

INTERNI

THE MAGAZINE OF INTERIORS
AND CONTEMPORARY DESIGN

N° 1/2 JANUARY-FEBRUARY
GENNAIO-FEBBRAIO 2018

MONTHLY ITALY/MENSILE ITALIA € 10

AT € 19,50 - BE € 18,50 - CH CHF 19,80

DE € 23 - DK kr 165 - E € 17 - F € 18

MC, Côte D'Azur € 18,10 - UK £ 19,50

PT € 17 - SE kr 170 - US \$ 30

Poste Italiane SpA - Sped. in A.P.D.L. 353/03
art.1, comma1, DCB Verona

GRUPPO  MONDADORI



ITALIAN EXCELLENCE

INTERNATIONAL ENGLISH ISSUE



Looking
AROUND
EVENTS

A collaboration between Interni and **Milano Contract District**. An event that took stock of the present progress and **growth opportunities (in architecture)** of the Lombardy capital

THE RISING CITY

1. THE AUDIENCE AT THE EVENING EVENT "MILAN: THE RISING CITY" AT MILANO CONTRACT DISTRICT, REAL ESTATE + DESIGN, DURING THE SCREENING OF THE IMAGES OF STEFANO TOPUNTOLI (DIRECTED BY TWOSHOT) 2. THE SPEAKERS AT THE CONFERENCE FROM LEFT FILIPPO DEL CORNO, ALDERMAN FOR CULTURE OF THE CITY OF MILAN, GILDA BOJARDI, EDITOR OF INTERNI, SIMONA COLLARINI, DIRECTOR OF THE URBAN PLANNING DEPARTMENT OF THE CITY OF MILAN, LORENZO PASCUCCI, GENERAL MANAGER OF MILANO CONTRACT DISTRICT 3. ANDREA BERTON, THE SPECIAL CHEF FOR THE EVENING (IN COLLABORATION WITH AEG) 4. THE AREA SET ASIDE FOR LG SIGNATURE, THE SPONSOR OF THE EVENT (PHOTOS SAVERIO LOMBARDE VALLAURI)



At Milano Contract District, the center of design specializing in the contract sector, in mid-November many people gathered to talk about the Milan that exists today, and the Milan of tomorrow. The host was Lorenzo Pascucci, general manager of MCD, who covered the experiences of the space on Via Macedonio Melloni, which has become a reference point for large-scale projects in the city and elsewhere. Gilda Bojardi, editor of Interni and its Annual Contract supplement, explained the relationship between this sector and design furniture companies: "it is a constantly growing segment, also thanks to the contribution of architects and other figures in the world of design, who are increasingly aware of the need to create turnkey projects." Talking about all the potential of Milan, "the rising city," the alderman for culture Filippo Del Corno discussed the effective 'rising profile' of the city, thanks to the many towers that have been built in recent years, and



extended the concept metaphorically to include the rising appeal of the metropolis not only for its inhabitants, but also for an international audience that is increasingly interested in seeing what is happening in the changing city. Simona Collarini, director of the urban planning department of the City of Milan, concluded the session with a precise description of future projects: rail infrastructure for an ecosustainable city, new housing for central zones,

suburbs and outskirts as places in a phase of evolution. Andrea Berton was the star chef for the evening, while the images of contemporary Milan by Stefano Topuntoli, with the direction of Twoshot for the editing, fully conveyed the meaning and impact of the conference. ■ Patrizia Catalano

