

Calligaris Group Flagship Store

Milan, Italy

RETAIL

CLIENT

Calligaris Group (Calligaris, Ditre Italia, Luceplan)

PROJECT

Interior Design

AREA

713 sqm (627 ground floor, 86 mezzanine)

DATE

2021 - 2022

Studio Marco Piva designed the new Calligaris Group showroom, in the heart of the Brera District. A new strategic point of reference in which to present the brands' iconic collections and products, as well as to host events and public relations activities, offering the clientele an "immersive" shopping experience that reflects the group's style and qualities. The interior design project was to preserve the monumental architecture of the place, with its almost 5-metre-high ceilings, without changing the original layout, but rather by configuring the different areas for work, socialising, or discovery. The Flagship Store's concept accommodates **open, flexible, and interconnected spaces**: it integrates the three brands, creating scenarios that unify the different environments and ways of experiencing the contemporary home, making Italian design, manufacturing the focus of attention, and highlighting the wide range of customisation options available.



Studio Marco Piva

via Maiocchi, 9
20129 Milano, Italy

phone +39 02 29 400 814
studiomarcopiva.com

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