

Mixed Use



S M P

# A synergy of different spaces

**Mixed-use projects signed by Studio Marco Piva comprises both urban planning that blends residential, commercial, cultural, institutional, or entertainment spaces, than mixed-use buildings, where different uses of the space are required into the same structure.**

A synergy of functions that have to be taken in account and make the project challenging, creating places where people live, work, and get relax at the same time, in a design conceived trough a mix of humanistic and technological culture, to emphasize the possible balance between economic opportunities, social development and quality of life, in a context oriented towards sustainability.



**MARCO PIVA**  
CO-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 co-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 board of Studio Marco Piva is composed of the co-founders, architects Marco Piva and Sarah Gabaglio, and the founding partners Armando Bruno, CEO, Fabio Basile and Daniela Baldo.

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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Worldwide

# Uxa Action Sports Park

A combination between sporting experience and contact with nature

The idea arises from the intuition of uniting all types of extreme sports in a single specialized center.

The need arises as they become more appreciated for the experience they are able to offer even in territories where they are not common place. The concept is inspired by the essential combination between sporting experience and close contact with nature, especially in the contrast of the human form with the vastness of nature. Sport and nature have a deep intrinsic bond, so the project is not limited only by its functions, but extends into the design of the spaces.

Taking inspiration from the extraordinary shapes and stages that offer natural landscapes and creating voids, impressive heights, luminous penetrations and visual targets. This will be the first development of a larger portfolio of extreme sports complexes around the world.

**CLIENT**  
Private

**PROJECT**  
- G + 2 + basement  
- Reception, Lounge, Restaurants, Concept Stores, VIP Club, Spa/Wellness, Fitness Center, Extreme Sports dedicated areas.


**BUILT UP AREA**  
20.000 sqm

**DATE**  
2018









Treviso, Italy

# Le Terrazze

Retrieving an existing structure giving it a totally new concept





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

**BUILT UP AREA**

16.000 sqm

**DATE**

2011





22

23

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**

”

Huzhou, China

# Huzhou Club Center

An exclusive club open to the City





**CLIENT**

Zhejiang Chang-On Real estate Development Corporation Ltd

**PROJECT**

Interior Design

G+2 + basement

Basement: Swimming pool, relax zone, sauna

Ground floor: Lobby, lounge, reception, changing rooms, gym, multifunctional area, lounge bar, male and female bathrooms

First floor: Poker room, billiard room, cigar room, vip executive lounge, wine cellar, terrace lounge, male and female bathrooms

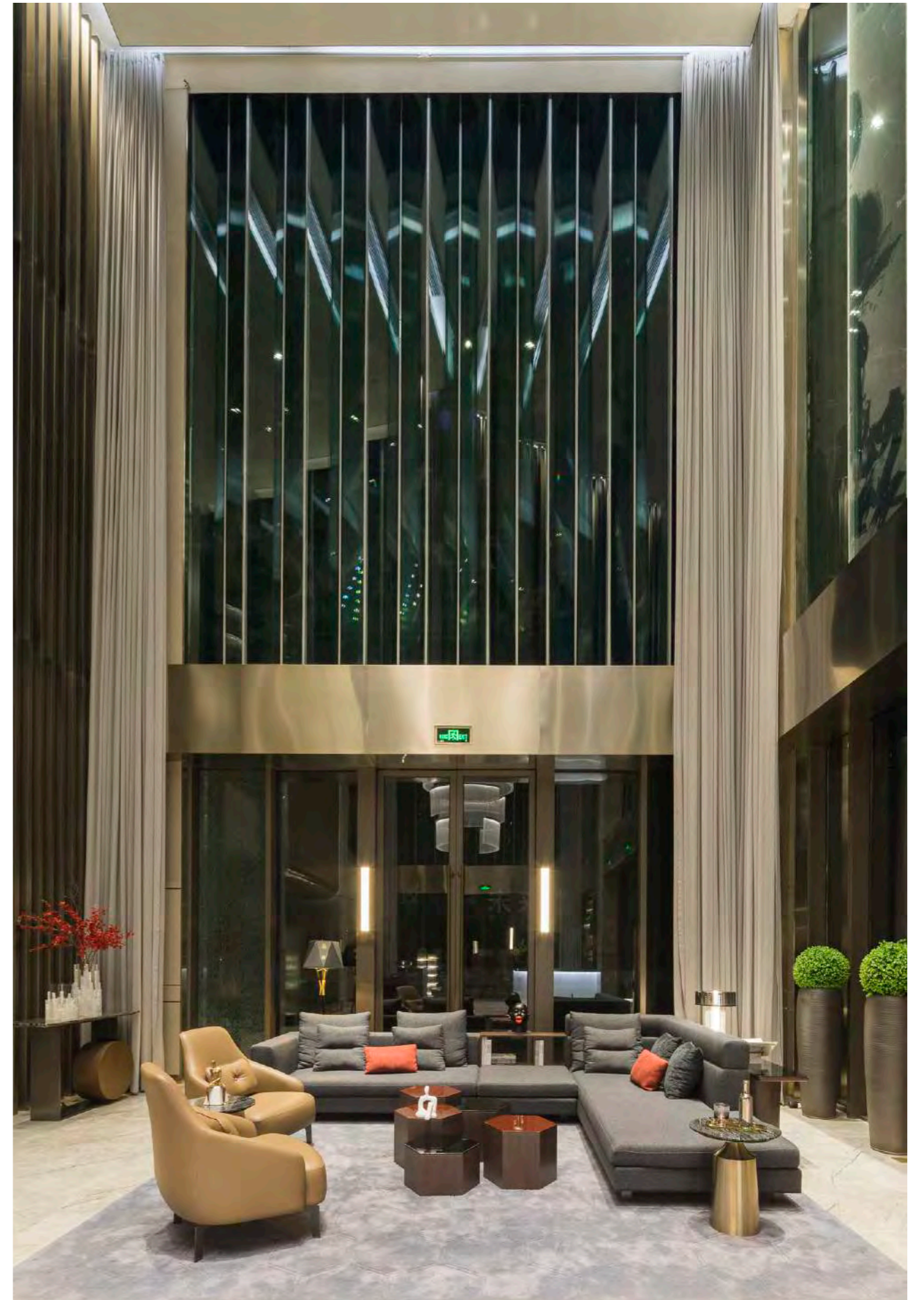
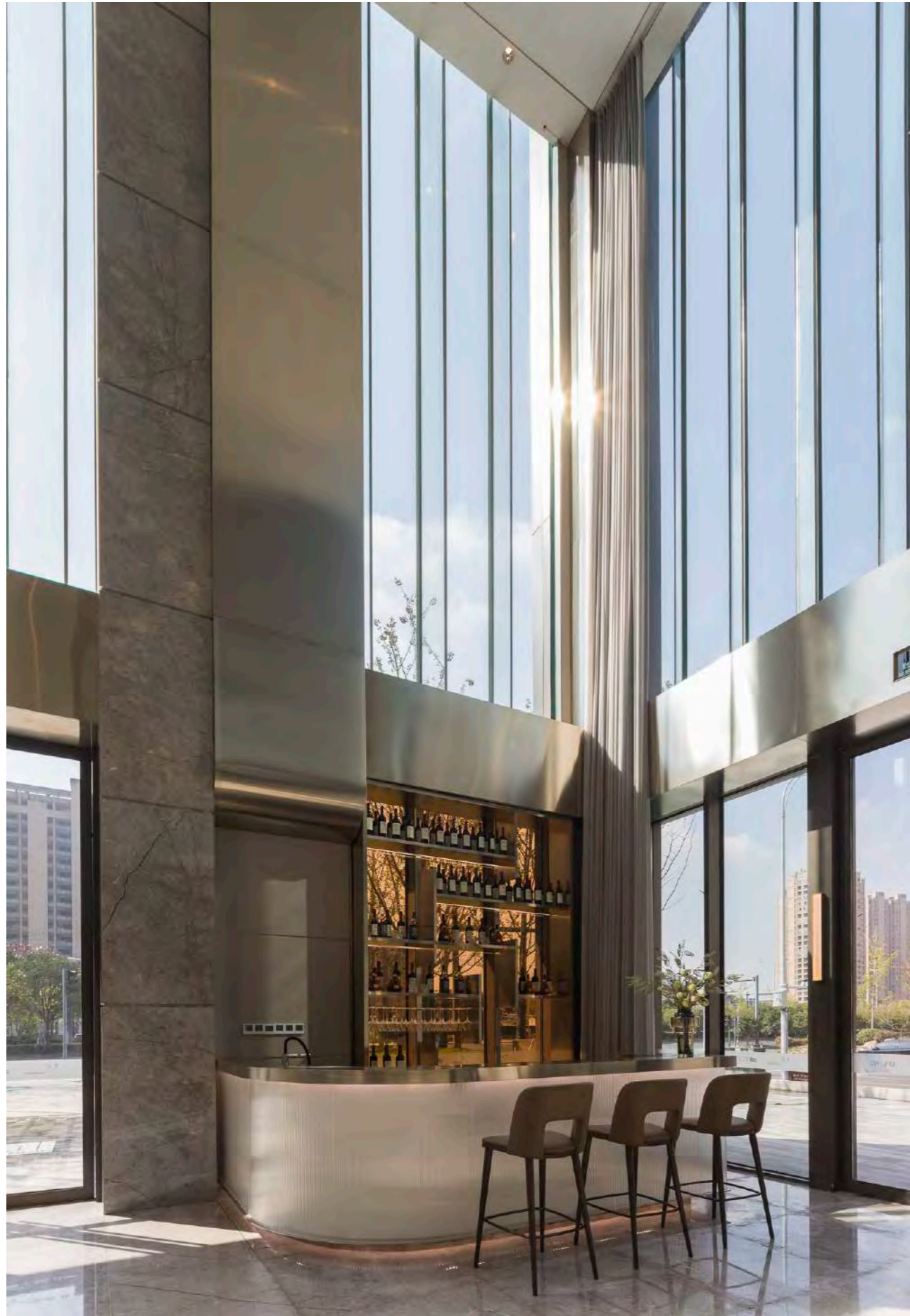
**SITE AREA**

1420 sqm

**DATE**

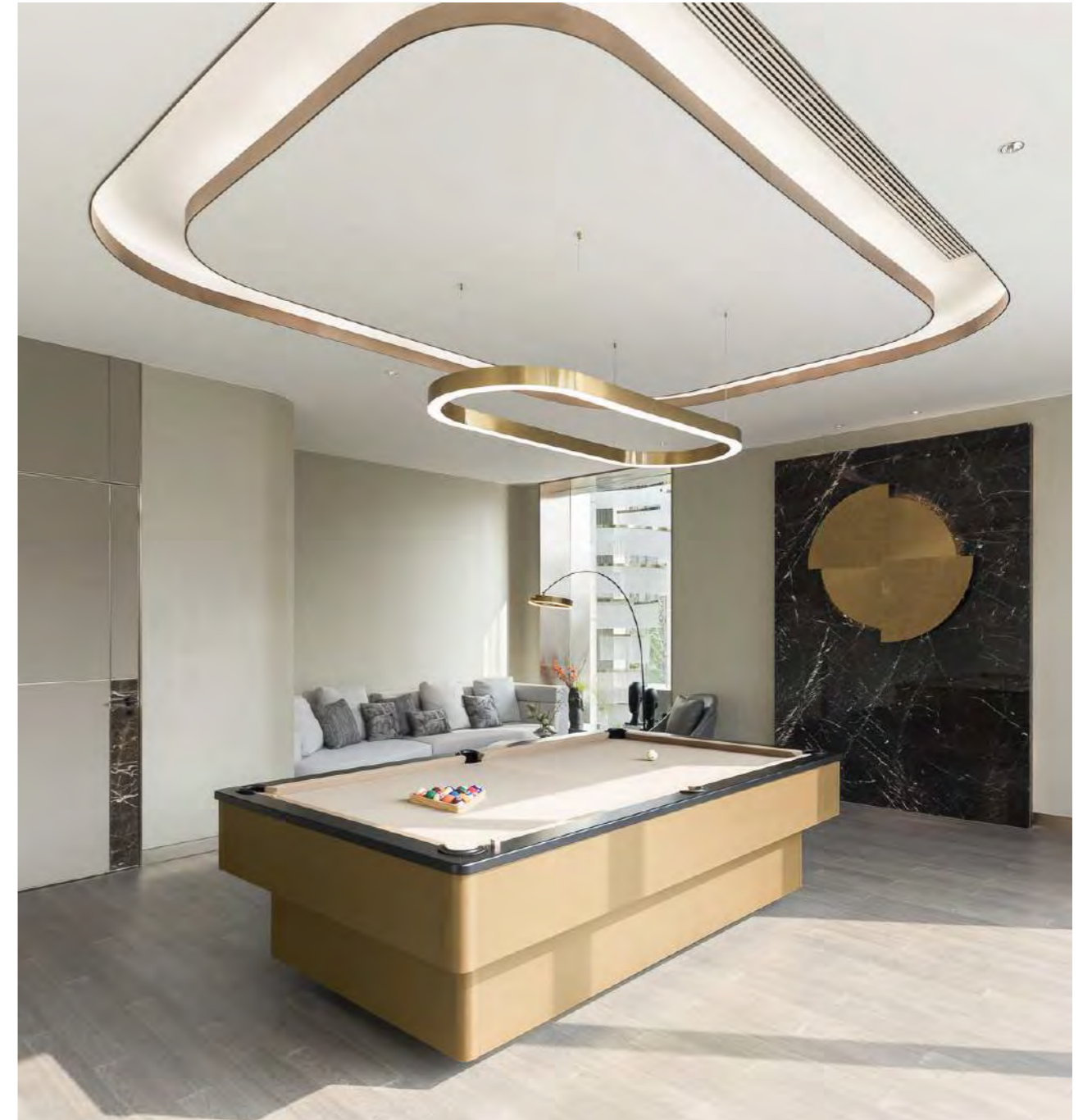
2018-2020







30



31



The project for the Huzhou Club Center is part of the new "Change on - White city" residential complex, in the ancient province of Zhejiang: an exclusive club at the service of the residences, but also open to the city and its guests.

The concept is inspired by the place and its tradition, specifically by its nature, by the sinuous shape of the Ginkgo tree leaves, the ancient tree of the city whose evocative forest extends for 12.5 kilometers, and by the archetype of the fan, with its shape and characteristic ribbing.

A fluid design that functionally divides the space into three areas of activity: leisure for the ground floor, entertainment for the first, wellness for the basement.

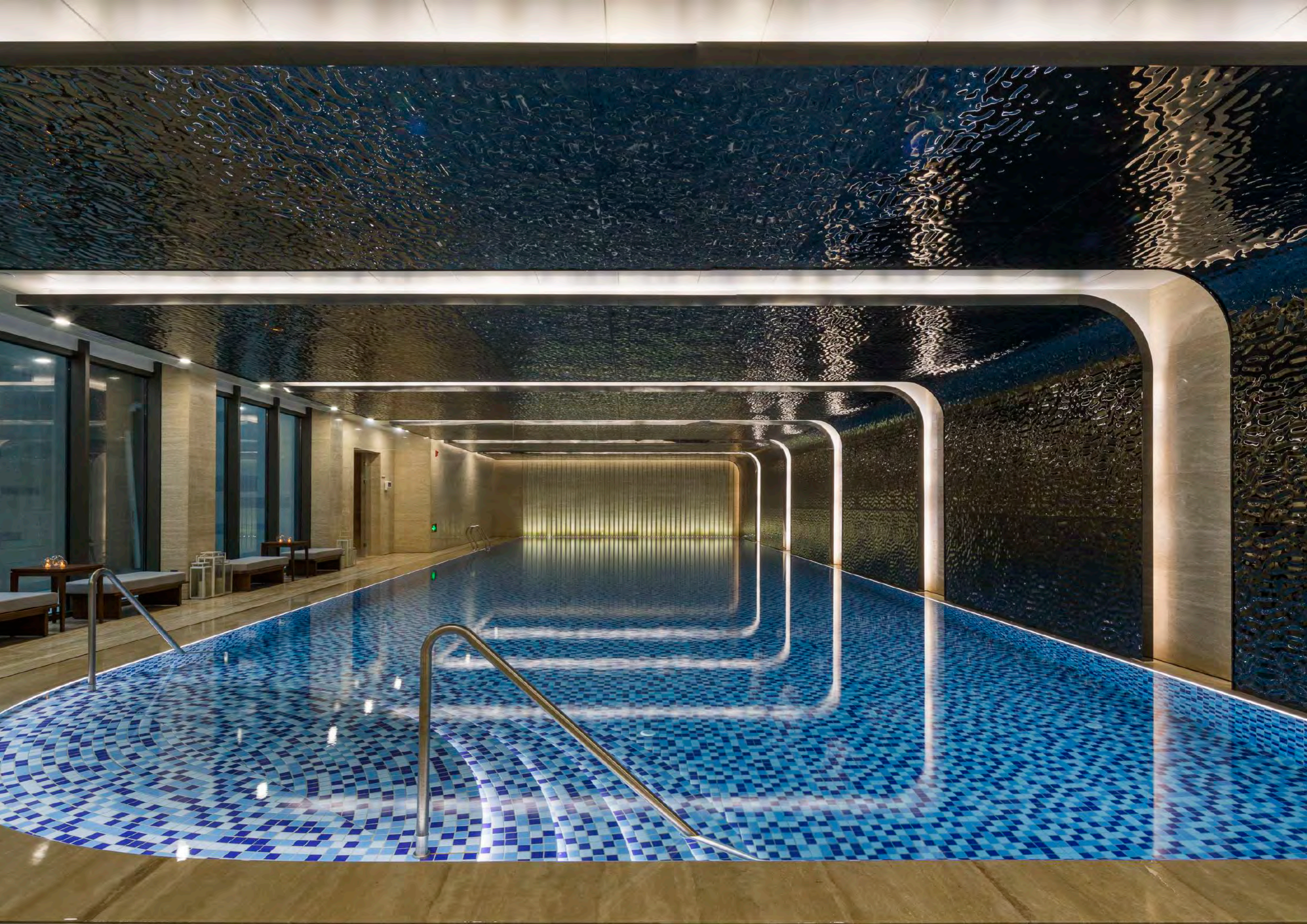
Among the most interesting elements of the design, the creation of iconic custom designed elements, such as the spectacular triple-height glass and metal chandelier in the hall, the marble and steel reception counter, the self-standing washbasins in the bathrooms, metal monoliths interlocking on a marble top, the glass partition of the wine cellar.

The material contrast is another key element of the project: marbles, metals, glass, leathers and fabrics, with their encounter, sometimes even extreme, lead to dynamic and vibrant environments.

Light sources emphasize the passages and the geometries of the spaces, such as grooves of light in the false ceiling and backlighting of visual points of particular importance, in addition to traditional technical and decorative lighting.

Finally, some artworks were designed ad hoc, such as the marble and metal one in the billiard room that recalls the circular movement of the opening of a fan, or the backlit sculpture in onyx, marble and metal in the wine cellar corridor: unique details that give a touch of exclusivity to the place.





Chengdu, China

# Tonino Lamborghini Sichuan Theater

A place of excellence for the  
tradition of the Sichuanese opera



**CLIENT**

Chengdu Donghe Real Estate Co., Ltd

**PROJECT**

- Interior Design - Façade design
- G+42
- G+44
- 5 Star Luxury Hotel: Entrance hall, reception, all day dining, chinese restaurant, private chinese restaurants, 1 cafeteria, executive lounge, lift lobby, lobby bar, panoramic swimming pool, gym, beauty saloon, banquet hall, meeting rooms, wedding ceremony center
- Residential Complex: more than 700 apartments
- Commercial Area: shopping mall
- Sichuan Theatre

**BUILT UP AREA**

Hotel: 11.199 sqm (around 300 rooms/apartments)  
Residential Complex: 4000 sqm  
Commercial Area: 1.421 sqm  
Sichuan Theatre: 500 sqm  
Total area: 32.000 sqm

**DATE**

2019 - in progress





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**CLIENT**  
Chengdu Donghe Real Estate Co., Ltd

**PROJECT**  
– Interior design Theater

**TOTAL AREA**  
500 sqm

**DATE**  
2019 - in progress

The new multifunctional complex of Tonino Lamborghini Towers in Chengdu, for which Studio Marco Piva has created the design of the facades, the interior design of the hotel, apartments and shopping center, lies in the area where the historic Sichuan Theater, a place of excellence for the tradition of the Sichuanese opera, was located, and is now incorporated into the new structure, spreading over 5 floors with access by street level and from the third floor. The concept design created by Studio Marco Piva brings the tradition of the place and the characteristic elements of its performances back to life, reinterpreting them in a contemporary way. The sound of the bell, loud and poetic in the theatrical performances, generates vibrations that permeate the space, fragmenting it like a crystal.

A dynamic play of light and matter dematerializes the place, creating the sensation of being inside a bell, completely immersed in the representation.

The surfaces are soft and play on neutral shades, so as to absorb the strong and changing colors of the stage, reflecting them on the auditorium, involving emotionally the viewer. Another dynamic element that contributes to the play of vibrations derives from the reflection of Chengdu's buildings in Min river tortuous waters, a branch of the Yangze river, bringing a natural element of the city within the interior design, so that environment and culture find themselves again, and converge in an exciting new interpretation.



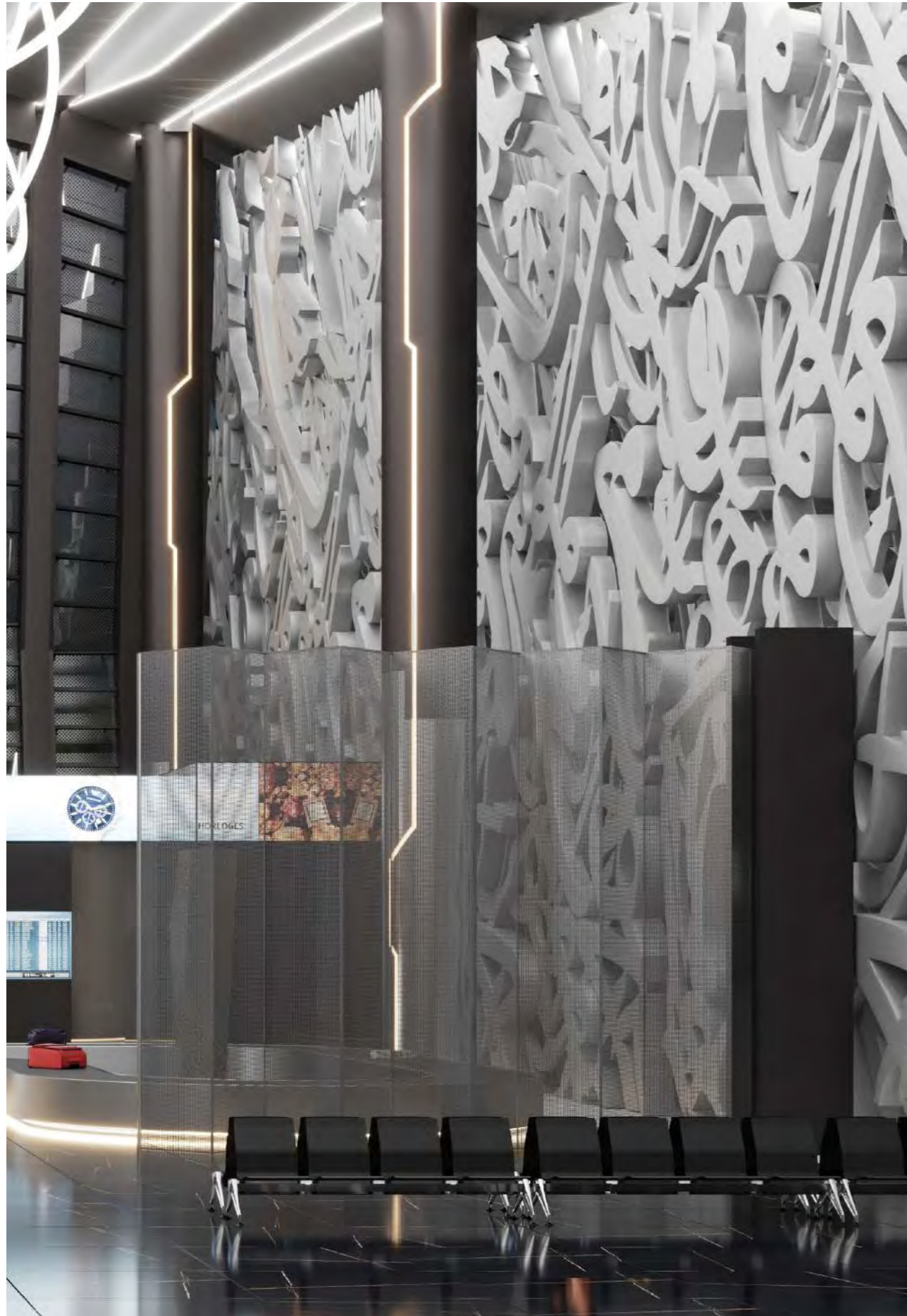
Karbala, Iraq

# International Airport

Flying over history to the future

VIP  
LOUNGE





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**CLIENT**

Manhal Habbobi Consultants (MHC)

**PROJECT**

Interior Design

Ground Floor: check in area, ticket counters, security screening, offices & staff rooms, swing lounge, primary lounge, vip lounge, domestic and international lounges, baggage claim hall, food & beverage corners, duty free shops, passport control, prayers room, medical center, smoking rooms, public bathrooms.

Mezzanine Floor: Data center, duty free, reception hall, vip lounge, ablution room, prayers room, public bathrooms, staff rooms, panoramic terrace.

**BUILT UP AREA**

12.500 sqm

**DATE**

2021 - ongoing

Studio Marco Piva was commissioned to design the interior design concept of the international airport of Karbala, currently under construction on Iraqi designer Manhal Al Habbobi architecture. The dynamic shapes of the architecture reflect in the interior design to create a continuum, in a play of references and connections between indoor and outdoor.

Following the client's requirements, Studio Marco Piva has studied a layout that distributes, on the two levels of the terminal, the areas set up for various functions of the many kinds of passengers, such as reception, waiting zone, entertainment or refreshment, and those intended for the control and to the operators, creating paths and atmospheres that separate, and order, the flows. The project wisely mixes place and tradition with internationality and innovation.

In the interior design, history relives in the panels inspired by the Karbala map, in the soft shapes that recall the movement of the Iraqi flag moved by the wind and the sinuosity of Arabic calligraphy, and in the colors of some fabrics and flooring that allude to the colors of the territory morphology.

These elements have been reinterpreted and mixed with contemporary materials and technologies, bringing history to be the protagonist of the future. A simple and elegant design that plays with shapes, materials, technology and modulation of light sources, to offer a scenic synthesis of Iraqi culture to international travelers. A cosmopolitan place permeated by details of the unmistakable Italian style, yet with references, spaces and functionality anchored to the millenary Arab tradition, to welcome with efficiency, but also emotionality.





Quzhou, China

# Smart Tourism Management Centre

Highest standard of sustainable innovation



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**CLIENT**  
Zhejiang Mailang Cultural Tourism Development Co, Ltd

**PROJECT**  
Interior Design  
G+5, -2 basement  
Lobby & elevator lobby, exhibition hall & reception, scenographic staircase, leisure area, bar, conference room, common bathroom, restaurant, private dining rooms, multi functional room (ball room), SPA, outdoor and indoor swimming pool, standard office rooms, 60 standard rooms, 8 suite, chairman office & private leisure area.

**BUILT UP AREA**  
10.000 sqm

**DATE**  
2021 - ongoing



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After winning an international competition, Studio Marco Piva was commissioned to design the interior design of a new multifunctional complex that will be located in the evocative nature of the village of Quzhou, in Eastern China. From the very first concept phase, the customer's request was for sustainable development, that would meet both the requirements of the Chinese Green Building Evaluation Standard, with the attribution of the maximum 3 stars, than the American LEED Gold Certification.

The interior design was therefore immediately oriented on the principles of energy saving and environmental protection, with the selection of sustainable and recyclable materials, high-efficiency lighting system and sources, intelligent solutions for water saving, sound insulation and ventilation of the environments.





All this by following a "smart" direction, with systems managed in an intelligent and automated way to optimize consumption, and cutting-edge technologies to ensure comfort and safety, such as the smart glasses of the rooms that can become opaque with a click, transforming the space perception and the guest's privacy.

The functional layout of the building includes a large public area in the basement, with reception, conference & exhibition area, recreational space and a bar; a restaurant, a spa and a multifunctional room on the ground floor; offices on the first and second floor, rooms

with features and services of a 5-star hotel or above on the 3rd and 4th floors, and finally the fifth floor dedicated to the chairman, with his office and areas dedicated to hospitality or relaxation.

The design, simple and elegant but with precious and sophisticated details, is inspired by the tones and shapes of the surrounding nature and merge with the fluid and dynamic architecture aesthetics, combining in the different functions of the building (hotel, offices, exhibition areas), the prerequisites of the sustainability's protocol to the excellence of hospitality.



— CASA —  
**ALITALIA**  
— MALPENSA —



**Alitalia**



Milan, Italy

# Casa Alitalia Piazza San Babila

A taste of the beauty and style  
that is part of everyday's life in Italy



58

**CLIENT**  
Alitalia**PROJECT**

- Malpensa Lounge
- Interior Design, Lighting, Furniture

**SITE AREA**

600 sqm

**DATE**

2016

The aim of Casa Alitalia project for the Milan Malpensa Lounge by Studio Marco Piva is to offer travelers a new type of welcome, teaming strong emotions with flawless efficiency. The concept was to create an environment with a homey feel rather than of a public space, with areas arranged like a house: an entrance

area, calm areas to relax and others dedicated to food and beverages. The intense, all-encompassing perception fully reflects those characteristics Italy is renowned for. Guests are welcomed by striking marbles, a sample of the monumental architectures that can be found, to different extends, in the city of Milan.

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CASA  
ALITALIA  
ROMA



CASA  
ALITALIA  
ROMA



CASA  
ALITALIA  
ROMA



Rome, Italy

# Casa Alitalia Piazza del Popolo

An environment with a homey  
feel rather than of a public space



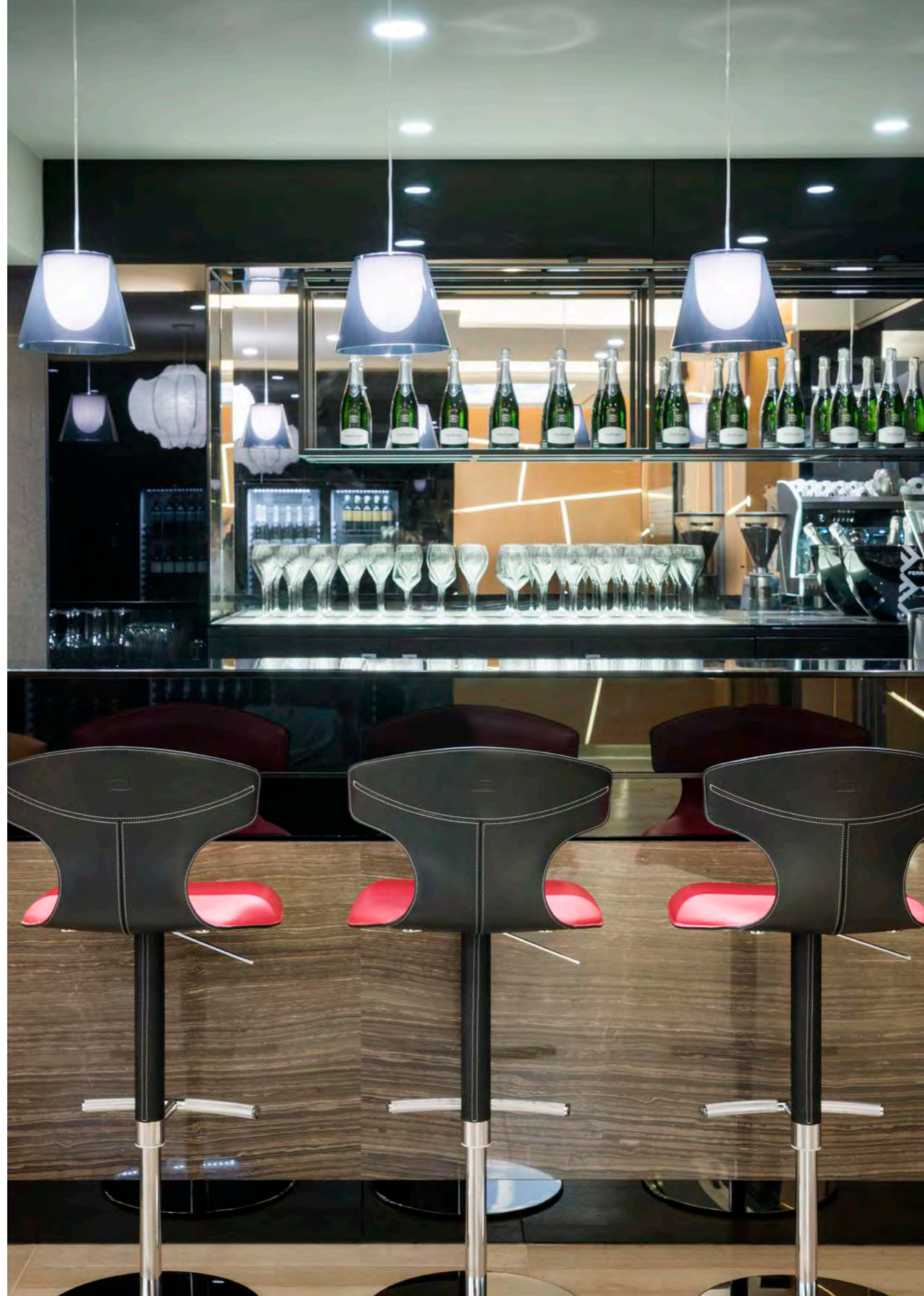
The lounge designed by Studio Marco Piva for Alitalia represents a new way of conceiving ground services in a setting rich of comfort, quality and "Italian lifestyle". The starting idea was that the quality of the inflight service has to synchs perfectly with that on the ground. So the goal was to create welcoming areas where passengers perceive of a seamless customer assistance in a setting that brings to mind a beautiful Italian home.

Both the form and the idea of a gateway leading into Casa Alitalia are reflected in the concept of a large doorway leading into an Italian building, a passage that takes guest from the chaotic airport space, into a calm, inviting, sophisticated environment.

**CLIENT**  
Alitalia**PROJECT**  
- Fiumicino Lounge  
- Interior Design, Lighting, Furniture**SITE AREA**  
800 sqm**DATE**  
2016



66



Alitalia 

— CASA —  
ALITALIA

— CASA —  
ALITALIA

— CASA —  
ALITALIA  
— ROMA —



Rome, Italy

# Casa Alitalia Piazza di Spagna

A taste of Italian lifestyle for the most demanding clients



**CLIENT**  
Alitalia**PROJECT**  
- Fiumicino Lounge  
- Interior Design, Lighting, Furniture**SITE AREA**  
1.000 sqm**DATE**  
2018

This lounge marks the third design project developed by Studio Marco Piva for Italy's flagship airline, designed to greet visitors, conveying the true Italian lifestyle through design, offering excellent levels of welcome and comfort.

Laid out over 1000 sqm, it is characterized by a careful functional study of the environments that has led to the design of various areas to meet the needs of different types of users.

Design iconic symbols are incorporated in the large entrance door built from Titanium Travertine, in the geometric decorations, in the contrast between different materials, and in made-to-measure lighting bodies and furnishings made by the most prestigious companies on the Italian manufacturing scene.



When passengers enter Casa Alitalia they'll politely be offered a much-needed chance to relax in between connecting flights.

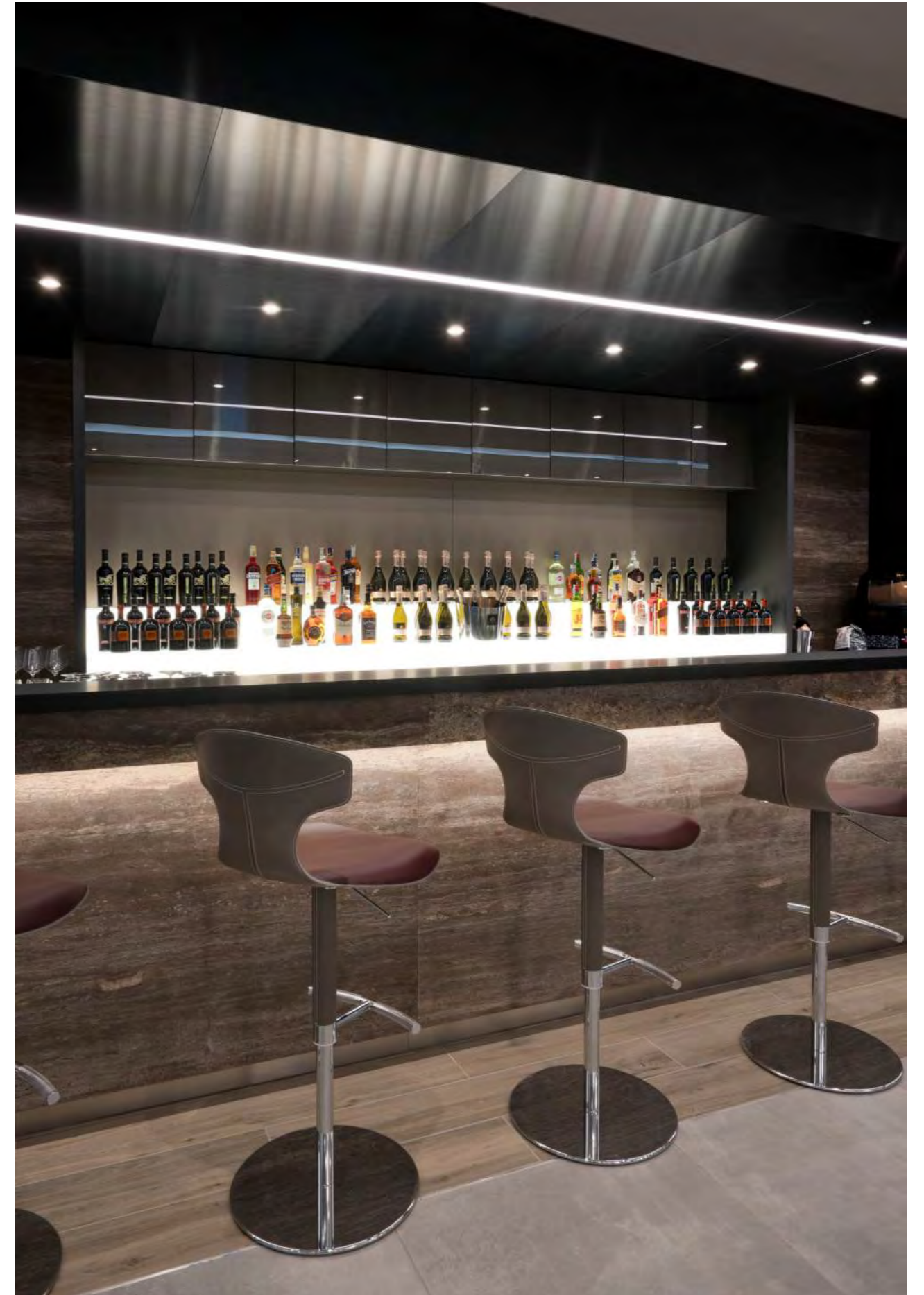
To get this rights Studio Marco Piva paid particular attention to creating the right "atmospheres" by managing spaces, the choice of materials, and using modulated lighting.

As for materials, Studio Marco Piva have worked on the selection of marble, stones and wood finely texturized, combined with glass and metal details. Seats and sofas have been proposed with the most selected leather and precious fabric. Art works, books and magazines will offer to Alitalia international guests a taste of beauty and style that is an essential component of everyday life in Italy.

“

A synthesis  
between  
*functionality*  
and *innovation*

”



Naples, Italy

# San Paolo Stadium

A place not just for football,  
but for the overall entertainment



*Marco Masini*



78

79

Beyond the architectural project of the Stadium, Studio Marco Piva has studied also a sort of green boulevard next to it, equipped with pedestrian walkways, bicycle paths, play areas for children, stalls and areas for setting up small outdoor shows.

The aim was to create commercial spaces, dining areas, covered parking and various other entertainment and leisure facility, to demonstrate the idea that a stadium is not conceived just for football, but also for other independent activities.

Concept Design is suggesting the creation of special patterns and textures that could be played on the glass, metal and fabric surfaces of the stadium volumes.

**CLIENT**

Società Sportiva Calcio Napoli S.p.A.

**PROJECT**

- Stadium
- 55.000 seating capacity
- Shopping mall, Restaurant, Bar, Offices
- Fitness Spa and Medical Center, Cinema, Vip Areas
- 5 Star Hotel
- G+26, 134 rooms, Restaurant, Bar, Fitness SPA an Congress Center

**BUILT UP AREA**

305.000 sqm

**DATE**

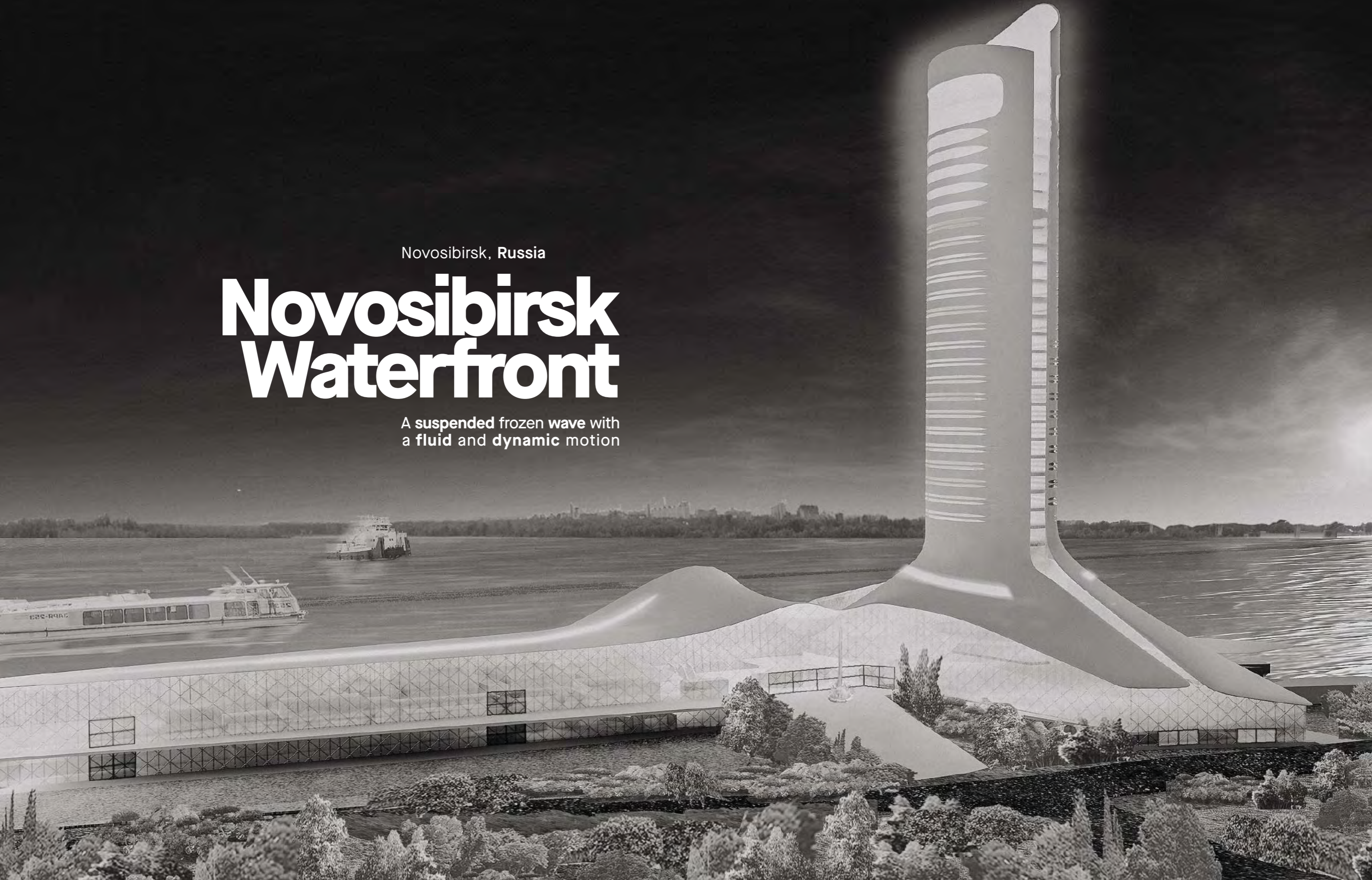
2009

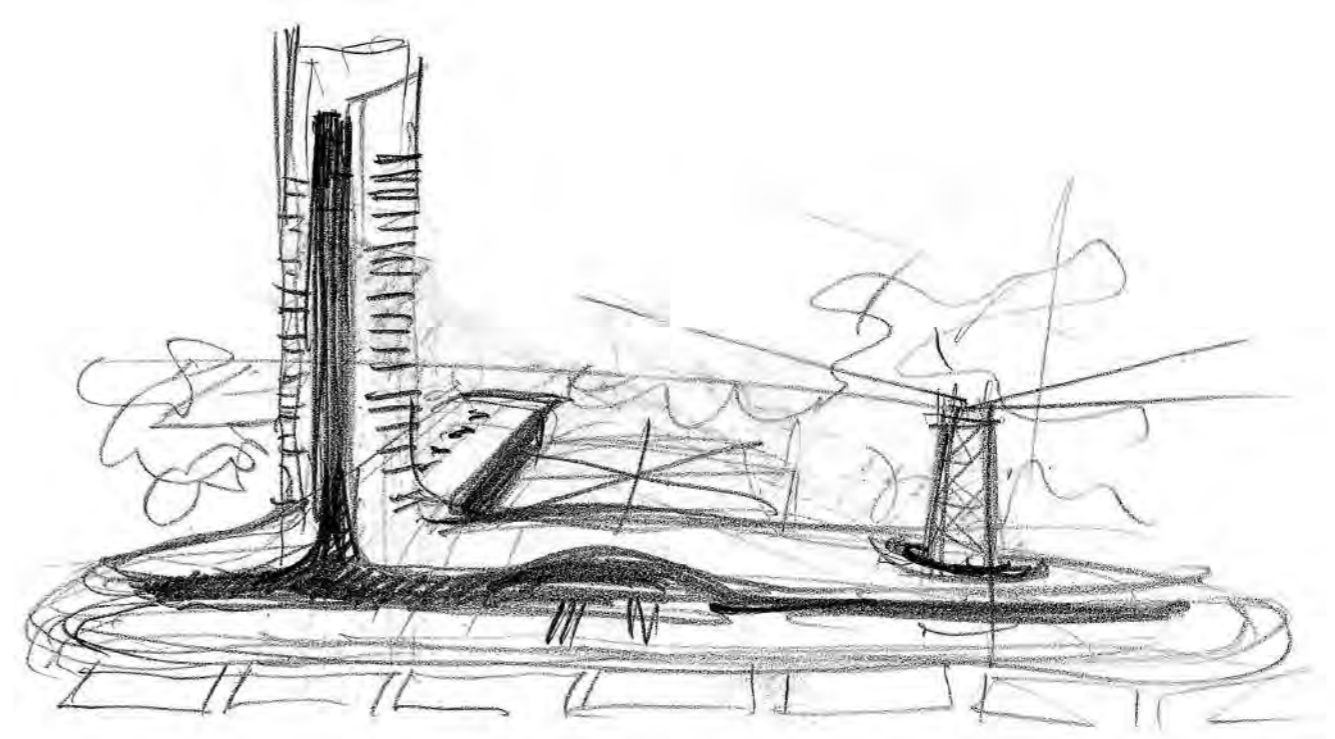


Novosibirsk, Russia

# Novosibirsk Waterfront

A suspended frozen wave with  
a fluid and dynamic motion





The city of Novosibirsk and Ob river have an unbreakable bond, where apart from the latter playing a primary role in the history of the territory, it modified the development of the city until it created a split in the urbanised territory. Studio Marco Piva drew inspiration from this same river, and proposes to activate a process of city re-qualification aimed at re-establishing and strengthening both the relations intrinsic to the city as well as the relations between the city and the river. Ob, thus maintains all of its vitality and is garnished with its most characteristic aspects which highlights its full force; Studio Marco Piva bases itself upon this beauty, and develops an architecture project which simulates a suspended frozen wave, a fluid and dynamic motion, blocked in mid air by the unstoppable forces of nature.

**CLIENT**  
Novosibirsk Port Authority /City of Novosibirsk

**PROJECT**  
– River Terminal and Hotel  
– G+27 (h.tot 125 mt.)  
– Hotel: 188 rooms and suites  
– Restaurants, Bar, Shopping Mall, Conference Center and SPA

**BUILT UP AREA**  
30.500 sqm

**DATE**  
2007



Dubai, U.A.E.

# Dubiotech Tower

A high degree of technology apt to  
reduce the energetic operating costs



**CLIENT**

Dubai Properties

**PROJECT**

- Multifunctional Tower
- G+35
- 250 apartments
- Spa, Shops, Panoramic Restaurant, Bar, 450 Car Parking

**BUILT UP AREA**

47.500 sqm

**DATE**

2007

The Mixed Use Tower is located in the Dubai Biotechnology and Research Park and will accommodate to its inside approximately 250 apartments, a spa, offices and shops.

A panoramic restaurant and a bar will be locate inside a big sphere that comes out of the building. Particular attention is given to the facade covering which in some of its parts will be realized with a system of solar panels to produce a part of the energetic requirements.

The tower will be realized with great attention to the choice of the materials to the aim to guarantee an optimal comfort, respect of the surrounding atmosphere and total integration with it.

Hebei, China

# Caofeidian Tangshan

Simple and contemporary  
integration with nature





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93

Organic and fluid forms characterize the architectural project designed by Studio Marco Piva for a multifunctional building in Caofeidian, 200 km far from the Chinese capital.

The area dedicated to the project involves the construction of a building, 30 meters high, designed to integrate with nature through its organic and fluid forms and the use of light and dynamic materials such as glass and steel, in a play of volumes characterized by the contrast between opaque and transparent stripes. The rest of the area is instead thought of as a green lung for the building to isolate it from the main road, with large green areas and pedestrian and cycle paths. The heart of the intervention is the ice skating arena, strongly desired by the client, sheltered and emphasized by a soft glass cover. Different accesses have been studied depending on the intended use, from the hotel to the shops, from the public terraces to the spaces for private events.

**CLIENT**

Zhongying Caojiantou Real Estate Development Co.

**PROJECT**

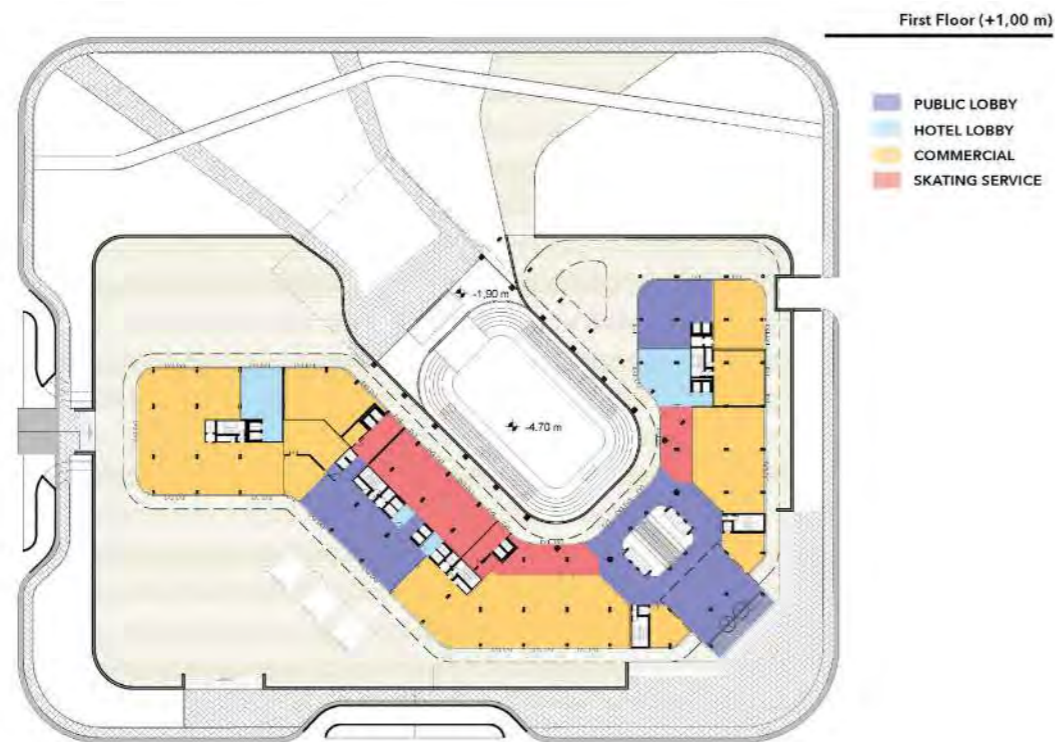
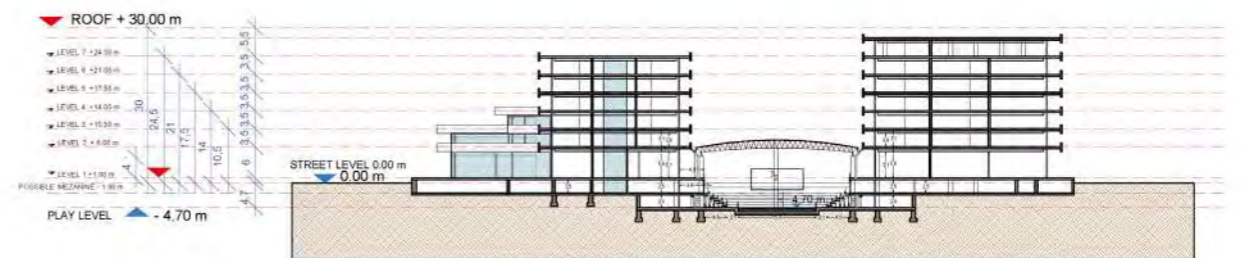
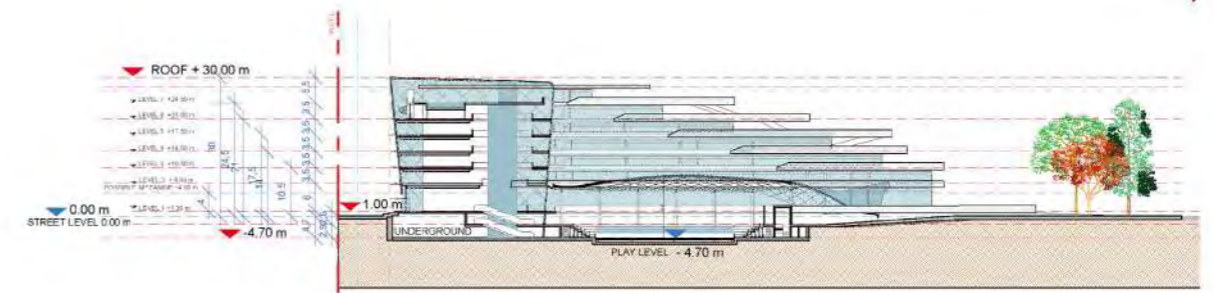
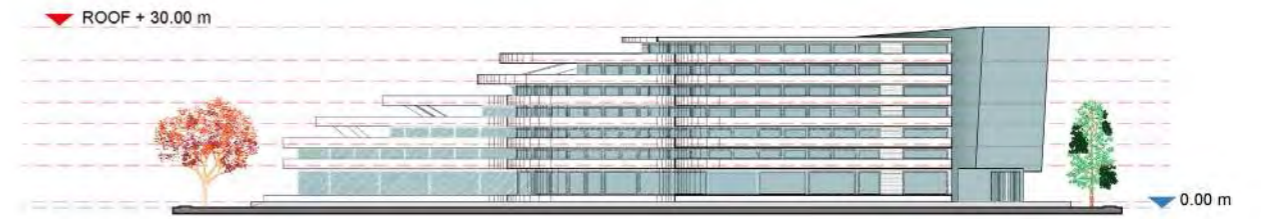
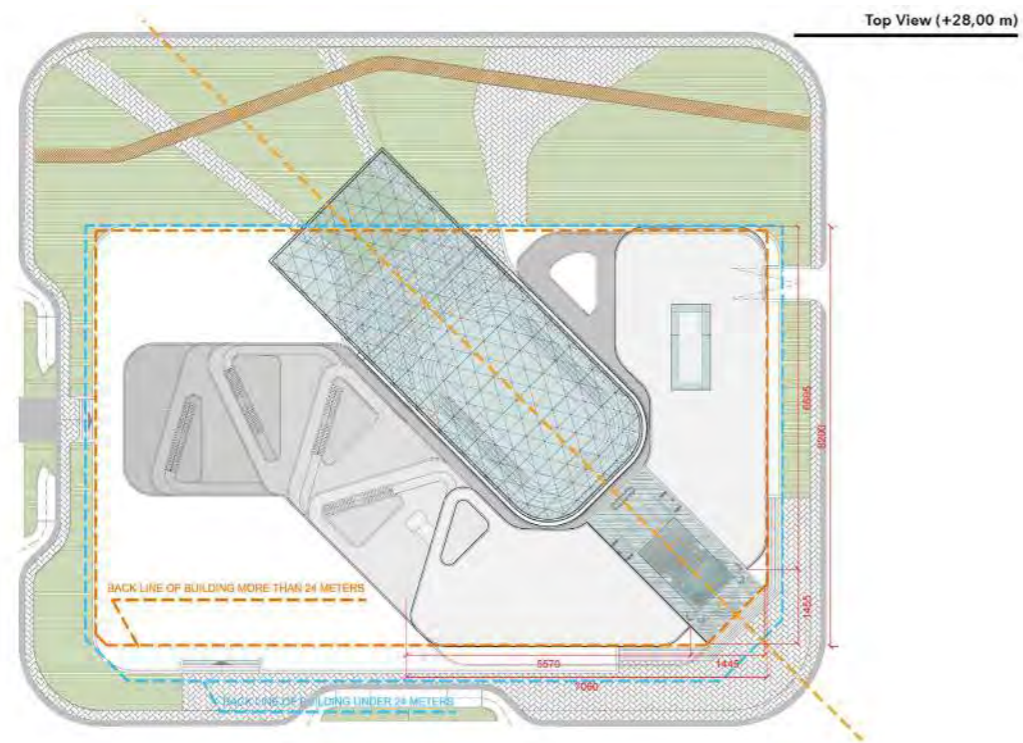
- Architecture  
 - G + 6 + Basement  
 - Hotel, Hotel apartments, Meeting & Congress, Ice skating arena, Restaurants & Lounges, Supermarket, Retail activities, Multifunctional space, Public Terraces, Rooftop event pavillion, Spa, Parking.

**BUILT UP AREA**

27.000 sqm

**DATE**

2018







Harbin, China

# National Trade Building

A rhythmical pattern that  
produces scenographic  
lighting and colour reflections





The project is located in a big city named Harbin, the capital of Heilongjiang, in the north-east of China. In this city live more than 9 millions inhabitants and the weather is really harsh. The temperatures, in fact, reach below  $-40^{\circ}\text{C}$  in winter season and the average up to  $23^{\circ}\text{C}$  in summer time.

The architectural concept design by Studio Marco Piva had to inevitably deal with complicate environment conditions, while considering the fact that it was needed to face urgently strategies to reduce energy consumption.

Based on this context, the architectural development proposes to introduce new technologies in the field of glass and facade systems, thus solving the biggest task of the facade design.

**CLIENT**

Heilongjiang Construction Group Co.,Ltd

**PROJECT**

- Architecture
- Facade Design
- G+38
- G+38
- G+45

**BUILT UP AREA**

267.000 sqm

**DATE**

2014



Guizhou, China

# Guizhou Anshun Sales Center

Experience multimedia  
at the highest level





104

105

The project's aim for the commercial space of the Anshun Sales Center was to create an iconic place in which to promote Real Estate projects in an innovative and immersive way, making the user fully interacting with the project, and becoming part of it.

The space was ideally divided into three areas, with a central heart used as a large entrance and reception hall, and the other two areas reserved for commercial operations, with more private and intimate spaces, and a sharing one, with large open spaces where to see the projects and interact with them, even through gigantic video-walls.

A technological and multimedia space, characterized by strong, yet refined, contrasts, and by the search for the most exclusive materials and details, a preview of the extreme care taken by the client towards his creations.

**CLIENT**

Guizhou Auwi City investment Co LTD

**PROJECT**

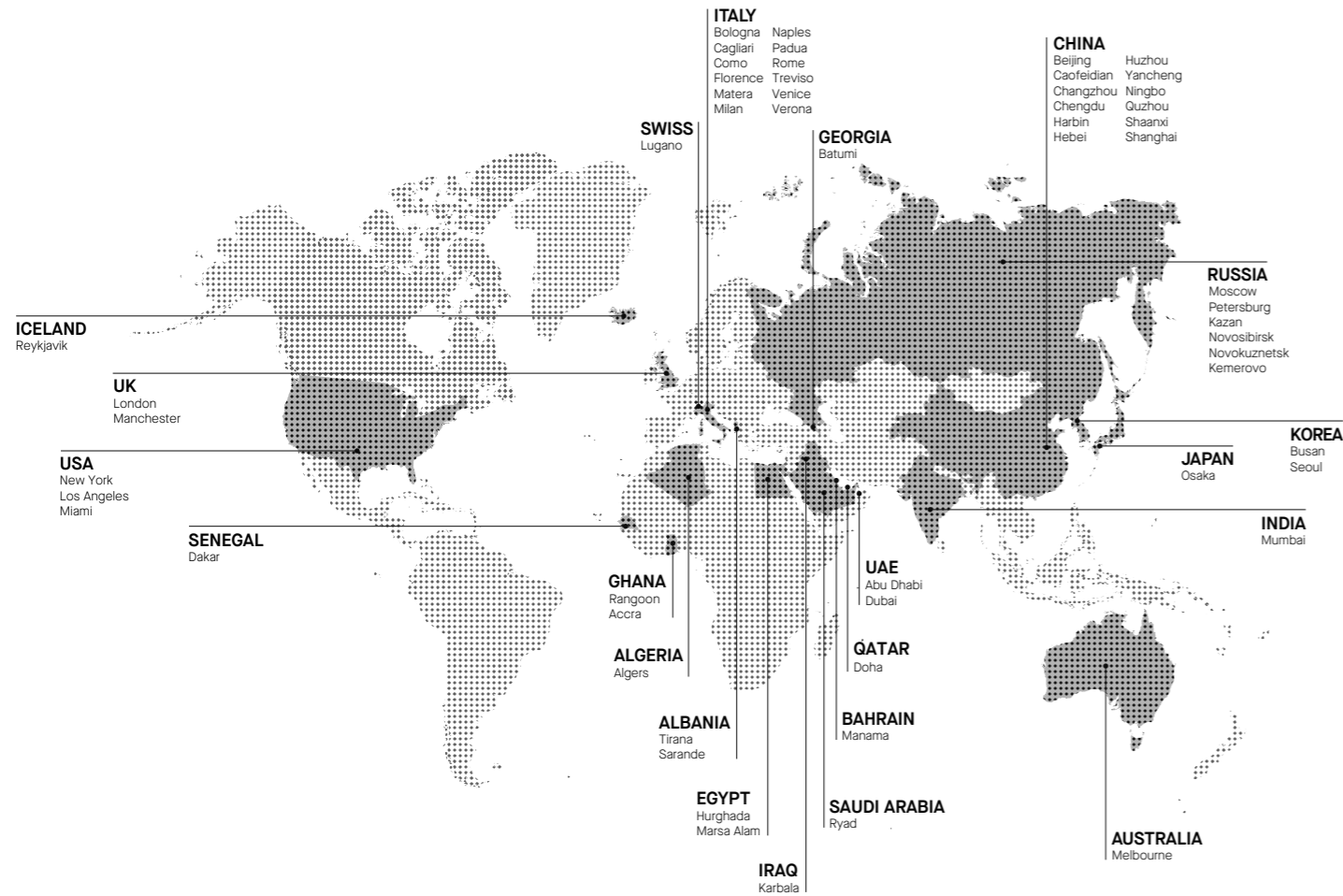
- Interior Design  
- Main entrance and front desk, Bar, Seating area, Showroom, Reception, Finance area, Offices, Vip room, Contract area, Brand image tunnel, Visual room, Indoor garden and private Lounge

**SITE AREA**

1.200 sqm

**DATE**

2018



# 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.

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