

Residential



S M P

Quality living spaces

Designing residential complexes, Studio Marco Piva must be able to satisfy the needs of distinct yet complementary actors: the client on one side and the end user on the other: the complex historical and social context of a given area to develop a project encompassing not only “formal” aspects, but also the “spirit” of the place, which must be preserved.

To achieve the best possible result, architectures are studied to contribute in creating a new and dynamical community, with spaces and technology-solutions adapt to the modern requirements, with a finely researched interior design, and a strong focus on the environment, irreplaceable elements for the conceiving of quality living spaces.



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.

Index

Princype MILAN, ITALY	11
Syre MILAN, ITALY	35
Torre Antonini MILAN, ITALY	47
Vesturvin REYKJAVÍK, ICELAND	55
Private Apartment at Torre Solaria MILAN, ITALY	67
Private Apartment BRERA MILAN, ITALY	79
Private Apartment CITYLIFE MILAN, ITALY	93
Private Villa COMO LAKE, ITALY	103
Domus Aventino ROME, ITALY	113
Private Villas MOSCOW, RUSSIA	123
Melody Homes ABU DHABI, U.A.E.	127
Rawdhat Residential Buildings ABU DHABI, U.A.E.	131
Business Bay DUBAI, U.A.E.	135
Next 21 OSAKA, JAPAN	139

Milan, Italy

Princype

Between **rationalism** and **contemporary**

PIAZZA
CARLO CANEVA







After winning an International competition, Studio Marco Piva has been commissioned to project a new residential building complex, in the broader context of the renovation of Via Principe Eugenio in Milan. The project propose a modern architectural solution able to reestablish a continuity with the city's public landscape and the other surrounding buildings, consolidating the relationship between the building and the public spaces. Green terraces also re-connect to the historical tradition that characterizes Milan's residences. Between the rigor of the rationalism and the expressive freedoms of a contemporary proposal, the new building will be a new focal point of the area.

CLIENT
Fondo Leone, managed by DeA Capital Real Estate SGR

ADVISOR
RedBrick Investment Group

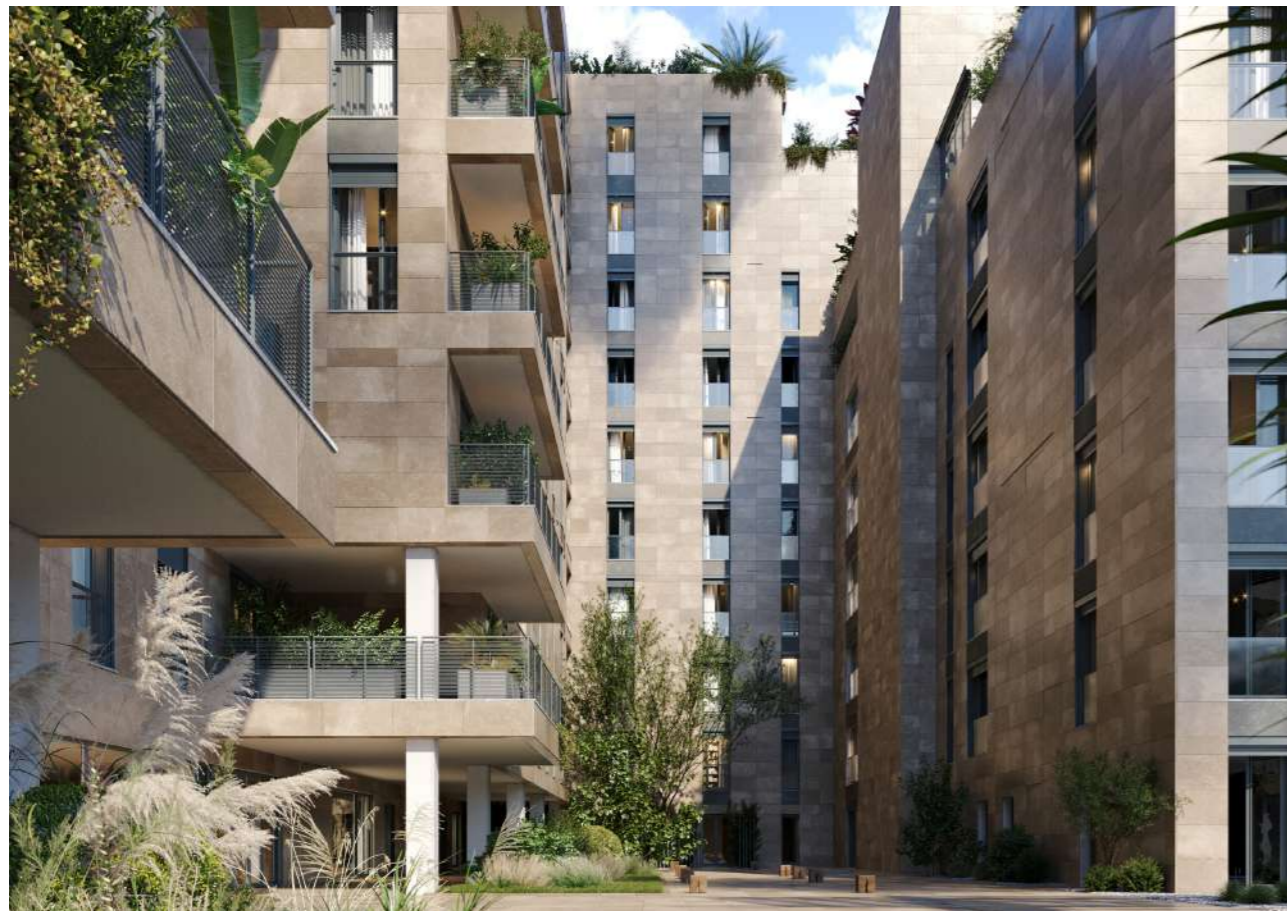
PROJECT
At about 200 apartments and parking spaces, moto and bicycle parking, Private Parking, Cellars, Exclusive rooftop, Area coworking, Exclusive conciergerie, Area fitness, Exclusive SPA, Area kids, Area meeting room, Food and delivery storage

PROJECT PARTNERS
AbitareCo, Milano Contract District, Tecma Solutions, Mpartner Srl, Ariatta Ingegneria dei sistemi Spa, Ceas Srl

SITE AREA
4.785 sqm

BUILT UP AREA
20.500 sqm

DATE
2019 - 2022









Principe is a residential complex with a new and innovative concept, which draws inspiration from the excellence of Italian and international hotels, and translate it into an innovative and contemporary residential lifestyle.

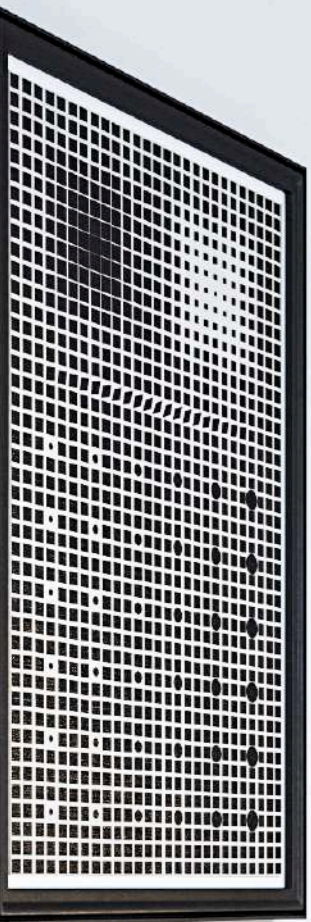
The extreme attention to detail, with the selection of high-level finishes and materials, and the careful design of the space, bring to the scene environments that favor the maximum psychophysical well-being of those who live them.

The residence offers a wide variety of cuts and housing solutions that can reflect any type of need. Moreover, 3 different mood have been studied for the furnishing: Elegance, Contemporary and Limited Edition by Studio Marco Piva.

Large green terraces are an integral part of the spirit of the house, as if to represent an extension of it.

“ A contemporary *charme* ”















Milan, Italy

Syre

Urban life to future generations





**CLIENT**

Fondo "Domus IV", managed by Axa IM Alts

ADVISOR

RedBrick Investment Group

PROJECT - Residential

- Architecture & Interior Fit Out
- G + 22/ G + 6, -2 underground
- At about 120 apartments and parking spaces, moto and bicycle parking, Private Parking, Cellars, Area coworking, Exclusive conciergerie, Area fitness, Exclusive SPA, Area kids, Area meeting room, Food and delivery storage

PROJECT - ERS

- Architecture & Interior Fit Out
- G + 9/ G + 6, -2 underground
- At about 140 apartments and parking spaces, moto and bicycle parking, Common Rooftop, Area coworking, Area fitness, Area meeting room, Delivery storage

PROJECT PARTNERS

AbitareCo, Milano Contract District, Tecma Solutions, Mpartner Srl, Ariatta Ingegneria dei sistemi Spa, Ceas Srl

SITE AREA

18.323 sqm

BUILT UP AREA

Residential: 11.500 sqm / Ers: 11.000 sqm

DATE

2019 - on going

A diversified architectural panorama characterized the territorial context of the project, even if it is inserted in an "urban design" which still appears evident today. This vast area, known in Milan as the San Siro zone, includes two symbolic areas of Milanese sport: the football stadium and the horse's racecourse.

The triangular-shaped project area is based on a Masterplan that solves an urban void abandoned for years, it contributes to the redevelopment of this important quadrant of the city of Milan that was originally a "garden city", full of vast green areas and equipment intended for sports activities. The Masterplan involves the construction of two residential complexes for a total of about 22,000 square meters of SL.



The architectural structures with residential functions, have been articulated both planimetrically and altimetrically with the aim of restoring an orderly landscape, with a non-invasive, measured and valuable structure in terms of shapes, materials and finishes.

The fluid and organic architectural language wants to define new, more organic forms of living, rich in views and loggias, establishing an intense and effective dialogue between inside and outside.

The predominant part of the residential building will be built along Via Dei Rospigliosi: a building consisting of 8 floors, set back and protected to the boulevard facing it, by a row of new generation trees. It will be a building characterized by an important system of balconies and terraces of different shapes and sizes. This volume will create an architectural continuity with the existing building front on Via dei Rospigliosi. At the head of this building, on Largo Pessano, a tower section will rise up to reach 22 floors in height.

This slim structure with soft shapes will characterize the entire intervention, proposing itself as an iconic element, the reference point of the entire complex and will overlook an up-to-date built, equipped and scenographic square.

The central residential complex will rest on a transparent loggia intended for common activities and with relaxation equipment surrounded by large green areas.

The landscape will play a dominant role: the Master Plan and Architecture project draws strategic inspiration from the objective of protecting, conserving and caring for the valuable tree formations present in the Lot.

A new lifestyle in which the "home" will not be conceived as a simple place to return to after a day of work or study, but as a chosen place for a "new sociality" of the urban family and neighborhood.





Milan, Italy

Torre Antonini

The rebirth of the Phoenix





PROJECT
Architecture, facade

DATE
2023 - on going

The architectural project for the renovation of the facade of Antonini Tower provides for the partial restoration of the architecture of the pre-existing tower, giving it a distinctive morphology that stems from the cues from the previous structure and translates into a modern architectural solution. The design concept provides for loggias that, enveloping the entire building, establish a connection with the surrounding area and offer usable and scenic outdoor spaces: a soft aesthetic with sinuous shapes that, like light and elegant ribbons, enfold the building.

The building has two floors below ground and 19 above, with a total height of approximately 70m. Starting from the lower floors, the dynamic elegance of the parapets extends fluidly over the entire height of the tower, softening its overall profile. A special glass insert, a stylistic element that is a feature of buildings designed by SMP, has been inserted in an irregular pattern in each parapet enabling residents to enjoy captivating views of the city of Milan.







Reykjavík, Iceland

Vesturvin

The charm of **Icelandic landscape** and **European style**





56

CLIENT
Vesturvin

PROJECT
Interior design
Family housing complex in Reykjavik
210 apartments, from 48 to 160 sqm

SITE AREA
21.000 sqm

DATE
2021 - 2025

In the ex industrial area, close to the port of Reykjavik, land reclamation work has begun in the area that will host a new residential lot consisting of six buildings, for a total of 210 apartments, for which Studio Marco Piva has been commissioned to plan the Interior Design.

The design approach of the intervention summarized the six architectures, different in shapes and finishes, in three interior moods aimed at providing different interpretations, while also maintaining continuity with the architectural language and with the territory.



57





60

61

An intervention for a “turnkey” project with an European style, to bring a new way of seeing things to the Country, the reason for choosing an international firm.

The moods identified bring the Icelandic world closer to the European real estate approach, where the sale of the apartment on paper is favored by the synergy created between architecture and interior design, defining chromatic and material moods that help the final customer to purchase their own home.

The Icelandic landscape was the source of inspiration for declination of 3 styles, which also correspond to different target audiences identified by the customer.

Eimur, Sær, and Blámi play on the dichotomy between ice and fire, opposite and inseparable natural elements of the Icelandic land, which coexist in harmony.



62



63

Eimur is inspired by the smokiness of the vapors that emerge from the encounter between lava and ice, a pure and elegant mood designed for a less young target and tied to tradition. Calm mood, inspiring tranquility and comfort, very much related to Icelandic culture and the concept of timelessness.

Sær tells of the osmosis between the Arctic sea and the city of Reykjavík, a sophisticated mood with abstract and innovative colors, designed for young couples. Colours are a little more abstract and more Nordic in their colour base, which takes its

inspiration from the surrounding nature to the different shades of green, aquamarine glaciers, the tundras of Icelandic landscapes, the intensities of the green skies of the North light.

Blámi plays with various facets of the blue color into a space that we have defined as "crystallized fluidity", where the soft shapes crystallize becoming more rigid, thus recalling the ice that characterizes the nature of Icelandic territory. Modern mood designed for middle-aged people still in business.



Milan, Italy

Private Apartment at Torre Solaria

Minimal and contemporary luxury





68

69

CLIENT

Private

PROJECT

Interior Design
 Living Room, Kitchen, Master bedroom and bathroom, Studio,
 Gym, Japanese bathroom, Guest bathroom, Housekeeping
 bedroom and bathroom, 2 Terraces.

SITE AREA

260 sqm indoor + 75 sqm terraces

DATE

2021 - ongoing

On the highest floors of Torre Solaria, the tallest residential building in Italy, Studio Marco Piva was charged, after a careful selection process among numerous international firms, to design the interior of an apartment for an important foreign client, that was looking for a prestigious real estate opportunity for his periods of stay in Milan.

The original layout has been modified to meet its aesthetic requirements and use needs, demolishing the walls where possible and creating large windows that allow a more fluid appearance of the environment: a dynamic space linked with the outside, with a set of features dedicated to a contemporary businessman.



70

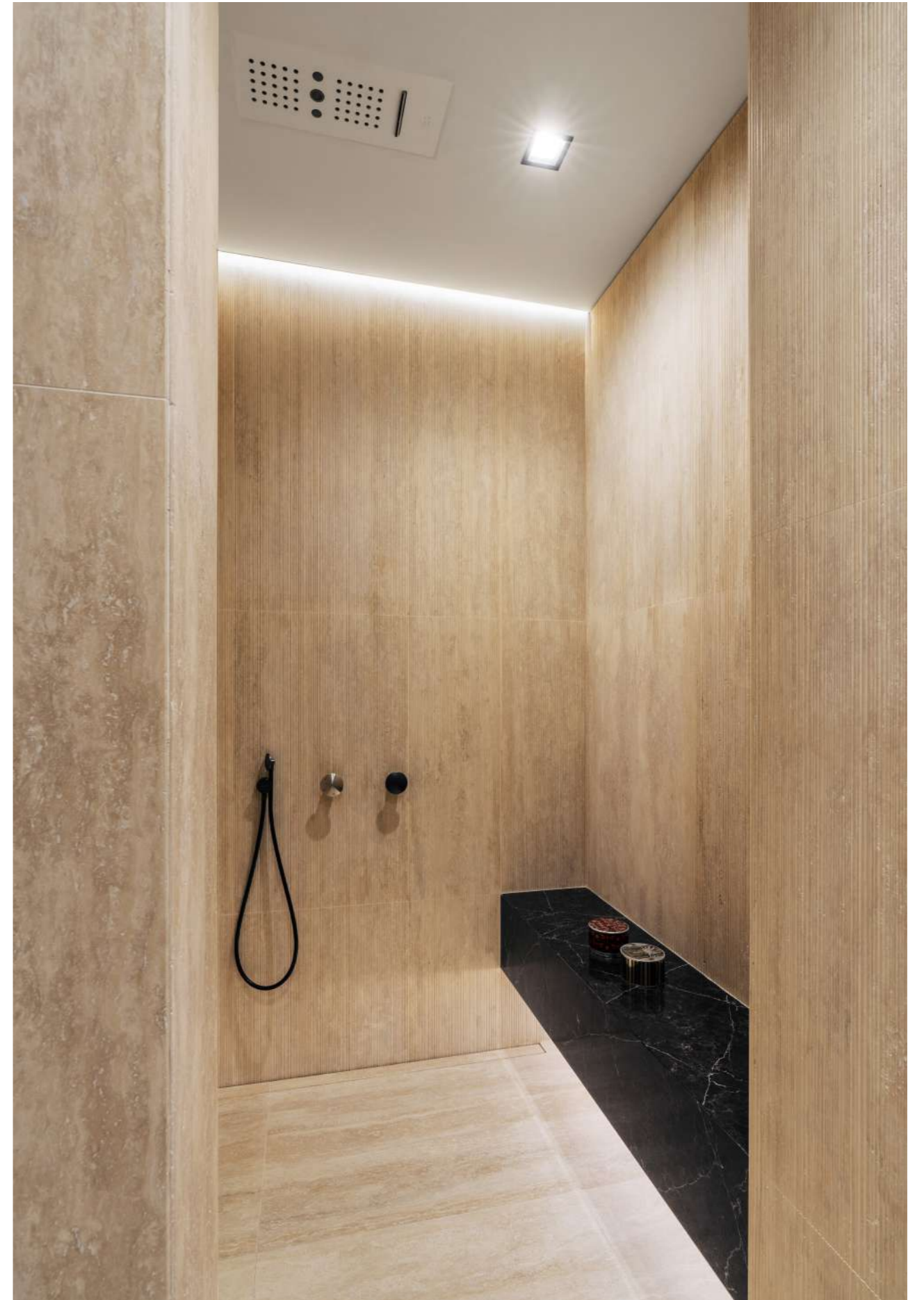
Two of the bedrooms were respectively converted into a Studio and a Gym, while the third remained for the service staff. The environments dedicated to work, leisure and relaxation, such as the specifically requested Japanese bath, have been designed

to blend tradition and modernity, combining the needs of a businessman with his most intimate sphere: a dedicated home, with a precise identity, in which to recognize himself at each stay.



71







The request was for a highly material place, yet clean and elegant, with a "to be touched" effect marked by the textures, details and rhythm in which the floor and wall materials alternate: light veins, soft colors and refined contrasts blend with the selected furnishings, all from the most renowned Italian companies, with the custom designed elements that make the environment unique, and with works of art owned by the customer that have been integrated into the design story.

A delicate luxury that is expressed through details, a minimal style that enhances the essentiality of the design, in balance between elegance and lightness.



UniCredit

Milan, Italy

Private Apartment

Delicate luxury and contemporary home



CLIENT
Private

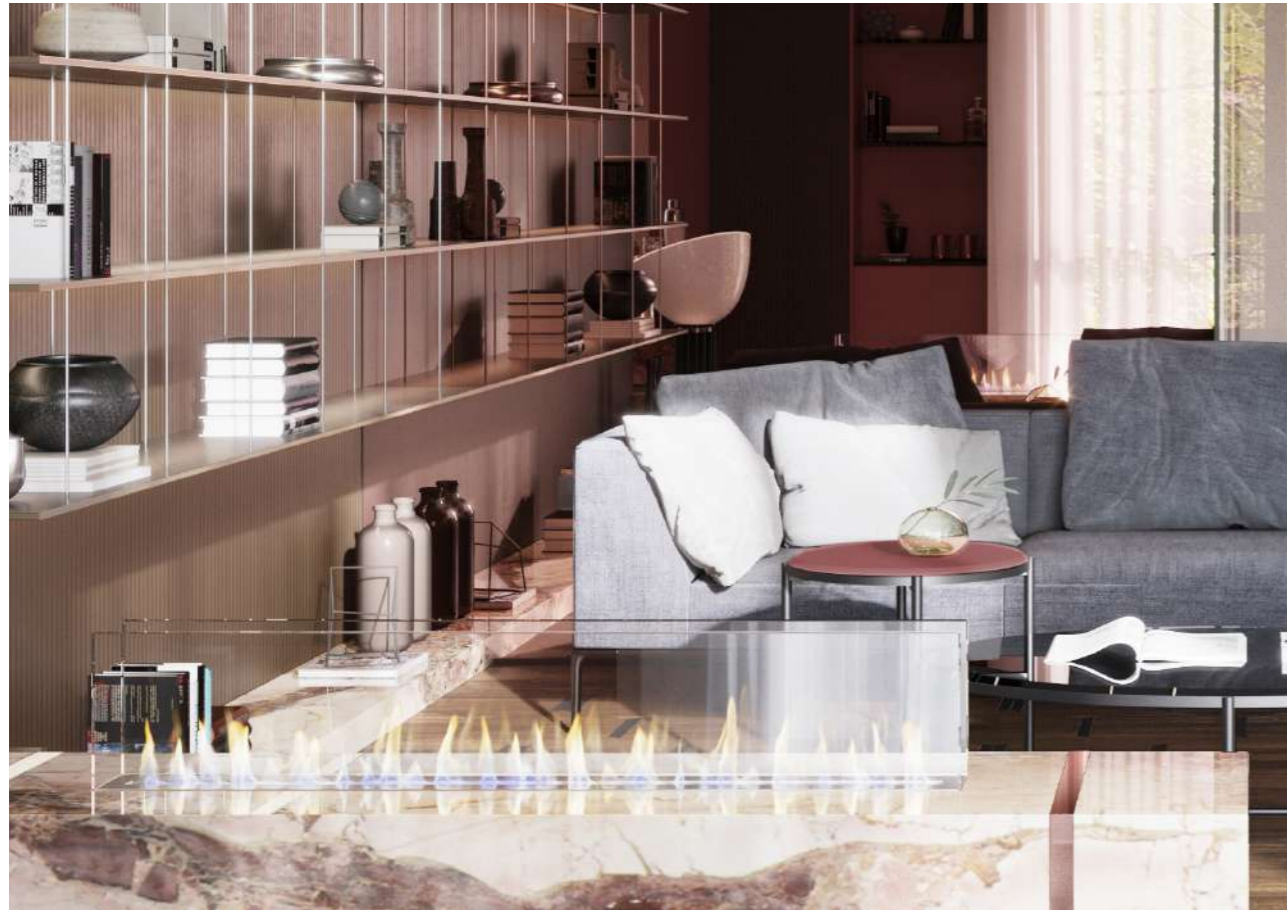
PROJECT
Private Apartment

SITE AREA
216,15 sqm

DATE
2021 - ongoing

In the picturesque Brera district, the heart of the historic center of Milan, Studio Marco Piva was responsible for conceiving the interior design of an elegant private apartment.

The original layout has been modified to adapt it to the prestigious needs of customers: large windows give the apartment a bright and fluid appearance between one room and another. The new spaces thus defined are elegant and dynamic, in perfect connection with the Brera district that blends tradition and modernity.









86

87

The charm of the past that meets the present returns in the material choice and finishes for the interior: soft colors with light veins blend with the selected furnitures and custom designed elements that make the environment unique, to reflect taste and personality of the owner.

A place with an essential and charming style, a delicate luxury for a contemporary home.





Milan CityLife, lot Zaha Hadid, Italy

Private Apartment

An absolutely **contemporary sign**
with the best of Italian production





94

95

In the center of the historic "Fiera Milano" district, overlooking the public park, there is the apartment for which Studio Marco Piva has been assigned of designing the interior design. The apartment is developed according to specific housing needs of the client, established in the first design phase.

The objective was to achieve a sophisticated elegance for any environment, which are simple and functional, but at the same time rich in details that emphasize the exclusivity and sophistication of the overall project.

A careful chromatic research was made, selecting contemporary but not invasive colors: a trend-color range that doesn't go out of fashion with the passage of time.

CLIENT
Private

PROJECT
– Milan CityLife complex, lot Zaha Hadid
– Private Apartment
– Interior Design, Lighting, Furniture

SITE AREA
230 sqm internal, 80 sqm terraces

DATE
2014



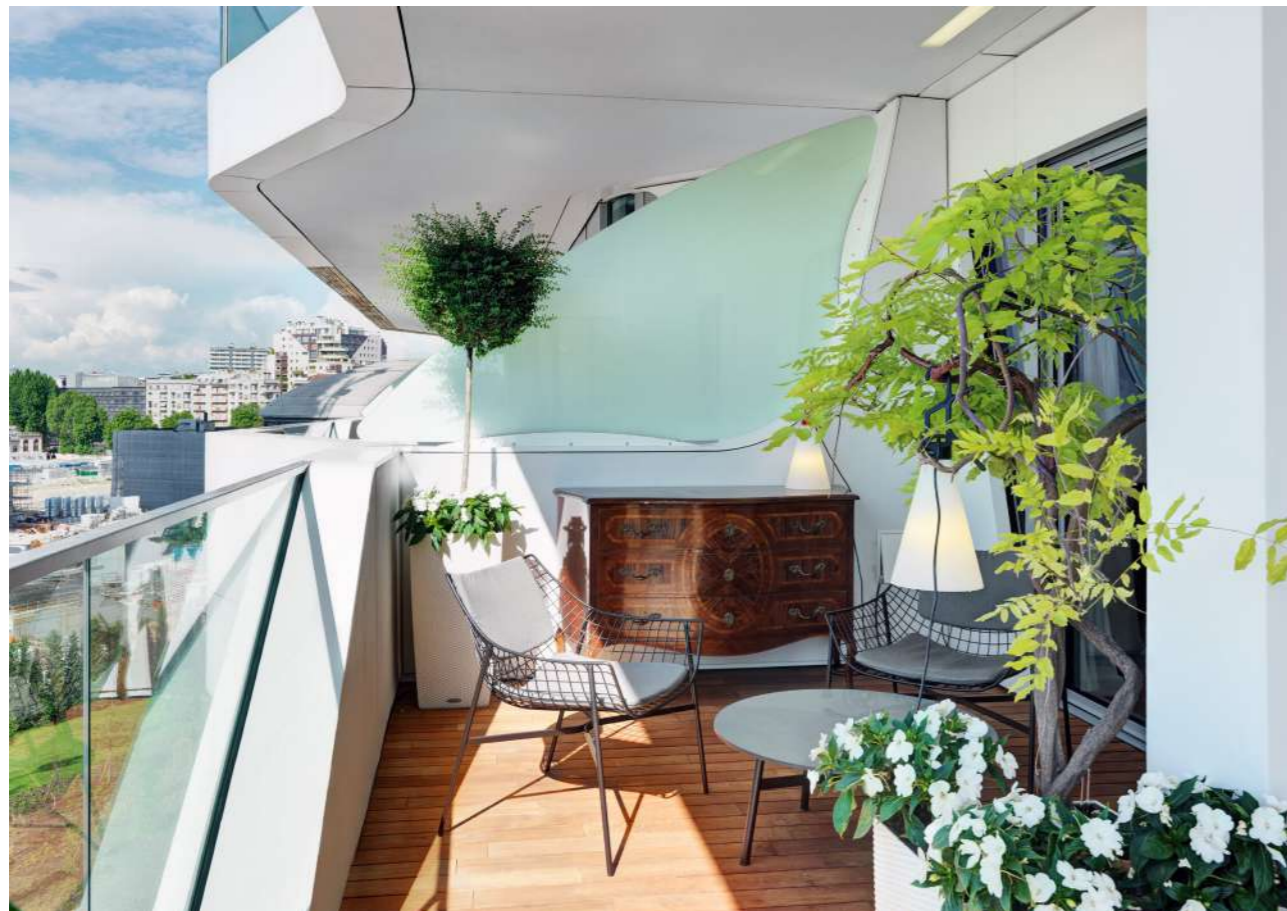
From the very beginning has been given an indication that antique furniture belonging to the family, such as art pieces, paintings and Persian carpets would be brought within the new home.

So there was, both from the chromatic than furniture's point of view, a careful research focused on the dualism old / contemporary, to integrate the historic pieces with the requested contemporary ones in a fluid and natural way.

The terraces have been designed to be used as a conversation or dining area, but also with the idea that they will become a vertical greenery, decorating it with a careful selection of plants.

The kitchen had a key role in the design, both from a dimensional point of view that from the one of the devices that were chosen for the furniture, which come from the world of food and catering industry, bringing in the home the most sophisticated innovations.

A contemporary sign achieved by selecting the best of Italian production, both from the point of view of the quality of the products that of their functionality within the home context, but without exceeding into too innovative design, so to express the client's style and personal taste.







The bedrooms have been designed as if they are an hotel suite, with separate areas for the wardrobe and private bathroom.

In the master bedroom there are two walk in closets, one for man and the other one for the woman. The decorative lamps chosen distinct themselves for having a color that varies depending on whether they are on or off.

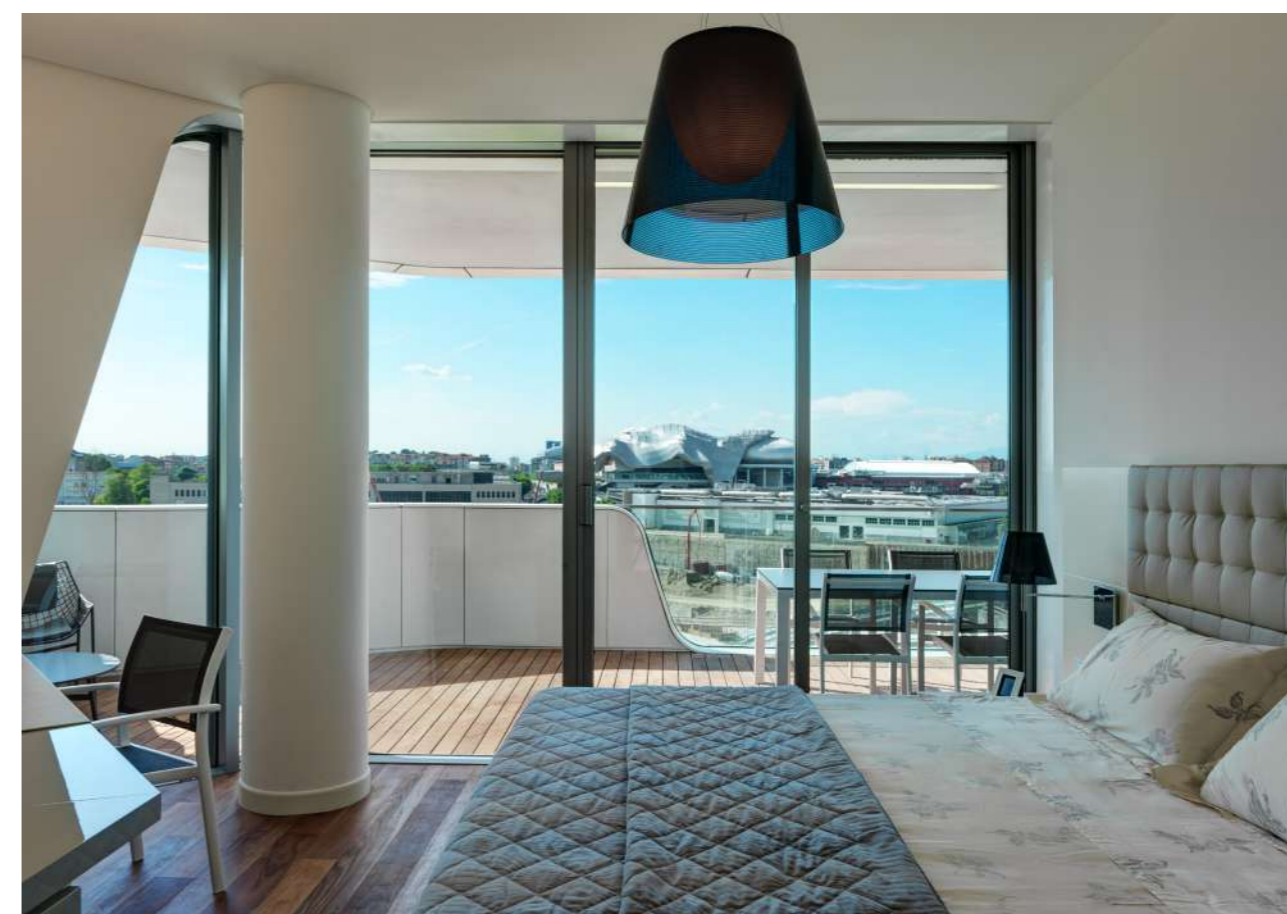
The bathrooms, four in all, of different sizes, have been studied individually, with a deep study of technical and decorative lighting, for a great visual impact.

The challenge of the interior design was to create an interior aimed at integrating and enhancing the existing architecture, finding an harmony between the strong architecture given, and the interior design, so that they can merge together in a continuous, unitary work.

“

**Integrating
and *enhancing*
the existing
architecture**

”



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.

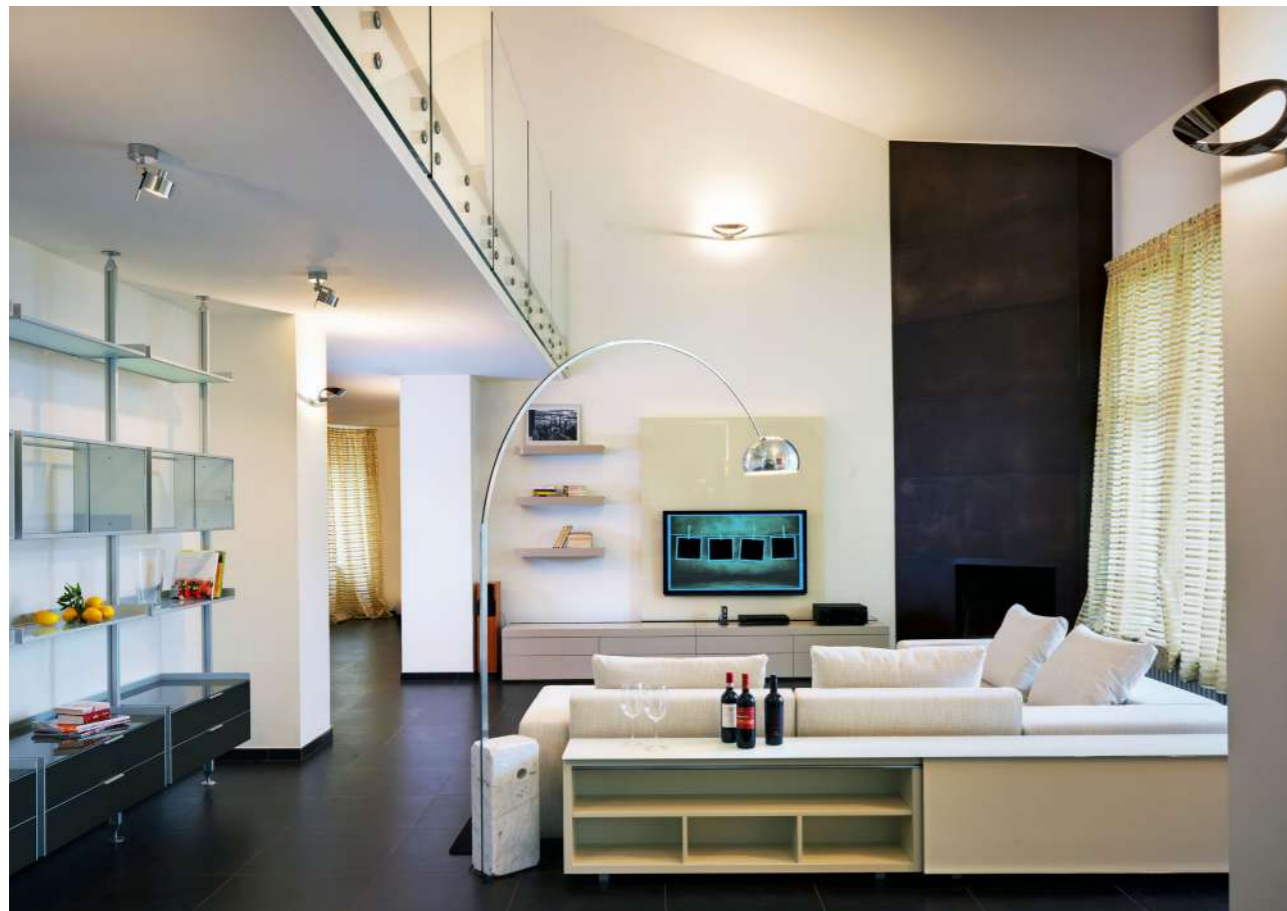
The key element of the project has been to develop a continuity between the formal structure and its framework, privileging light colors and natural materials in harmony with the surrounding green areas, for a pleasant, cozy and elegant global scene. Transparency is the key element, through the windows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

CLIENT
Private

PROJECT
- Architectural renovation, Lighting, Landscape, Interior Design
- G + 2 + Dependence
- Living and Dining rooms, Master bedroom, 2 Bedrooms, Studio Guest Room, Wine Cellar, Fitness Room, Dependence, 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 “

”









Rome, Italy

Domus Aventino

A tribute to Italy and Italian taste



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. 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

BUILT UP AREA

18.000 sqm

DATE

2019







The interior design is characterized by bright spaces, enriched with valuable materials and designer finishes bearing the hallmark of Italian excellence. The light of Rome pours through the large windows and makes enjoyable the view of the gardens, loggias and terraces. Materials and finishes are to the fore, enriching the room and pandering to personal tastes: from the elegance of the marble, which bestows exclusivity, to the nuances and knots of the wooden floorboards providing a warm, welcoming residence.

Common spaces feature a range of services available to the residents: a room for organising meetings and events, a private gym, garages and cellars.

The technology, activated by simple gestures, enables to experience the spaces in a smart way, turning on the lights remotely, open and close doors and windows electrically, check energy overloads, monitor consumption and regulate the climate.

“

Enhancing
the *past*
with an
eye on
the *future*

”



Moscow, Russia

Private Villas

Architecture opens to nature





124

125

A luxury compound of five villas in the forest for a 'cozy' community. Taking inspiration from the concept of a treehouse, so that top floor appears to be floating outside of the central structure. Using a formal architectural approach of overlapping volumes and the set rhythms, there is a monumental richness in the simplicity of the final form that sits in harmony with the surrounding atmosphere. The harmonization between the residences and nature has been done through the use of full length windows and the choice of materials that recall the natural ones, such as stone-effect ceramics and wood-effect composite materials. Another main element in the design is the light, with light beams and metal profiles that emphasize the architectural's features and create evocative scenographies that enhance the overall project design. A slight variation in the form and finishes add a sense of individuality to each villa.

CLIENT
MARKET LCC

PROJECT
– Architecture & Fit Out
– 5 Villas
– G + 1 + basement

BUILT UP AREA
7,555 sqm

DATE
2017

Abu Dhabi, U.A.E.

Melody Homes

A rythm that creates **harmony** in the **composition**





128

129

Studio Marco Piva proposed architecture is a minimalistic and sophisticated, yet classical, villa - style residences, designed to be distinctive from the existing luxury housing market in Abu Dhabi. The main challenge in this project was how to maintain the diversity within the layout of the apartments and to keep unity within the composition.

The response to this challenge was through creating a rhythm in the pattern, in order to create harmony in the composition. Using the noblest of contemporary materials, the philosophy behind Melody Homes was to create a new concept in urban living, a concept that offers its residents the unique choice of self-contained villa living or a more social lifestyle with access to luxuries beyond one's own residence.

CLIENT
Emirates Land Group

PROJECT
– Residential and Commercial Complex
– G+9 + mangrove + basement
– 41 Duplex Apartments
– Wellness Center, Business Center, Lounge Bar and Kids Area

BUILT UP AREA
22.000 sqm

DATE
2008



Abu Dhabi, U.A.E.

Rawdhat

Two **linked** volumes, designed as **solid** and **glass** mass, with **vertical** and **horizontal** lines



CLIENT
Emirates Land Group

PROJECT
- Residential Complex
- 2 Buildings G+7 - G+9
- 180 apartments with different sizes and layouts
- Fitness and Kids area

BUILT UP AREA
38.542 sqm

DATE
2019

Rawdhat Residential Buildings are located in Abu Dhabi, U.A.E, and are part of "Rawdhat" Development.

Seeking for alternatives to guarantee the individuality of each plot, the project was developed according to the standards, guidelines and objectives of Rawdhat Abu Dhabi, an urban village that natures communal attitudes and sustainable living in an atmosphere of opulence, comfort and tranquillity.

The project consists of two "twin" modern buildings, composed by two linked volumes.

The two towers contain a total of 180 apartments, from 1 to 3 bedrooms with living areas from 70 to 182 sqm to suite variety of occupants with small or larger families.



Dubai, U.A.E.

Business Bay

Implementing green architecture
into Dubai's urban fabric





136

137

CLIENT
Akar

PROJECT

- Sky Gardens Residential Tower
- G+30 (h.tot. 120 mt.)
- Apartments, Retail, Bar, Restaurants, Common Spaces
- Fitness Center and Spa

BUILT UP AREA

34.228 sqm

DATE

2007

Studio Marco Piva approaches the design of Sky Gardens Residential Tower in an innovative and alternative manner, one which does not propose yet another residential tower, but an architecture which takes into account the optimum location and contemplates the quality of life and environment which needs to be infused within the design.

This project aims not only to give added value to residential design, but to introduce a new reference point in Dubai for ecological and quality architecture. The architectural language is contemporary and modern, further enhanced by the implementation of today's newest and most updated technologies.

Glass and steel are the primary materials adopted in the façade, which elegantly set off the intriguing and captivating play of volumes that develop vertically.



Osaka, Japan

Next 21

A new form of living, based on innovative concepts



Next 21, a residence building in Osaka, is the synthesis of an advanced research about "intelligent building", oriented to the redesign of urban environment, with respect for energy saving and aimed to reassemble the traditional Japanese social fabric.

This project is the answer to the problems of modern metropolis in Japan. Currently, the residential population of large cities in Japan is declining, but the trend in the future will involve a return to the city.

To develop a healthy urban growth is essential to create a new form of living, based on innovative concepts, such as more attention to the environment, the recovery of natural resources and the restructuring of the Japanese social structure.

CLIENT
Osaka Gas Corporation

PROJECT
- Residence building
- G + 6
- 18 housing units

BUILT UP AREA
1,500 sqm

DATE
1994



142



南側立面图

143



北側立面图

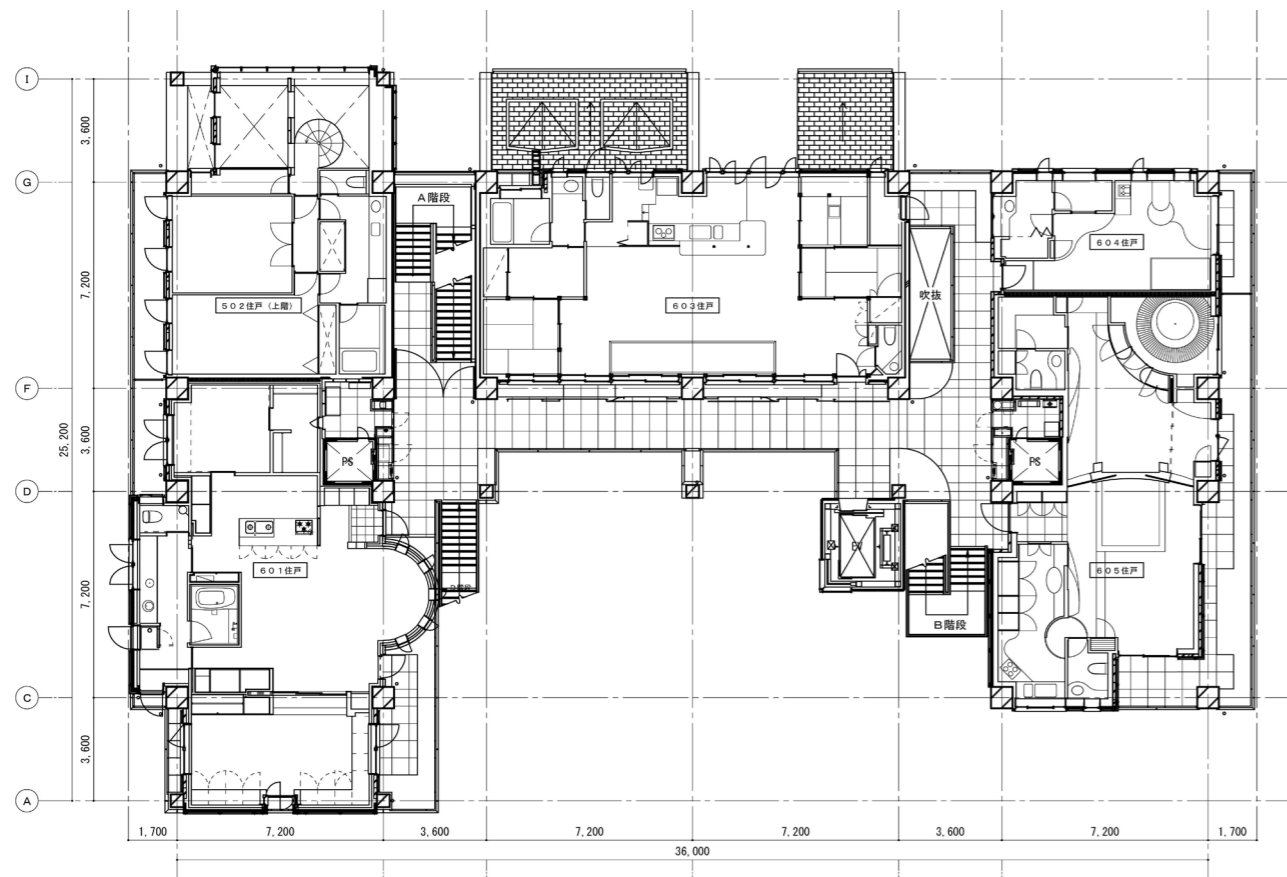


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Version: June 2023

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