Signature Suites, the Art Suites and the Executive Suites.

The Presidential Suite, on the fifth floor, is a privileged place thanks to its incomparable view of the city. Unique in its type, it is located in the central part of the historical building, with its own balcony overlooking Piazza Duca d'Aosta.

It offers guests 160 sqm for unique moments. Guests can appreciate precious marbles and design items, crafted by the best traditional Italian manufacturers of modern luxury, already from the main entrance. The four-poster bed, designed solely for this suite, was made using precious Venetian fabrics. Many items have been exclusively created for this room.





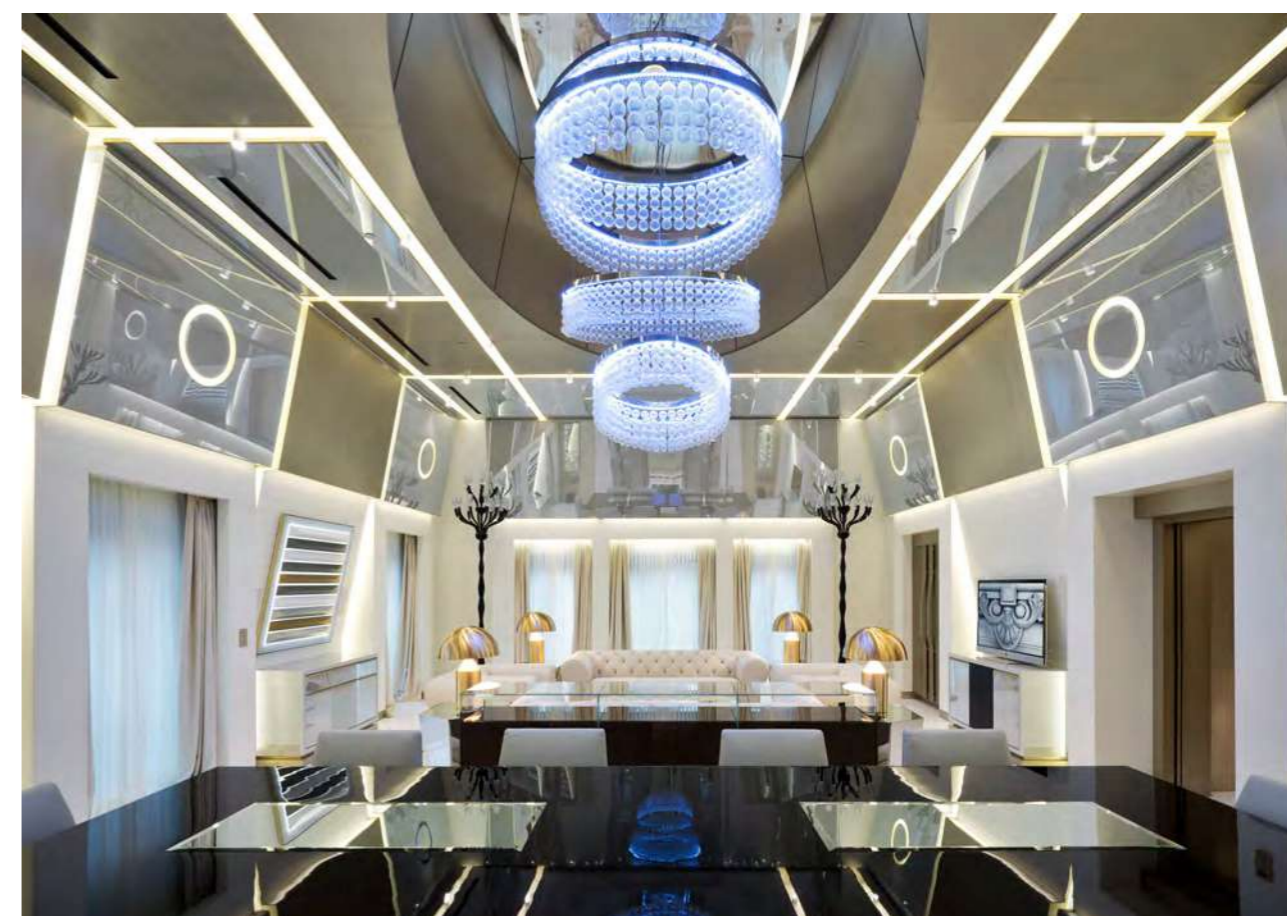


As in a tale of the Arabian Nights, luxury, technology and comfort merge together in the Katara Suite designed by Marco Piva inside the Excelsior Hotel Gallia in Milan. A theatrical light emphasizes the colors and precious materials used and gives a timeless elegance to the whole space.

The Katara Suite has four bedrooms, a large living room equipped with the best comforts, a private spa and a garden-terrace overlooking the monumental Central Station.

The furnishings enhance it to one of the most elegant suites in Italy with iconic pieces that praise the history of Italian design and custom made elements. Its purpose is to capture the guest's attention and cocoon him in a smooth environment, in contrast with the hectic metropolitan rhythm of Milan.

In addition to the architectural and interior design, Studio Marco Piva has created, just for the Excelsior Hotel Gallia, the Artworks Collection; more than 500 pieces, including sculptures, paintings and photographs, located in strategic hotel areas. Items which, in an ongoing game of cross-references and reflections, relate with hotel interiors and the city's history.







Matera, Italy

# La Suite

Between **history** and **present**, looking to the **future**



LaSUITE  
\*\*\*\*\*



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The La Suite Hotel building in Matera was built in a historic area of the city, which around the early 70s was known as "Giardino Porcari", the garden of a noble palace.

That historical period for the city of Matera was full of great changes: twenty years earlier, in the 1950s, the famous Sassi had been declared "National Shame", due to the poor housing and hygiene conditions in those tuff caves where the most poor inhabitants lived. Subsequently, a law was passed to move inhabitants to new neighborhoods, where the gap between social classes remained unchanged. The nobles enjoyed comfortable living conditions, they

owned important buildings decorated with large courtyards. Towards the end of the 1980s, citizens were able to return to the old tuff quarters: that was the beginning of a new life for the Sassi, as they witnessed the spirit of adaptation and survival of man.

In 1993 UNESCO declared the Sassi di Matera a World Heritage Site, making it the sixth site in Italy in chronological order and the first in southern Italy.



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**CLIENT**  
TAM.CO. SRL

**PROJECT**

- 5 Star Superior Hotel
- G + 5 + basement
- 40 Rooms (6 suites, 5 junior suites, 29 standard)
- Lounge, 2 meeting rooms, gym, SPA, bar, parking, panoramic terrace

**SITE AREA**  
5000 sqm

**DATE**  
2019

Located in a strategic position, just a few meters from the Sassi – the pulsating heart of the city awarded as 2019 European Capital of Culture – the Hotel La Suite of Matera designed by Studio Marco Piva creates a dialogue with the history of the place, yet establishing a contemporary architecture.

The only remaining element belonging to the original building, an imposing arched portal of the 17th century, was disassembled, restored and reassembled exactly where it was originally, integrated into the new structure.

The symbolism of the arch, an archetypal element that also reminds of the Tuff caves of the Civita, is just one of the many iconic elements that characterize the hotel, creating a line of continuity with the past.

The uniqueness of the project lies in the synaesthesia of aspects that pertain, on the one hand, to the social and urban fabric of the context, and on the other hand, to the analysis of contemporary stylistic trends, giving rise to a traditionally modern complex.



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In the interior design project, the wide spaces are characterized by plays of perspective, iconic elements and by a scenic use of light. The atmosphere is made welcoming in all areas of the hotel, including common areas and rooms; it has been thought to provide visual relaxation for human eyes, used to the cold and artificial lights of the city.

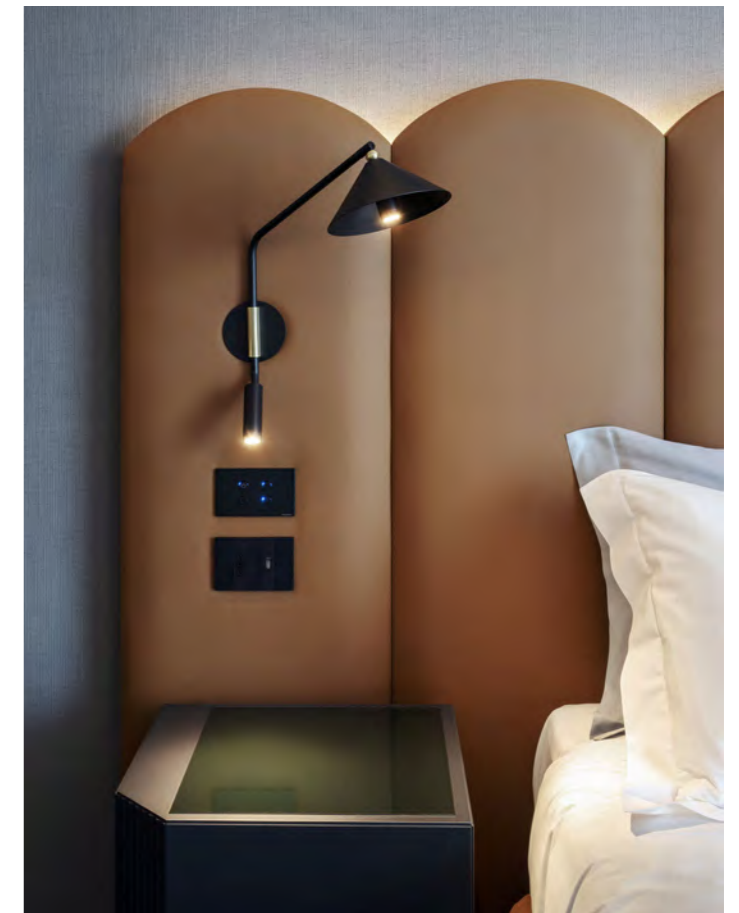
La Suite consists of 40 generously sized rooms of different surface areas, equipped with flexible spaces, customised furniture, including lamps at bed heads, and bathrooms, characterised by a homogeneous chromaticism that reminds of domesticity. Geometries, volumes and materials, from the most technical ones in flooring, to structural laminates, to traditional stones, are expressed through fine workmanship and elegant details, creating a timeless style.

In La Suite Hotel tradition is reinterpreted from a contemporary perspective, to meet the new demands of the hospitality market in a world-unique city increasingly focused on quality tourism.

“

An **authenticity** that concretely integrates into the **historical city**

”





GARDEN CAFE



Rome, Italy

# The Pantheon Iconic Hotel

Contemporary spaces in an historical building



The building of The Pantheon Iconic Rome Hotel, in the heart of the Eternal City, stands in via Santa Chiara, overlooking the majesty of the Pantheon and Piazza Sant'Eustachio, in one of the city's areas with the highest concentration of monuments, including also San Luigi dei Francesi, Sant'Ivo alla Sapienza and other Baroque architectures.

A real triumph of modernity related to an archaic and monumental culture. The points between which it stands, in fact, have their roots in an ancient history, taking on meanings and symbols that are re-proposed in a contemporary key in the context of Roman hospitality.

The building that hosts the hotel dates back to the late 1700-early 1800. Initially it was the hotel Bologna in via Santa Chiara, before becoming seat of the Senate of the Republic offices and then, now, brought back to its original function.

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**CLIENT**  
MDM Srl

**PROJECT**  
- 5 Star Hotel  
- G + 6 + Basement + Sky Terrace  
- 79 Rooms (10 standard rooms, 22 superior, 29 deluxe, 18 suite)  
- Reception, Lounge-Bar, 2 Restaurants, Panoramic Terrace, Sky Terrace

**BUILT UP AREA**  
4.620 sqm

**DATE**  
2018

“

An *experiential immersion* into a new luxury concept

”

Studio Marco Piva challenge in designing The Pantheon Iconic Rome Hotel was to recover the original building, which had been subject to various interventions over the years, by cleaning it up and by enhancing some original architectural elements, creating a contemporary product albeit complying with some traditional standards.

The careful historical survey, the restoration and renovation of the old building, together with the accurate design of its interior, revolves around the idea of Rome with its deco inspirations, a Rome that is both monumental and contemporary, with an atmosphere of very refined, and even a bit magical, luxury.

Rome like London and Paris: the project team's target was to create a product that could be aligned with the top range projects being developed in the most important European cities from the point of view of tourism, offering an alternative to the classical standards of the Roman architecture.

A perspective of bronze arches and white gypsum vaults, reflected in the glossy black, Sahara Noir stoneware floors, welcomes the guest when entering the hotel. Ceilings have visual, led-lit centres recalling the Pantheon Oculus. Reception and lobby desks are sculptural Calacatta-gold marble monoliths that seem to float in a shiny black lake.





Many references to the historical monument are found inside the hotel: the marbles, Rosso and Statuario, the emphasis on the colour of metals, which gives a feeling of historicity and recalls the enormous hinges of the entrance door of the monument, the mirrors in the bathrooms and the central lamps in the rooms, designed in line with the Dome's architecture. visual and emotional elements chosen to reinterpret the historical building.

Moreover, a collection of artworks has been created ad-hoc, objects that interact with the hotel interiors and the city's past through a series of references and reflections, making the ambience complete and harmonious. The contemporary luxury within the Pantheon Hotel emerges from the sense of wellbeing offered by the hotel, that creates a moment of discontinuity with the tourist bustle outside.

From this point of view, the Pantheon Iconic Rome Hotel tries to resemble as less as possible to a hotel, aiming, conversely, at offering guests a glimpse of what they will find visiting Rome: a calm, relaxing place that guests will progressively discover, culminating with the terrace on the sixth floor, which looks like a deck of a ship sailing on the Eternal City.

*"Apparently in contrast with the immortal surroundings and classic art masterpieces, the hotel is a stylish and fashionable sanctuary from the external chaotic city life"*



Milan, Italy

# Palazzo Venezia

Respecting the **historical value**, yet emphasizing it







GENERALI

GENERALI

ASSICURAZIONI  
GENERALI





Piazza Cordusio is located in the heart of Milan, a few steps from the Duomo. Located where the court of the Lombard dukes stood, it was once the financial center of Milan, hosting the headquarters of various financial institutions.

Before becoming Piazza Cordusio, the geographical conformation of origin was that of an elliptical road. In fact, since 1882 it was called the elliptical square. However the Municipality returned the ancient denomination. Subsequently, the square underwent a further change in the name under the fascist regime, when it was named after Costanzo Ciano, to then return to being Cordusio after the fall of the regime.

The Palazzo delle Assicurazioni Generali, or Palazzo Venezia, is one of the historic buildings overlooking Piazza Cordusio. It was built in an eclectic style on a project by the architect Luca Beltrami between 1897 and 1902 by the company Assicurazioni Generali Venezia, giving way to the broader plan of renovation of the square

which took place between the late nineteenth and early twentieth century, period in which the first urban operations took place in the Milanese landscape. Political and administrative activities took place inside the building.

Made of stone with elegant relief decorations, the building has five floors and is characterized in the final part where a high octagonal dome rises.

The style refers to sixteenth-century inspirations, especially in the distribution of ornamental inserts. On the facade stand out the high relief with the lion of San Marco, proof of the Venetian origin of the insurance company, and the niche with the mosaic of the allegorical representation of Providence.

It was in the 2000s, with the transfer of the financial center of Milan to the new skyscrapers in the Porta Nuova and CityLife areas, that the square redefined itself as the center of social and commercial life.







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**CLIENT**

Generali Real Estate

**PROJECT**

- 5 Star Hotel  
 - G + 5 + 1 Basement floor  
 - 70 Rooms  
 - Hall, Lounge Bar, Restaurants, Conference Center, 1 Meeting Room,  
 Gym, Spa, Terrace & Bar;

**BUILT UP AREA**

9.000 sqm

**DATE**

2018 - on going

The requalification of the historic Palazzo Venezia provides for the reconversion of part of its surfaces into a new iconic 5-star Hotel. The project, carried out by Studio Marco Piva with Tekne Ingegneria and CSA, maintains and transforms synergistically, respecting the building history and its artistic and cultural heritage, yet giving it a new, up-to-date identity.

One of the aims is to give the main facade, located in Piazza Cordusio, the financial center of Milan, a new artistic value, emphasizing it by light effects that enhance the central entrance of the new hotel and both the building's sides, facing Piazza dei Mercanti and Via Orefici.

The intervention intends to maintain the existing historic portal located in Piazza Cordusio, that becomes the main entrance of the

hotel, where a first hall with reception functions will be placed. The central courtyard, which is going to be covered by a glass and metal structure, will host multi-functional activities: meeting, conference, breakfast room or event space, depending on the needs.

Another important conservative intervention is dedicated to the internal staircase, an elegant element that will be restored to its original splendor.

The reception will be located on the top floor, in the most significant architectural part of the building, with the majestic Dome, symbol of Piazza Cordusio. This area will be also entirely restored, respecting its historical value, yet emphasizing it.



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Milan, Italy

# Radisson Collection Palazzo Touring Club

Increase the perceived **value** of the historicity  
of the place and its **monumental beauty**







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The headquarters of the Italian Touring Club is a twentieth-century palace with an eclectic style, located in Corso Italia in the historic center of Milan.

The Italian Cycling Touring Club (TCCI) is a non-profit, more than one hundred-year-old association founded in Milan in 1894 by a group of 57 cyclists, with the aim of spreading the use of the bicycle, at the time the new means of transport available to all, a symbol of travel and modernity.

The commitment in the continuous research for the most hidden and least known beauties of the Italian territory was memorable, with the aim of regulating the mass tourist flows, directed almost exclusively in the larger and overcrowded cities, to spread the ideal values of the knowledge of different cultures and countries, promoting mutual understanding.

To date, with about 280,000 members, it's one of the tourist institutions with the most members in Italy, promoter, throughout history, of initiatives to improve the urban layout and enhancement of cultural and artistic heritage, aimed at signifying a felt interest in the general well-being of the country, beyond tourist purposes.

The building, built in the early 1900s and inaugurated in 1915 on a project by the engineer Achille Binda, is imposing and very decorated, with recurring symbols such as pilasters and acanthus flower sculptures.

Center, historical archive of the artistic heritage collected in more than one hundred years of history, where books, magazines, maps, photographs, postcards, drawings, plaques and medals are kept and through which exhibitions are organized.





**CLIENT**  
IGEFI

**PROJECT**

- 5 Star Hotel
- G + 4 + 1 Basement floor
- 89 Rooms
- 53 standard room, 26 deluxe, 3 junior suite, 6 suite, 2 suite family, 1 Presidential
- Hall, Lounge Bar, Restaurants, Library, Conference Center, 4 Meeting Rooms, Gym, Spa, Pool Terrace & Bar;

**BUILT UP AREA**  
7.000 sqm

**DATE**  
2019 - 2021

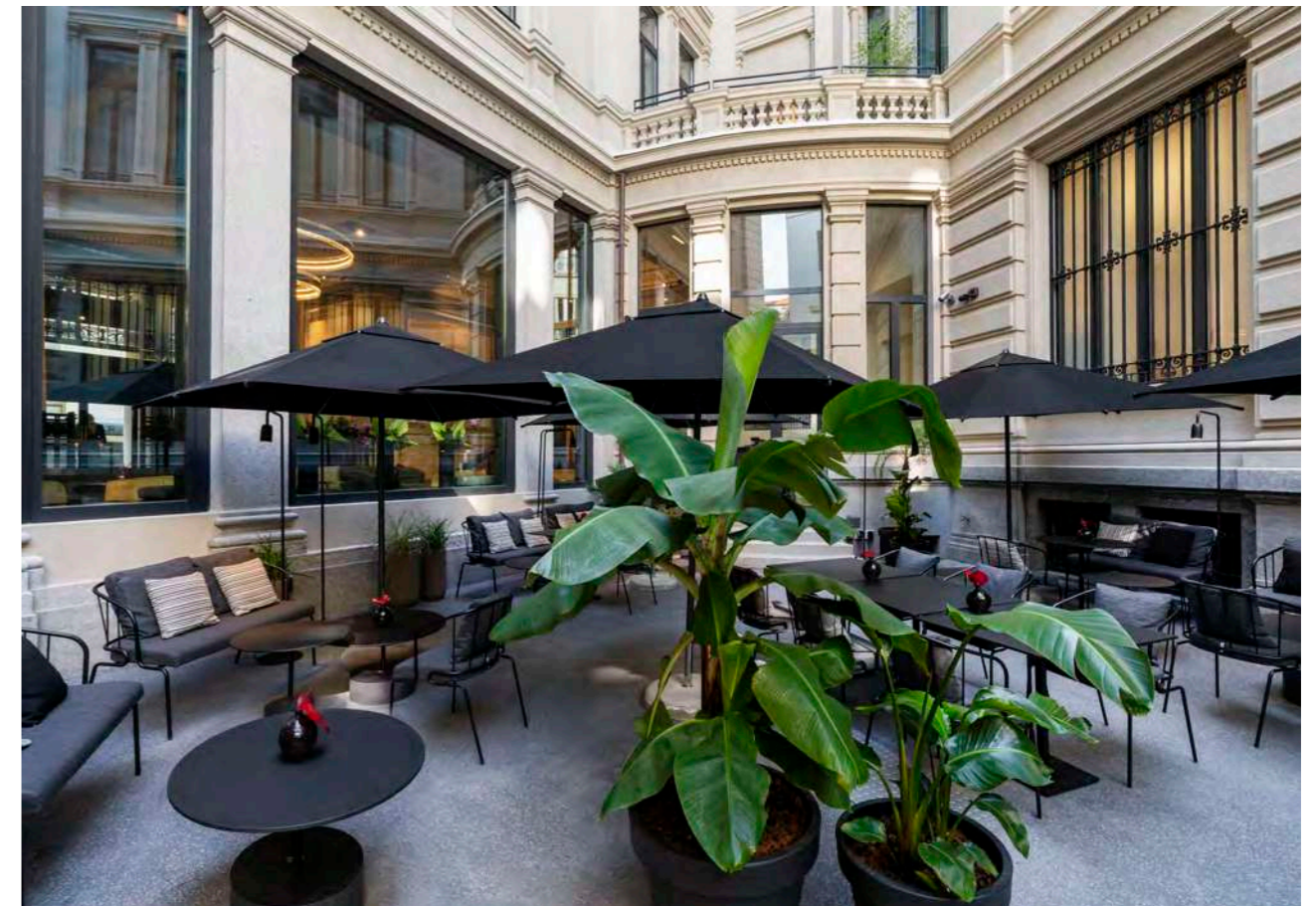
The aim of the redevelopment project signed by Studio Marco Piva for the historic building of the Touring Club is to preserve and enhance its historicity, also partially maintaining its original functions, but giving it new life, through the change of main use destination: founding activities integrate with the needs of contemporary society, to return to being a point of reference for the city, a new 5-star hotel opens to the needs of its guests but also to those of citizens, travelers or workers in transit.

The renovation preserves the original architectural and aesthetic characteristics and keeps the identity of the Touring alive, enhancing its heritage and ensuring, on a smaller scale, the continuation of the most relevant institutional activities. For the architectural aspect, the entire façade has been cleaned up, keeping its characterizing elements such as the marble slabs with the Touring inscription and the wrought iron elements with the old logo, highlighting all the historical aspects through the redesign of the lighting.

In the interiors, various reinforcement interventions were used, intervening on the distribution previously intended for offices, always maintaining a link with the history of the building and preserving its characterizing elements.

For example, in the hall the original floors, ceilings and coatings have been preserved, with the stone engravings of the names of the founding members of the Touring, the mosaic with the inscription TCI in scale A, the decorated windows of an old Milanese glassworks: elements that have a great architectural value, deliberately preserved and restored.

In the hall, moreover, the intervention brings back to what was originally the prospect of the internal courtyard, going to demolish the three blind elements, once glazed, and giving back to the property its authentic configuration, bringing greater natural brightness to the interior and recreating a hybrid connection with the external area.







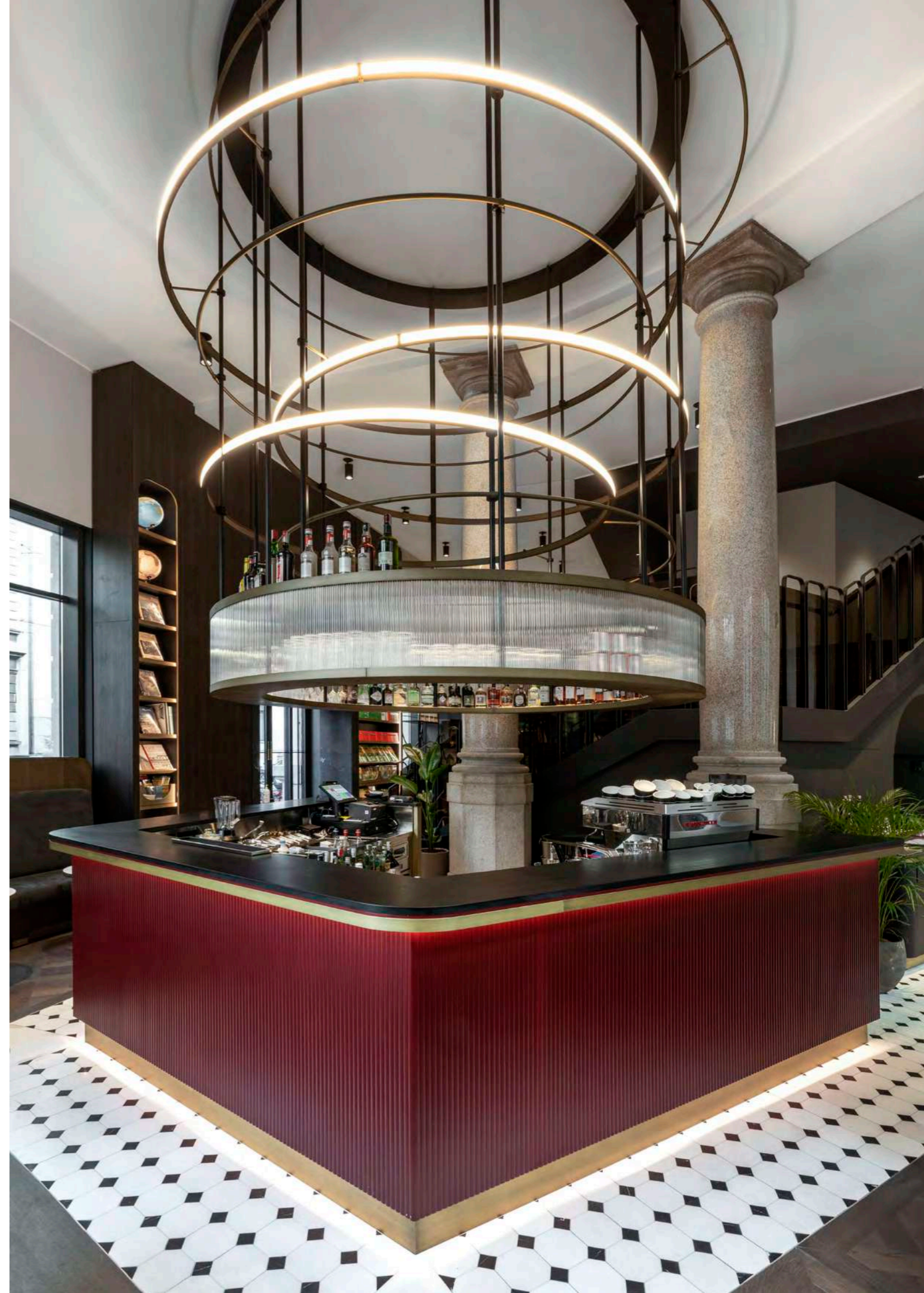
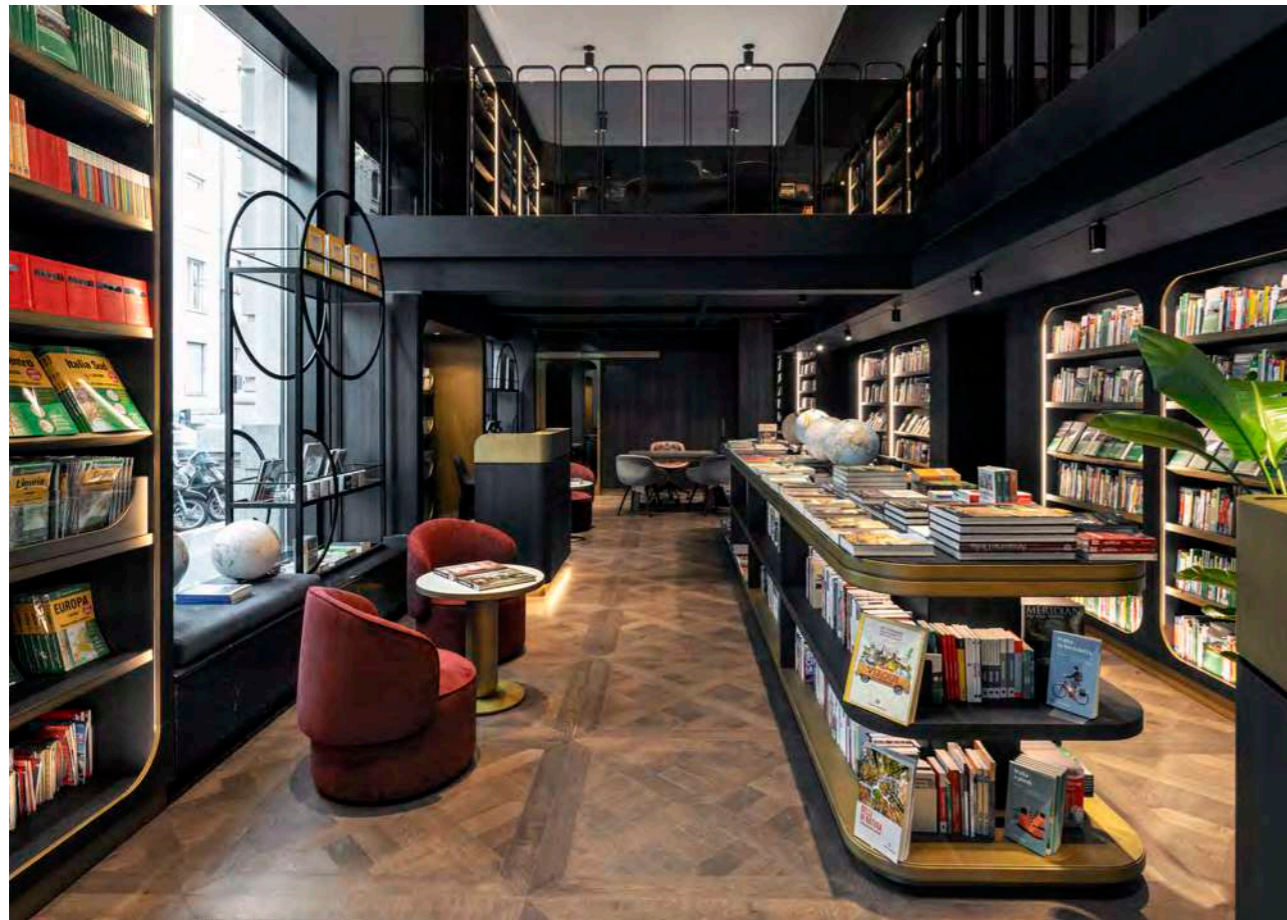
The common areas, in particular on the ground floor, are open to the whole city, which is why two entrances have been provided, one for the hotel functions and one for the bar / restaurant / bookshop, a space designed and used to perform the new social and relational functions of the structure, a place to explore, like a travel itinerary.

The important work of Studio Marco Piva on the interiors started from a deep analysis carried out in the concept phase, linked entirely to the theme of travel: both the materials and the types of furnishing elements, in the references of the finishes and in the details, recall those which are in the common imagination elements related to travel and the founding history of the Touring Club. The sign of the circle, which we find recurrently throughout the hotel, for example in decorative lighting or in the parapet of the

staircase, is linked to the idea of the world map and to the bicycle wheel.

The use of leather, for all the headboards or as a material insert, with a non-standardized type of stitching, refers instead to the iconography of the suitcase and its straps, which is inserted in the details of the furnishings.

Also in the rooms, the entrances, refer to the theme of the train, remembering the entrance inside a wagon. Through the use of artwork created through the reproduction of photographs belonging to the Touring historical archive, a visual journey through Italy has been recreated and reproduced, emphasizing elements that characterize our culture and country.







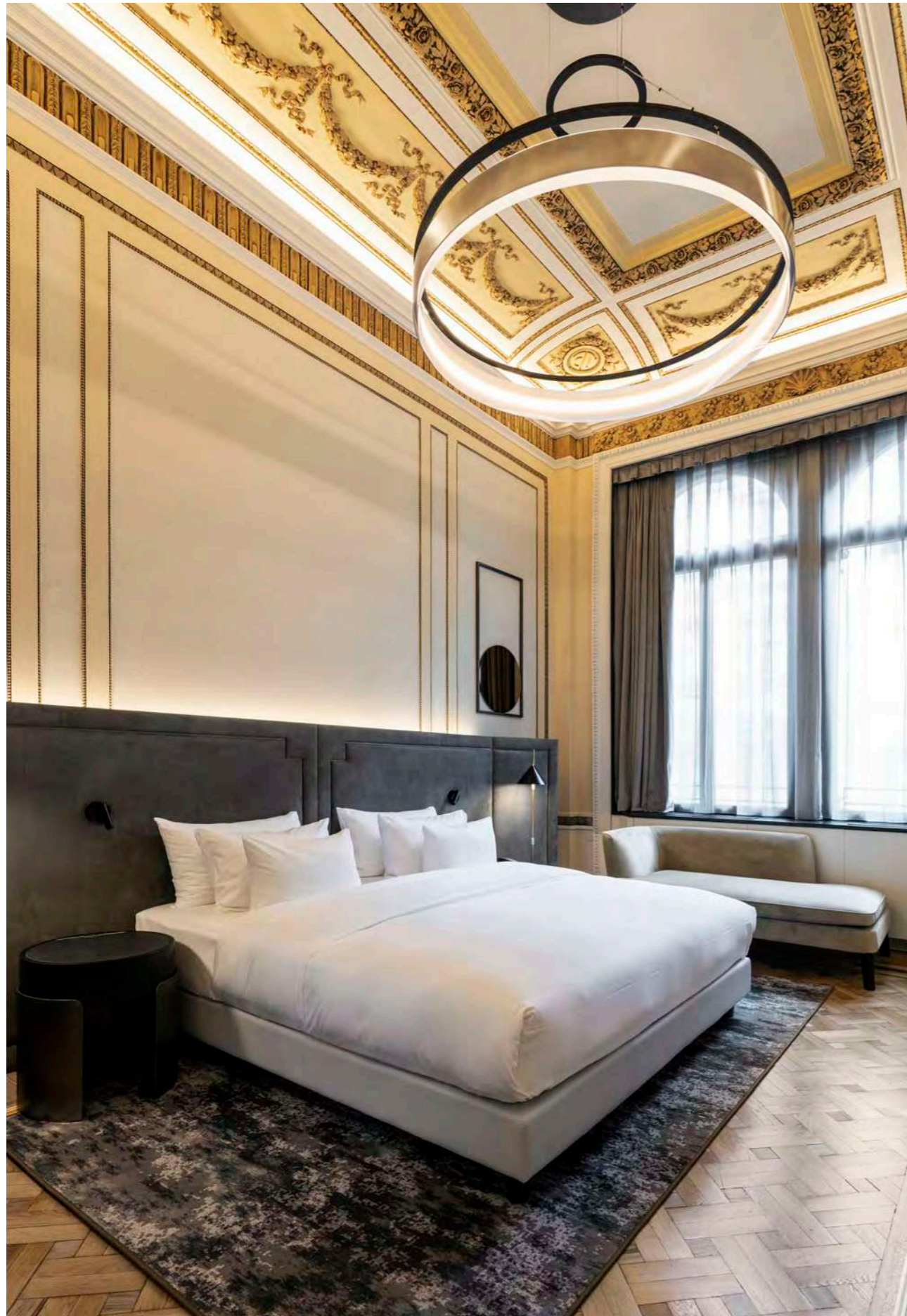




The Presidential Suite, the former Touring Council Room, has been entirely preserved in its Fit Out, intervening only with the furniture, so as not to impact on the existing. The fourth floor, characterized by the original exposed beams of the attic, and which had never been used, now houses 13 rooms with a very particular configuration, where mezzanines have been created to allow the view on the outside, giving a value added to the floor. All rooms are characterized by a warm color choice, with the use of wood embellished with metal inserts, soft lights, without glare, comfortable furnishings, to feel at home, in a place where hospitality and the feeling of domesticity are at the first place, for the guest, but also for the visitor.

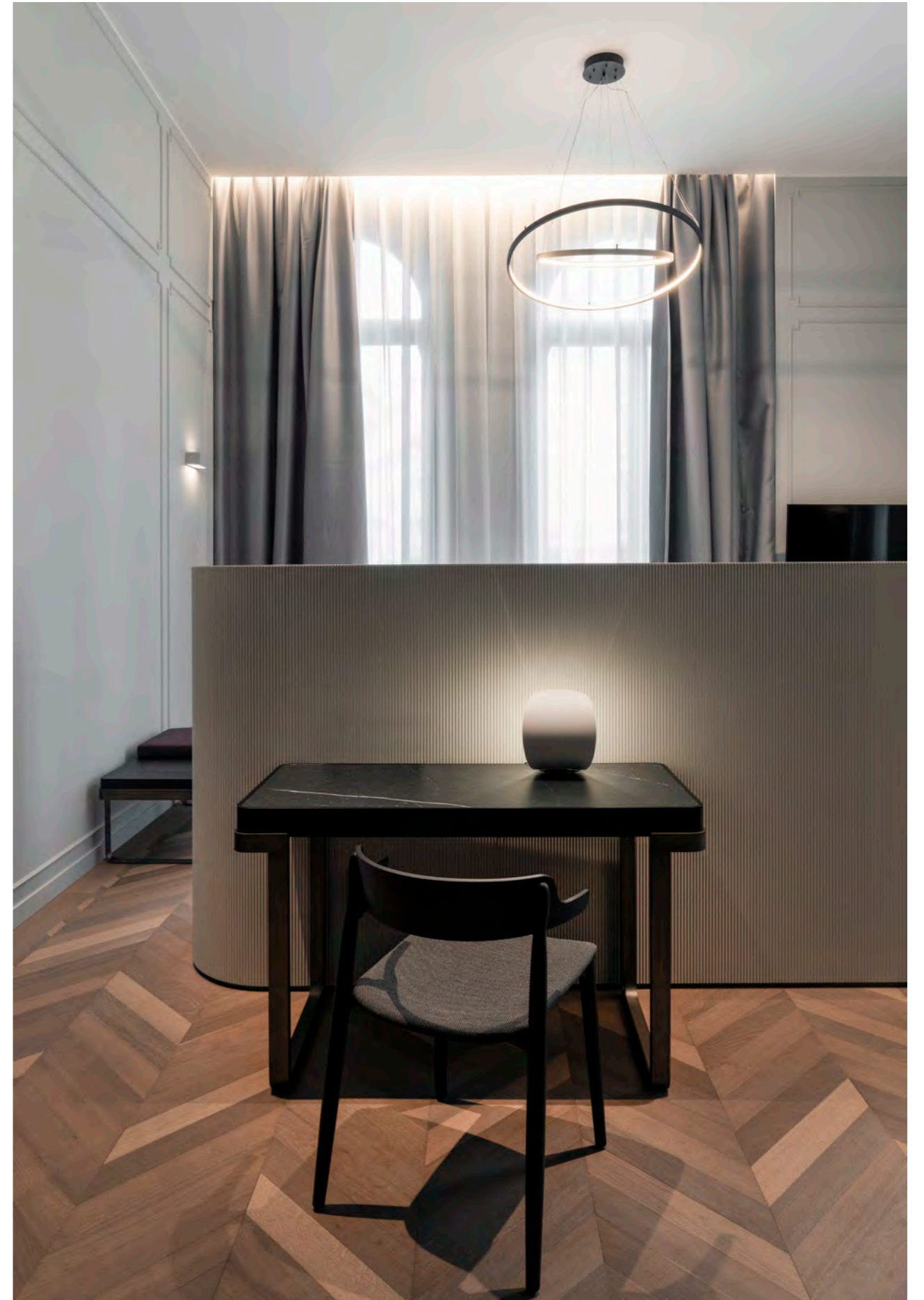
The goal is the enhancement of the building in its functional transformation that leaves its soul and modifies its interiors to create a new elegant and sophisticated atmosphere. Guest will live a unique experience in a place in which past, present and future are connected by the same concept. A distinguished, elegant, refined and exclusive 5-star hotel contextualized in a unique location, Palazzo Bertarelli, with its strong historicity and decorative symbolism. The careful research made by Studio Marco Piva on the materials, the creation of custom furniture and design elements, together with the enhancement and preservation of the past, increase the perceived value of the historicity of the place and its monumental beauty.



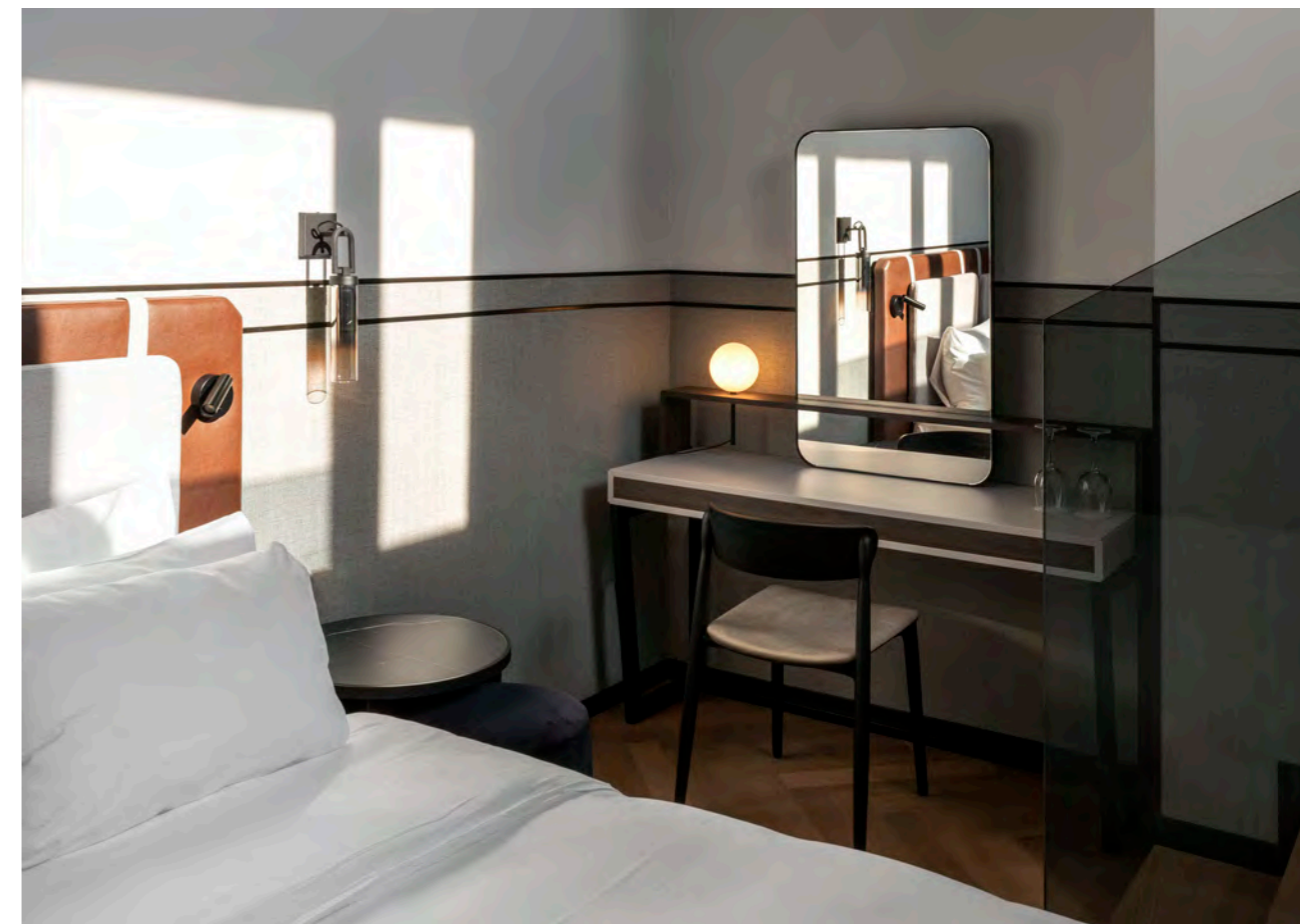
















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Milan, Italy

# Radisson Collection Hotel Santa Sofia

Urban touch, but domestic feeling





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Historic Milanese avenue, Via Santa Sofia, once called "Strada di Santa Sofia", started from the San Celso bridge, now Corso Italia, and ended with the Porta Romana bridge. What remains today is only a small part, following the bombings during the Second World War in 1943, which almost completely razed the area to the ground.

From that tragic destruction the complex of the Church of Santa Maria Bambina (near Porta Romana) remained unharmed. Historically, the canal ran parallel to Via Santa Sofia.

The street takes its name from the Church and the College of Santa Sofia, founded by the humiliated fathers and dedicated to a Milanese noblewoman of the same name.



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**CLIENT**

Allianz Real Estate – Radisson Hotel Group

**PROJECT**

Architecture – Interior Architecture – Rooms, Rooms corridor and gym interior design  
5 star hotel  
g+7, -2 basement  
159 rooms, of which 130 standard, 28 junior suite, 1 suite

**BUILT UP AREA**

11.000 sqm

**DATE**

2019 - 2023

The Radisson Collection Hotel, Santa Sofia Milan, a new hotel of the Radisson Collection brand, has opened in Milan, strategically located at the intersection of Via Santa Sofia and Corso Italia, in a lively and well-served neighborhood of the city, positioned halfway between Piazza Duomo and Navigli.

The renovation and transformation of the former Allianz Italia offices into a 5-star hotel was designed by Studio Marco Piva, which was responsible for both the architectural and interior layout of the entire building, as well as the interior design of the rooms, gym, and corridors, in collaboration with the interior contractor Concreta.

Studio Marco Piva is particularly attentive to the morphology of buildings and their context, which becomes a source of inspiration for choosing the most suitable and evocative design approach. The hotel building makes it particularly suitable to be interpreted and narrated in an architectural and interior design language of "urban style".

The interior design of the Radisson Collection Hotel, Santa Sofia Milan is characterized by a contemporary urban style with a domestic feel. The design approach was to create a style that combined the concepts of "business", "urban", and "loft". The rooms, like small urban lofts, have large windows and black frames to provide greater brightness and permeability to the bathroom and sleeping area, and soft dark curtains that can be used to create privacy between the two spaces when needed.

The junior suites are numerous and distinguished from each other by their different sizes and choices of furnishings, including walk-in closets, lounge sofas that mark the day-night area, custom-made sofas that enhance comfort, the addition of an extra bed group, or the presence of bathrooms with double sinks inside the junior suite. The bed frames, bedside tables, wardrobes, sink furniture, mirrors, and desks were custom designed by Studio Marco Piva and made by Concreta, with finely researched details and textures to create pleasantly welcoming environments.







The materials used interpret the lifestyle of a five-star luxury hotel, in line with the new demand towards which the hospitality industry is oriented.

The choice of Studio Marco Piva has privileged warm materials such as wood and leather in dialogue with contemporary elements such as glass and metal, which could at the same time meet the standards required by certifications and the requirements demanded in the contract sector.

The wood essences are effect wood with particularly resistant and high-quality laminated panels. The leathers are eco-leathers that respond to a need for greater durability and ease of cleaning.

The language of colors tells a palette in shades of blue with accents of red and a base of shades of gray. For the headboards and technical fabric curtains that create the privacy area, midnight blue was chosen. A touch of red characterizes the upholstery, such as sofas or armchairs. In general, grays dominate in various shades, up to blacks that define the spaces.









Venice, Italy

# Radisson Collection Palazzo Nani

Contemporaneity respecting history





The prestigious Palazzo Nani is an elegant 16th century building overlooking the Cannaregio Canal, one of the most important waterways in the historical center of Venice, the meeting point between the Grand Canal and the north-western area of the Cannaregio district. The building was the historic residence of the Nani family, nobles of modest origins who, in the fourteenth century, became aristocrats of the Venetian Patriate, the most honorable of the three social classes into which the society of the Republic of Venice was divided in those years. In its golden age, the building was one of the reference points of artistic excellence, hosting rich collections of finds from the Roman era: in fact, in the entrance portal two large statues of consuls were placed in ancient times.

The family resided in the palace until 1810. Towards the second half of the 19th century that magnificence began to deteriorate: the palace was enlarged and converted into a barracks by the Austrian army and then became a school. Organized on 4 floors above ground, the facade maintains its historical structure intact, entirely in masonry and enriched with heraldic coats of arms. The ground floor is instead covered in Istrian stone, imposing and statuesque. The historical legacy of the building is also preserved inside: the ceilings are elegant frescoed scenarios and decorated with carvings, arabesques and gilded wooden frames that surround paintings of divinities and pagan heroes painted by Francesco Maffei, Italian painter of the seventeenth century.









**CLIENT**

International Brand

**PROJECT**

- Interior Design
- 5 Star Hotel
- G+4
- 52 Rooms
- 38 standard room (of which 10 superior), 6 suite, 8 luxury suite, 1 Presidential;
- 1 Apartment at level A and 2 apartments at level B;
- Bar, Reception, 2 Restaurants (1 private), Wine Cellar, Lounge, Gym and Sauna, Garden and Garden Bar;

**SITE AREA/BUILT UP AREA**

Indoor: 5500 sqm

Garden: 350 sqm



Preserving the past by designing the future: Palazzo Nani, previously house of the aristocratic Nani family, then a school, reopened its doors to the city, after the major renovation work curated by Studio Marco Piva for the interior design, Venice Plan for the architecture and work supervisor and Sirecon for the restoration, carried out under the supervision, and in agreement, with the Superintendence of Fine Arts and Landscape for the Municipality of Venice, as the property is subject to the protection regime for its historical value.

The new Hotel Palazzo Nani evolves the concept of luxury, giving it a cultural and refined value, combining the artistic heritage with a profound aesthetic research in which the best design integrates with the emotional and social value of the work, increasing its prestige even more.

A change of intended use that keep intact the historical and artistic value of the Palace, preserving and emphasizing the original structures and floors, as well as all the frescoes, magnified with the use of light.

The emotional element of the project is the lifeblood of the place: everything has been studied and designed with the intention of finding a reference to the city of Venice.

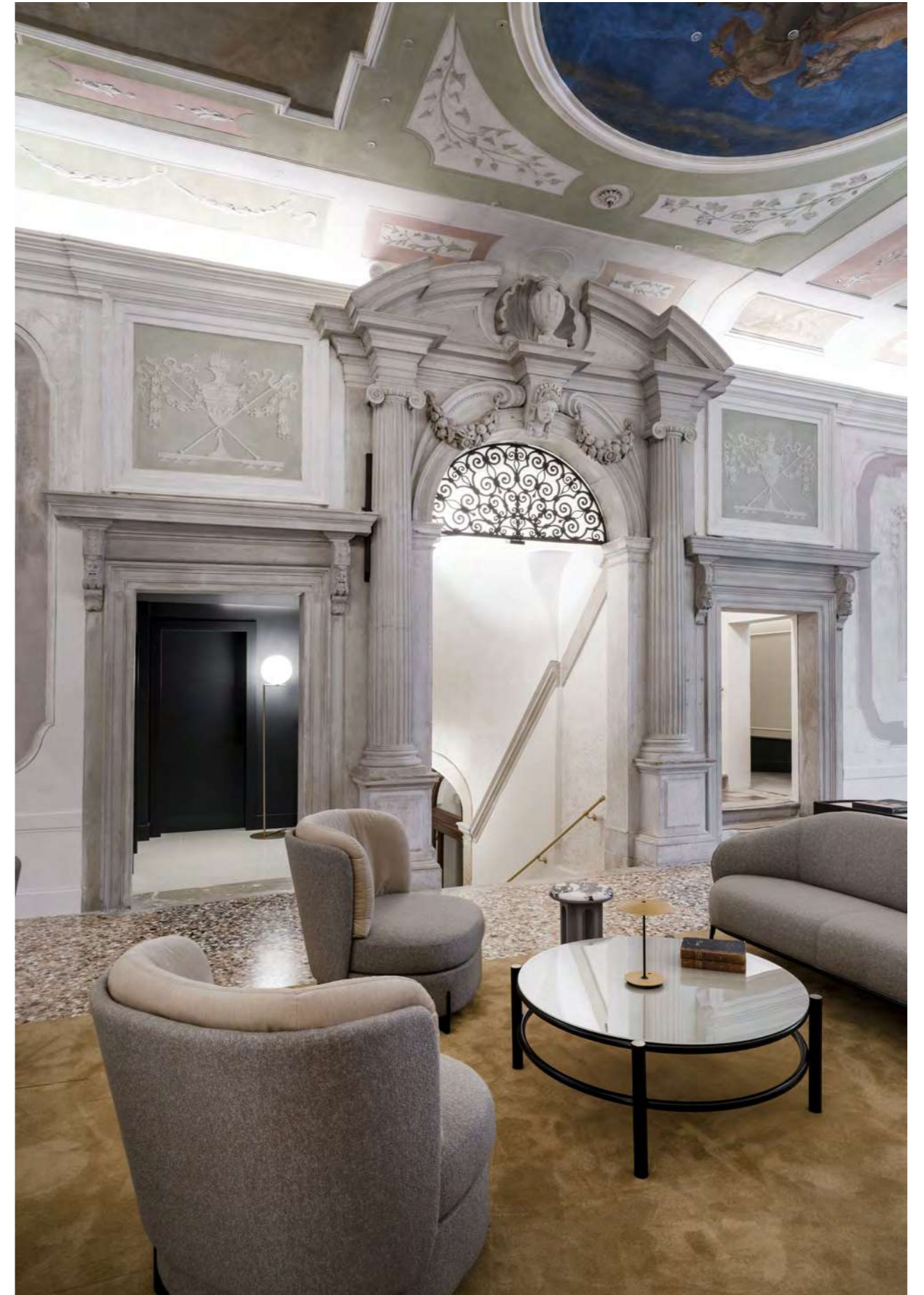
The work of Studio Marco Piva was therefore based on the dialogue between the existing on the one hand, and with the history of the place on the other, in a combination of past and future.

















Cagliari, Italy

# Palazzo Tirso

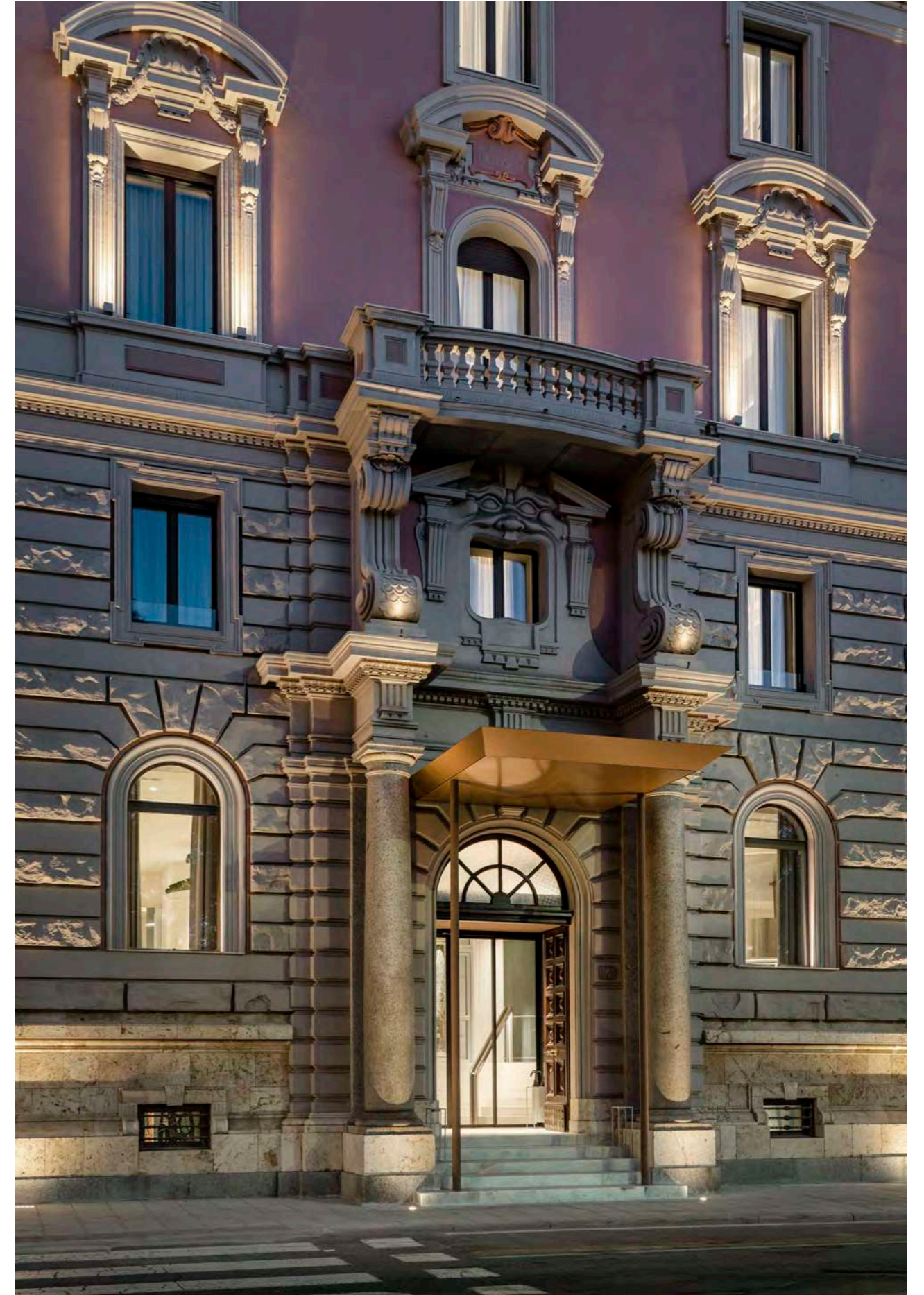
A change of **destination** preserving  
the building **historical value**



Palazzo Tirso is an Art Nouveau building built on the project of the engineer Flavio Scano: a milestone in Cagliari's construction in the pre-war period. Located in Piazza Deffenu, it is one of the first works with a structural frame entirely built in reinforced concrete made in Sardinia. Built between 1924 and 1927, the first years of strong growth for the city of Cagliari, Palazzo Tirso was the representative seat of the offices of the Sardinian Electricity Company and of the Electrical and Hydraulic Companies of the Tirso. At the time, electricity was

the engine of the island's economic development. Subsequently, the palace passed into the hands of Bastigi S.p.a and finally, in 1985, the Istituto Bancario San Paolo took over. The building is known for its monumental architecture: granite columns welcome the visitor to the main entrance, scenic frames and pediments surround all the openings and imposing symbols that refer to the sixteenth century, making the building a real emblem of monumental architecture, around a city now marked by the post-war period and modernity.







PALAZZO TIRSO



**CLIENT**

Puddu Group Construction

**PROJECT**Interior Architecture, Interior design, Entrance Canopy Architecture  
5 Star Hotel

G+5

85 rooms (61 standard, 15 deluxe, 8 suites, 1 presidential suite)  
1 SPA, 1 gym, 2 swimming pools, 1 lounge & lobby bar, 2 restaurants,  
2 meeting rooms, 1 board room, 1 wine cellar, 1 reception, 1 rooftop,  
1 botanic garden**BUILT UP AREA**

5.800 sqm

**DATE**

2023

Second Studio Marco Piva's project in the city of Cagliari, the requalification project foresees the change of destination from office to hotel.

The inspiration behind the design derives from the history of the territory and from the old configuration of the building, specifically from all the technical elements hidden in the architecture, which become the leitmotif of the new spaces, through the theme of the tubulars.

In terms of colors, both in the rooms than in the common spaces, will be perceived an immersion within the colors related to Sardinian culture, especially to its territory.

For the rooms and suites have been identified 3 color palettes, which allow to make the experience always unique and customizable: the

oranges, linked to the orange-pink shades of the sunsets over the Cagliari sea and the flamingos, an animal that has just returned to the city; the blues, linked to the color of the sky and the crystal clear waters of the Golfo degli Angeli; the greens, which refer to the surrounding unspoiled nature.

In developing the layout of all the rooms, Studio Marco Piva has preserved the view of the landscape, taking advantage of the large windows of the historic building, overlooking the dock and the hills of Cagliari, to create a constant link between the city and the experience that will be lived inside.

From the suites, located on the fourth floor and with a double height of 6 meters, it can be admired a unique views of the sea and the recently redeveloped marina.









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The link of Sardinia with nature is taken up also in the rooftop garden, a botanical garden inspired by the typical aromatic essences of the territory.

A particularity of the project will be in the layout of the ground floor: at the entrance, with the bar-restaurant, there won't be the perception of entering a hotel, but a permeation of the building with the urban life, an open space of relationship and comfort within which the reception, in line with new hotel trends, is designed to be a flexible space, conceived for both private and social use, for the guest but also for the citizen: a public space in which the traditional hotel welcome function is enhanced by creating a further opportunity for social interaction.

Another peculiarity of the project lies in the hypogean SPA, which is located in the vault area of the bank which was the last tenant of the building. With the will of respecting the historical memory of the building, the whole area will be maintained, intervening just in the layout of environments that need privacy or intended for service functions, respecting the existing architecture.

The colors will be darker, linked to the architectural history of the territory, very material and with the predominant use of stones. Being the building raised, the space also enjoys natural light, filtered through the windows, which returns the evocative image of a place that emerges from the waters.



Rome, Italy

# Domus Aventino

A tribute to Italy and Italian taste





The Aventine district is one of the most elegant neighborhoods in Rome, near the historic center. Its name derives from one of the seven Roman hills on which it rises, extending in the southern part of the capital, between the Tiber river and the Terme of Caracalla.

It's a very exclusive hilly area, thanks to the presence of numerous historic buildings of great value, characterized by elegant buildings and Art Nouveau villas that rise between lush gardens and private and quiet streets that lead directly to the hill.

The history of the Aventine area dates back to 650 BC., a period in which it became a commercial district, taking advantage of the proximity to the river port. Around 400 BC the area was used as a theater for struggles, which is why it was owned by the plebs for a period.

It was with the advent of the Imperial Age that the plebeians moved to the Trastevere area and aristocratic families entered the Aventine district. The most important characters of Roman history lived there, including Hadrian, Vitellius and Trajan, before being emperors.

The famous sack of Rome of 410 saw the neighborhood completely destroyed.

However, a new neighborhood was born from the ashes, which remained unchanged to the present day.

Today the Aventine district remains a purely residential and exclusive area, an oasis of peace a stone's throw from points of interest such as the Colosseum, the Capitol and Piazza Venezia.





At the foot of the Aventine hill, a few steps away from the city's historical center, the property already owned by the investor has been converted from offices into residences.

The property consists of 3 different buildings located in the same lot, connected by green-paths and wide common areas.

Studio Marco Piva has been appointed to fully redesign the internal distribution, for a total of 185 apartments of different typologies, and the common spaces. The apartments have been studied with different sizes, declined in three major trends to identify different lifestyles, with the choice of the best contemporary "Made in Italy" products, and innovative technical solutions, combining aesthetic and functional qualities.

#### CLIENT

BNP Paribas Real Estate

#### PROJECT

- Interior Design
- 185 apartments layout and architectural finishing
- Common and external areas design

#### SITE AREA / BUILT UP AREA

9.000 sqm / 18.000 sqm

#### OVERALL PROJECT VALUE

€ 40 Million







Como Lake, Italy

# Private villa

Transparency is the key element and the glass is the material par excellence







The project of this villa, situated in the suggestive location of Como, consisted of the internal and external renovation of the lot and its interior design. The construction was really degraded, completely abandoned.

The concept design was developed thinking of a contemporary style. The aim of the design is the harmonization between residence and nature. The key element of the project has been to develop a continuity between the formal structure and its framework, privileging light colors and natural materials in harmony with the surrounding green areas, for a pleasant, cozy and elegant global scene. Transparency is the key element, through the windows the project interacts with the environment and takes part in it.

**CLIENT**  
Private

**PROJECT**  
- Architectural renovation, Lighting, Landscape, Interior Design  
- G+2 + Dependance  
- Living and Dining rooms, Master bedroom, 2 bedrooms, Studio  
Guest room, Wine - Cellar, Fitness room, Dependance, Kids Area

**BUILT UP AREA**  
532.90 sqm , 227.20 sqm of covered outdoor areas

**DATE**  
2012





Another main element in the design is the light, decisive in the creation of charm and scenery designed to enhance the features of the project.

Lighting – both natural and artificial – is the supporting structure of both the architectural and landscape composition.

Furnishings, works of art and decorative objects, illuminated by a carefully selected collection of designer lamps, appear to be positioned in a magical environment.


Even the green is conceived as an architectural element, in its route of stairs, gardens, balconies and window sills. A plain project, elegant, in harmony with nature and the environment that, in the same way, creates harmony and wellbeing itself.

“ Design and nature merge *overlooking the picturesque shores* of Lake Como “

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Treviso, Italy

# Le Terrazze

Retrieving an existing structure giving it a totally new concept



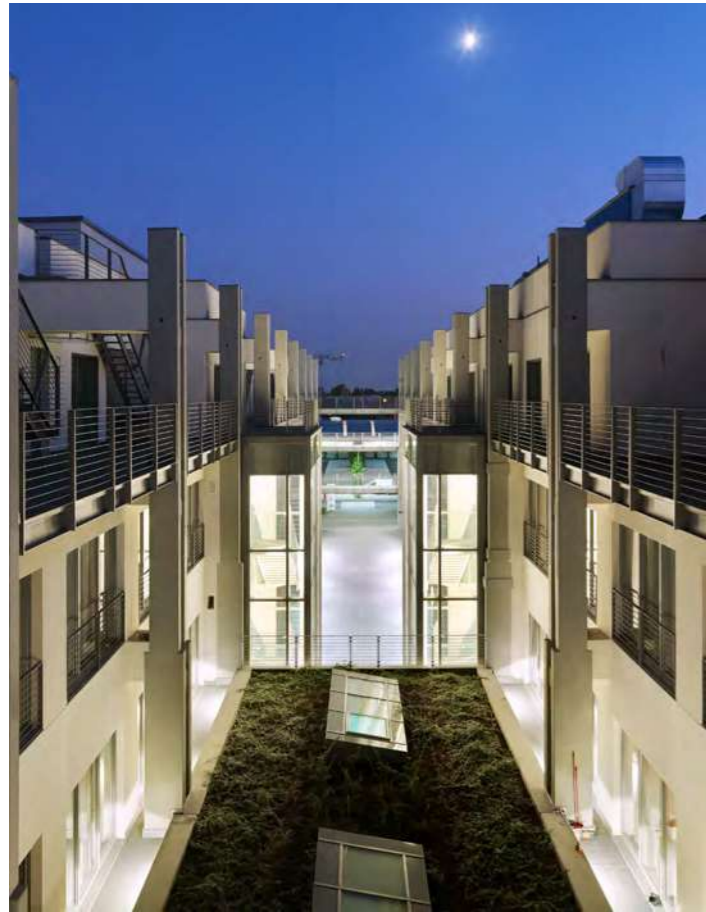
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The Le Terrazze hotel complex was built in the province of Treviso around the 1990s, initially built to house a large shopping center. The evolution of the urban planning rules that governed the construction of the area led to its abandonment, leaving the site unfinished for about twenty years. What remained was a concrete skeleton, a dismal and desolate eco-monster. Subsequently, the approval of the Integrated Urban, Building and Environmental Redevelopment Program made it possible to complete the construction and change the intended use gave a new identity to the complex.





An unfinished construction site hung, with its cement skeleton, between the center of Villorba and SS 13 Pontabbana, the main street in Veneto region (North of Italy). For over sixteen years this bulky presence, originally intended to accommodate a large shopping center, poured its dark gray shades on the surrounding context.

Le Terrazze provided an opportunity to demonstrate that an existing structure can be retrieved, giving it a totally new concept. The aim was to create a multi-functional building to combine living spaces with common areas: an hotel, an auditorium for cultural events, a wellness center, a restaurant, a business and commercial area, a residence with different houses typology.

**CLIENT**  
Idea Verde

**PROJECT**  
- Multifunctional Complex  
- Architecture  
- G +4 + basement  
- Hotel, Residence, Apartments, Business Rooms, Shopping Mall, Offices, Spa, Bar, Restaurant

**SITE AREA / BUILT UP AREA**  
17.694 sqm / 16.000 sqm

**OVERALL PROJECT VALUE**  
€ 15 Million

**DATE**  
2011







216

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From the recovery of the past has been created a new innovative project, a pleasant place to live or simply to enjoy. An opportunity to increase services to residents, business people, tourists. A highly stimulating environment to live, work, socialize, shop or relax. A new scenographic implant in the Treviso area. The structural grid of columns and beams that strongly characterize the existing system has been translated into a building with a sloping volumes. The complex, with the scenic effect of the structural elements, plays on the themes of transparency and opacity due to the choice of coating materials and finish.

“

A recovery  
of an  
**eco-monster**

”

Rome, Italy

# Exedra Suites

Fine atmosphere linked to  
the historical monumentality





The Esedra buildings were designed with the aim of urbanizing the "new Rome" after the unification of Italy, taking advantage of the building boom of the new capital. Piazza dell'Esedra (now Piazza della Repubblica), stood on the ancient baths of Diocletian. In ancient times it was necessary to enhance the square through the entrance to the nascent Via Nazionale, which led to Piazza Venezia and to the historic center of the city. A competition was launched, won in 1885 by Gaetano Koch, a Roman architect who presented a Renaissance-inspired project, completed in 1892.

The idea was to frame the entrance in Via Nazionale, framing the semicircle of the ancient Roman Baths between two curved twin buildings, as if in a welcoming embrace to the visitor.

The material used for the facades is Roman travertine marble, while the ornaments on the vaults of the porch and attic are in stucco. The complex is pervaded by a Renaissance classicism, evident in the choice of monumental arches that support the main floor.

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**CLIENT**  
Boscolo Hotel

**PROJECT**  
- 5 Star Superior Hotel  
- G+4, 238 Rooms, Suites

**SITE AREA**  
350 sqm

**OVERALL PROJECT VALUE**  
€ 1,5 Million

**DATE**  
2005

Marco Piva's design intervention on the three suites located on the second, third and fourth floor is done through a modern process, reinterpreting the most representative spaces in a hotel structure destined for VIP clients. The suites are located in the west wing of the edifice designed by Gaetano Koch in the second half of the '800.

Marco Piva's intervention aims at maintaining the architectural unity of the building, so much so that no modifications were made which could in any way overshadow the monumental image of Exedra. On the contrary, the interior was created such that it is physically detached from the space in which it is contained, thus emphasising furthermore the architecture.



The suites have various colour schemes, ranging from the strong and dramatic colours on the second floor to the airy and light hues of the fourth floor, which overlooks the piazza below.

Furthermore, a play of materials and illumination allow further emphasis on the original architecture creating a fine and elegant atmosphere. The materials ensure tactile and visible sensations, whilst the light defines the architecture (container) and emphasises the zone or details (contained).

All the suites have the possibility to redefine the space by storing the bed nearly in the wardrobe volume and therefore change the space from a private space into a reception space.

Every suite is equipped with a dining area, living area and a private bar which includes a wine and beverage selection. A work area also exists which is equipped with internet connection and an operated secretary system upon request, whilst a more private area for sleep is integrated with a wellbeing and relax area.

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Shanghai, China

# Taopu Smart Office

With **GALA CHINA** and **SMP**

From **tradition** to **modernity** and **future**

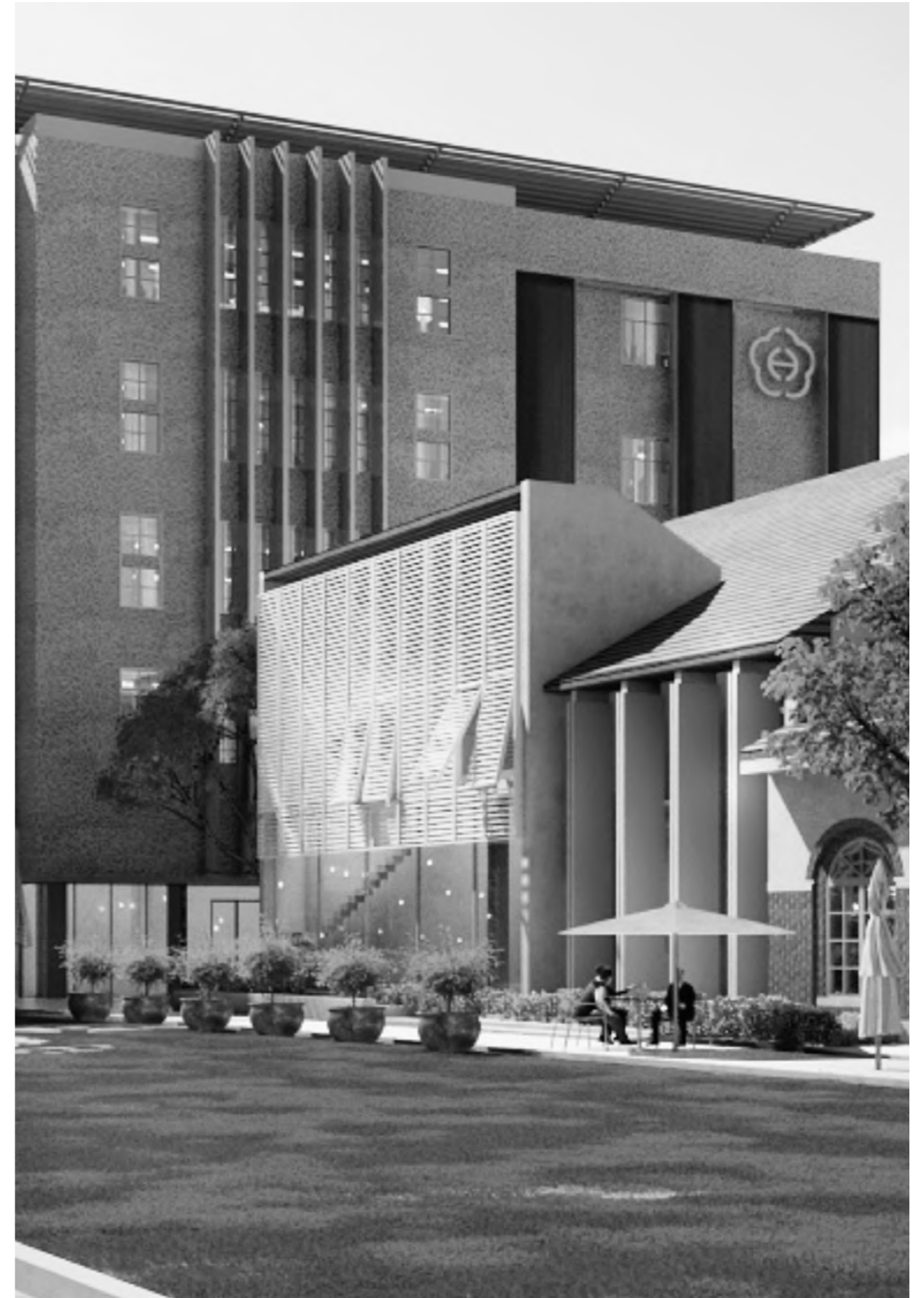


The new Taopu HERO Innovation Hub building in the Putuo district dates back to the 1930s as the site of the prestigious Hero pen factory in Shanghai.

The Hero Pen Factory was founded in October 1931, and was one of the key points of production in China. Gold fountain pens were produced there, which in those years were given as national gifts for foreign leaders. The factory site features industrial buildings from the 1950s to the 1990s.

The old factory site has been renovated as an innovation hub for Chinese and Israeli companies and will serve as the first phase of the China-Israel innovation hub in Shanghai.

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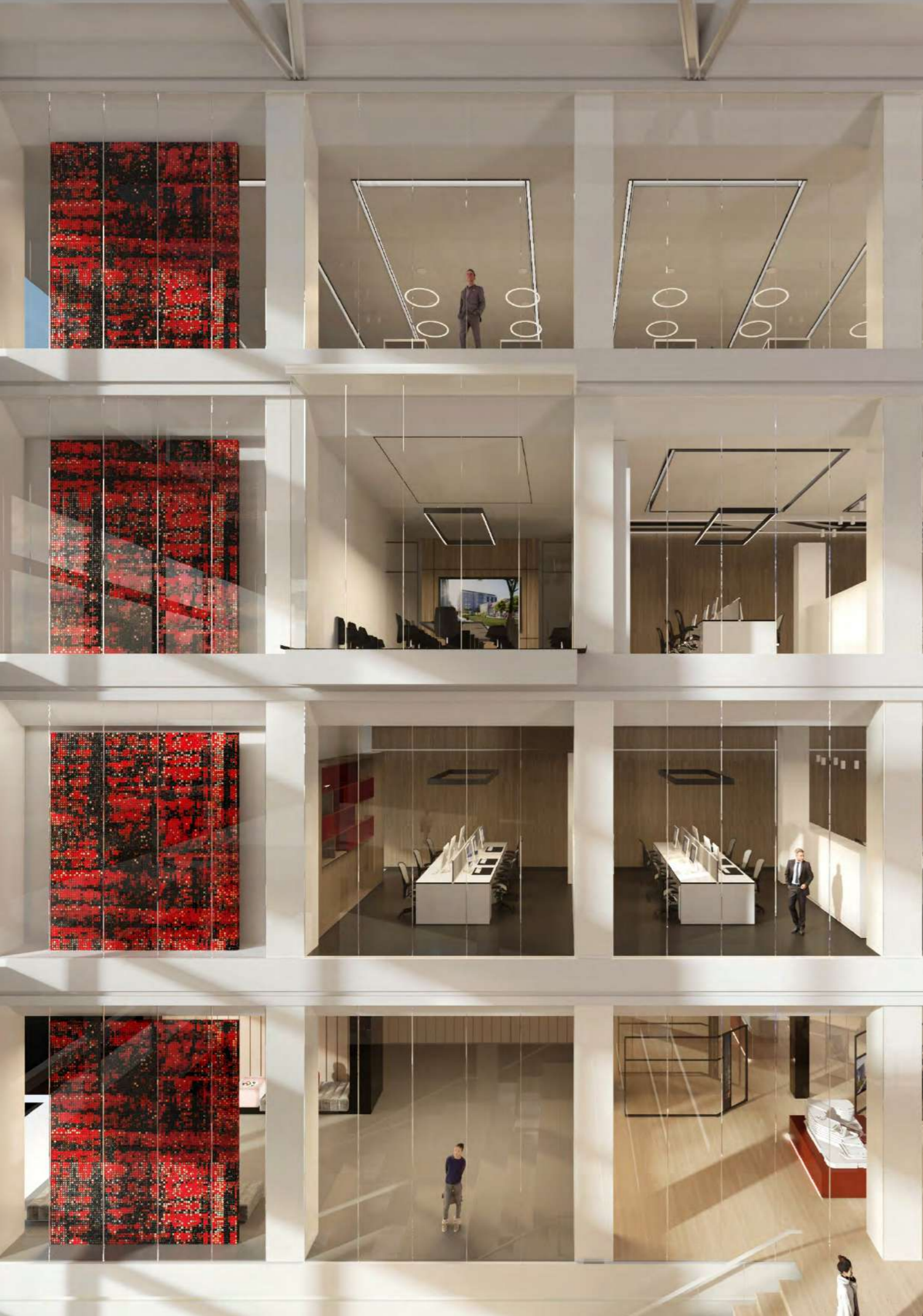


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**CLIENT**

GALA A&amp;E Shanghai Co., Ltd

**PROJECT**

- Interior Design concept and preliminary
- G+4
- Ground and first floor: reception, vip lounge, conference room, social area, lounge and meeting corners, temporary exhibition space, masterplan scale model areas
- Second and third floor: operational offices
- Fourth floor: board area, club dining, canteen

**SITE AREA/ BUILT UP AREA**

6.910.55 sqm / 8.950 sqm

**DATE**

2019

Within the overall masterplan for the development of Taipu's "Smart Park", a modernized urban district that will have a leading role in the future of the city of Shanghai, Studio Marco Piva won the design competition to transform the building disused industrial and former production site of the Hero Pen Factory, in an innovative and smart commercial and office building.

Existing spaces have been re-distributed to create a new functional layout that express a contemporary style, yet maintaining references to the tradition.

The design, throughout the structure, has as its purpose to convey a high level of professionalism, an elegant business setting accompanied by the latest technological achievement.

A concept that comes from the image of a traditional Chinese print, as an old communicating tool, modernized and taken up with the creation of interiors where materials of the past, such as stone and wood, are linked to the modern ones, like glass and metals, with a touch of color from Chinese history.

The lighting design is intended to play an important role in the project; It creates a scenography in the exhibition/public areas, furthermore it achieves the right environment in the workspace areas. A historical heart for the new smart district of Shanghai.



Shanghai, China

# BaDaiTou

Creating a **continuity** between  
**tradition** and **innovation**







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The Badaitou district was built in the mid-nineteenth century around 1868 and is an old area in the southwest of the Yangpu district. A few times ago it was a prosperous and popular neighborhood, a backdrop for Shanghai houses and markets.

In the Shanghai dialect, Badaitou is the way people would say "eight blocks". In fact, around 1908, the Roman Catholic Church originally built eight two-story condominiums on today's Tongbei Road near Pingliang Road, and this area was given the name of Badaitou.

It was a thriving area made up of commercial spaces of various types: department stores, cinemas, barber shops, photo studios, churches and pawn shops. At the end of the twentieth century, Badaitou was also one of the most popular fish streets in the city.

Today it is partially demolished, only a few buildings are still located there, even if they are uninhabited and drastically abandoned.



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**CLIENT**

DeTao Group

**FINAL CLIENT**

Shanghai Zhongwei Real-Estate Development Co.,ltd

**PROJECT**

- Building Renovation
- Structure Relocation
- New Construction

**SITE AREA / BUILT UP AREA**

Site surface: 79.841,00 sqm

BUA Five Heritage Buildings: 3.005,00 sqm

BUA New Building: 4.475,00 sqm

BUA Overall Shopping Mall: 662.917 sqm  
(only partially modified)

BaDaiTou project consists of recreating a community while connecting heritage buildings to contemporary design.

Based on the assumption that Chinese residential communities are commonly encircled by perimetral walls, in this perspective the wall is not acting to "isolate" but rather is defining the sense of a place. In the project the physical wall disappears, replaced by built up structures which become the wall itself, marking the connection between outer and inner space.

Contemporary design is the solution to connect European style buildings of the 20th Century together with tertiary high-rise development characterizing nowadays Shanghai. BaDaiTou will become a city landmark, a new retail village using heritage elements to jump into the future.

The intervention of Studio Marco Piva, still in progress, involves the transfer of the structure of five historic buildings, of different styles and eras.

These buildings are the only ones that have not been demolished in the old residential district of Badaitou.

They are currently located in different places: the project plans to move them to a specific location with the aim of recreating a community of historical and cultural heritage of buildings intended for art and retail exhibitions.

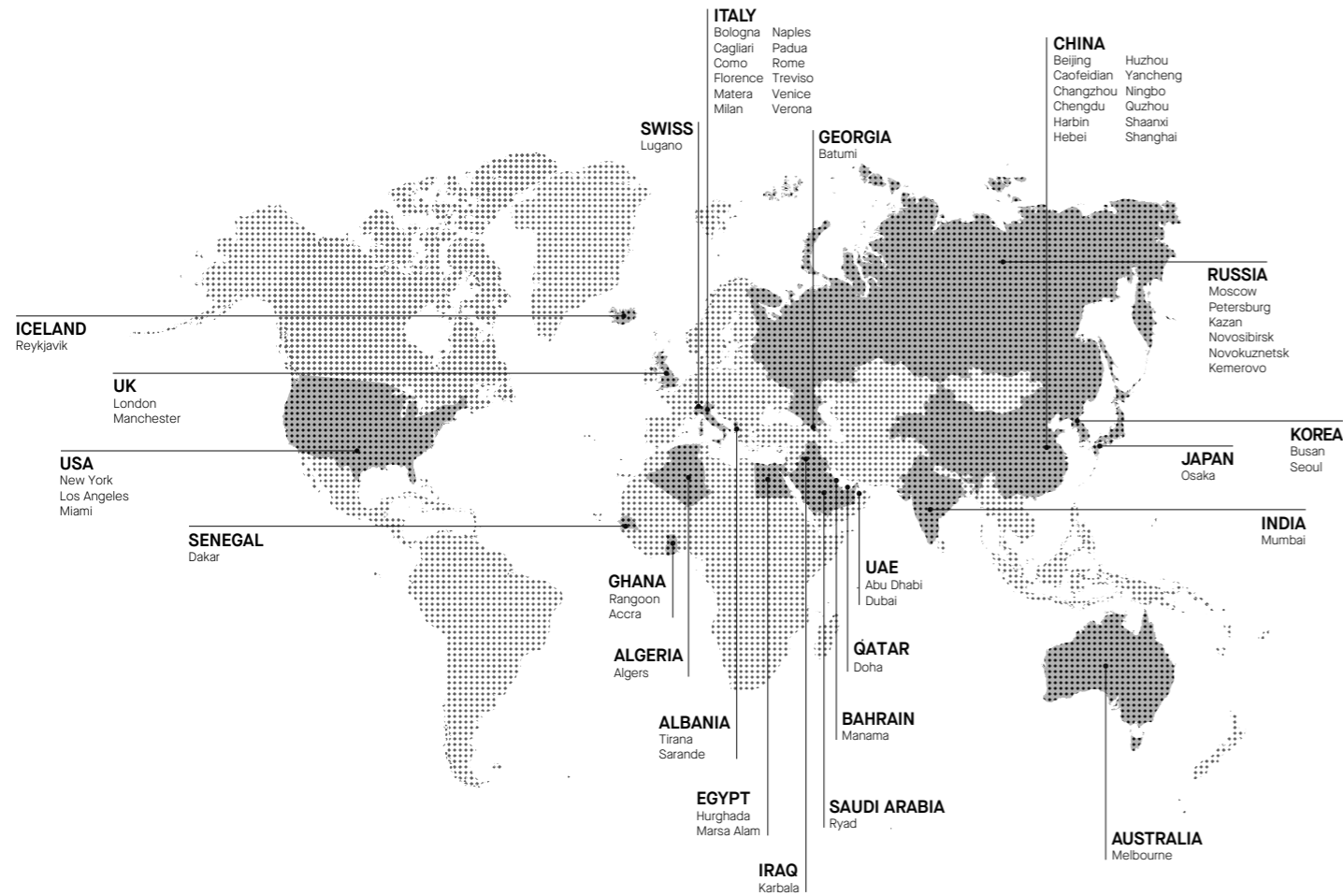
A second intervention concerns the restoration of all the facades of the buildings, while preserving their original characteristics. The buildings will have different uses, while always maintaining their original features and cut walls: a boutique, an art gallery, a high-end brand shop, an exhibition space and a fashion boutique.

Finally, in addition to the movement and restoration of the 5 historic buildings, it's planned the architectural project of a new building of about 5.000 sqm, intended to act as a gate between the buildings of the historic heritage and the large commercial development that is located nearby.

The goal is to make visitors walk through historic buildings and then enter the new building to access the shopping center, thus creating a continuity between past and present, between tradition and innovation.







# SMP

## on the map

Studio Marco Piva has always had a strong resonance both national and international, with a wide range of projects on all 5 continents. Internationality is also reflected internally in the Studio's working life, which currently includes collaborators from 17 different nationalities speaking 20 languages.

For SMP this aspect is an element of strength that plays a strategic role in the continuous weaving of relationships, of understanding and cooperation with other design entities throughout the Globe.

The research for harmonious relationships with other Cultures and the intriguing "contamination" that derives, leads SMP to interpret the design challenges in new and winning ways.

In the United Arab Emirates, Studio Marco Piva has maintained an important presence for more than 15 years that allows the Firm to act, when necessary, in the entire Gulf area, while a specific presence, through local collaboration, recently started in Saudi Arabia. Also in India, after carrying out some high-level residential projects, SMP has established its presence in the most important cities of the country.

In China the Firm has chosen another strategy, deciding not to operate through representation agreements but to open a company under Chinese Law able to operate autonomously throughout the territory of the Nation.

The last confirmed worldwide presence of SMP in chronological order is in the United States, where it had already been active for years in areas of California with important private villa projects and now also active on the territory of New York and in all the States of the Union.

As for the relationship with other Italian and foreign firms, the preference of Studio Marco Piva goes to targeted collaborations with some of the most prestigious engineering companies in the world.

Passion, dedication and perseverance in successfully achieving the objectives have allowed many of SMP's projects to win important prizes, awards and mentions of honor all over the world, from large-scale projects, to architectures, interiors and product.

SMP projects show distinctive features, in functionality, aesthetic and design conception focused also on new ethic values. These traits are often chosen as a model of inspiration and teaching in conferences and seminars, in schools and universities, and finally in worldwide events such as the Italian Design Days where Architect Marco Piva takes part as Italian Design Ambassador since years.

## **PHOTOCREDIT**

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