TREND

LIGHT AND NATURE
Luce e Natura

An interface of concepts, functionality and aesthetics is the expression of the natural design of Konoserei, a limited edition vase-candleholder designed by Piero Lissoni for Fosso. Entirely made of turned wood, it comes in different finishes: Canadian walnut, maple, China red lacquer or denim.

A piece of contrapposizioni, functionality and aesthetics is expression of nature projected by Konoserei, vase-portacandele designed by Piero Lissoni, in edition lissinas. Realizzato strutturato in legno termo, presenta diverse finiture: non consolato, acciaio battuto nero, nero in denim.

MILANO CONTRACT DISTRICT

A successful Made in Italy model for the luxury residential sector
IL MODELLO MADE IN ITALY VINCENTE PER IL RESIDENZIALE DI LUSSO

The contract system created and directed by Lorenzo Pasucci and active since last April, has achieved important results and is already looking further afield. The visit to the Penthouse One 11 was an opportunity for a first assessment.

It is not simple to unify the industry in Italy, where the interior world consists of very individualistic companies, but the example of MCD shows that by creating the right conditions, creating alliances can exist. Strategic decisions and effective contacts with developers and real estate professionals have initially been centralised and valued internally, before being shared with partners with this approach, it has been possible to offer a service that matched expectations, both in choosing suppliers and in service.

Positive sharing also led to fast results: the Penthouse One 11 – part of a residential project designed by Zaha Hadid Studio at City Life – was created in just over two months. Its merit: the strength of coordination and reliability of the partners, both in terms of product quality and flexibility in managing tight deadlines.

An approach that MCD intends to replicate in the near future, starting with a location that is similar to the model of the Milan showroom.

Six months after the passing, the satisfaction of Lorenzo Pasucci – General Manager and driving soul of Milano Contract District – is clear. In a limited amount of time, the best players in the market have approached the project: top real estate operators, banks, insurance groups, investment funds and historic Milanese names in the industry such as Berio Mangiaformi, Rusconi and Mangiacocchi Pedretti.

The luxury residential sector attracts interest, but the crisis that began in 2008 and the fact that supply exceeds demand has led the market to redefine its parameters in terms of quality, which must be easily and quickly perceivable, and requires a more rigorous selection of partners on these bases MCD has founded its assets.

The Milano Contract District model also proposes a new approach, linked to an experiential communication style that is fully represented by over 1700 sq m showroom in Milan.

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Non è semplice unire l’industria in Italia, dove il mondo dell’interni è composto da realtà molto individualiste ma l’esempio MCD testimonia come – creando le giuste condizioni – le alleanze non occasionali possono esistere. Le scelte strategiche e la gestione dei contatti con i partner e professionisti del real estate sono inizialmente centralizzate e valutate internamente, per poi essere condivise con i partner con questa maga è possibile offrire un servizio all’altezza delle aspettative.

La condivisione positiva porta a risultati veloci: il Penthouse One 11 – che fa parte del progetto residenziale realizzato da Zaha Hadid Studio a City Life – è stato realizzato in meno di due mesi. Il meritò? La forza del coordinamento e l’affidabilità dei partner, sia per la qualità del prodotto che per la flessibilità nei tempi stretti.

MCD può divenire una realtà che non solo dall’Italia, ma anche in altri paesi, grazie a una maga è possibile offrire un servizio all’altezza delle aspettative. L’esempio di Milano confronta in futuro l’interni che realizza con la storia che racconta il modello della showroom milanese.