



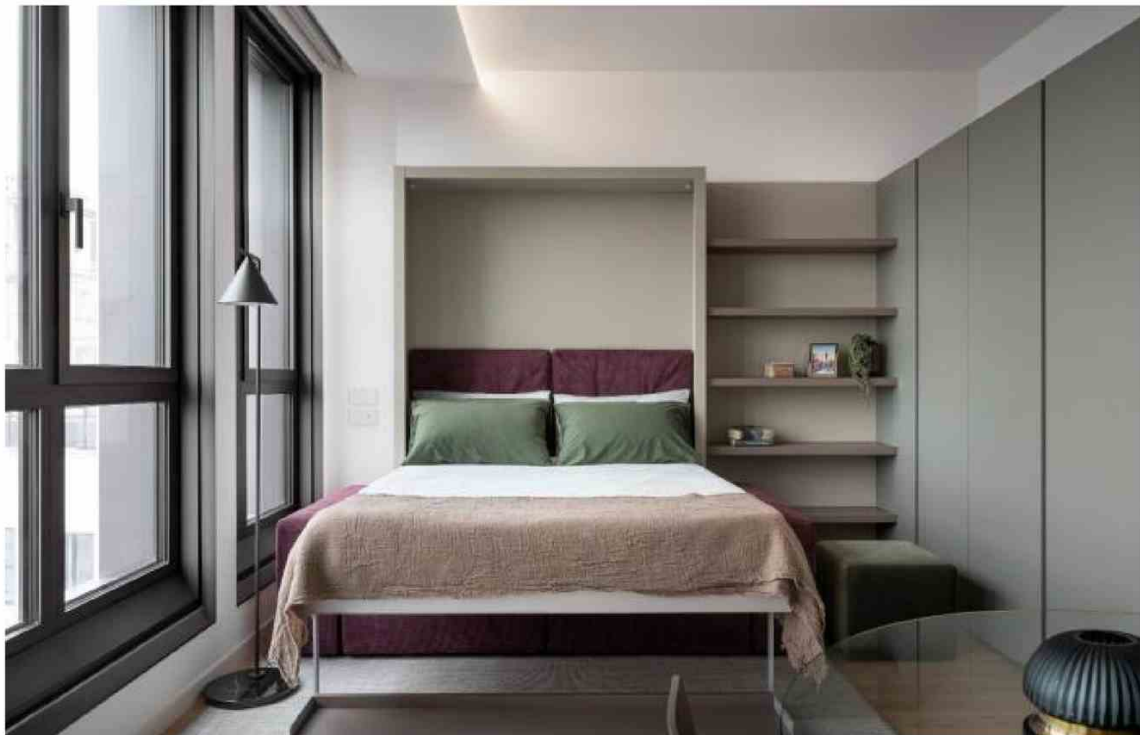
Milan, the first smart homes with transformable rooms and concierge are born

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In the next ten years, 41% of Milanese families will be “single-person” or at most couples without children. The data comes from **Milano Contract District**, a company that has innovated the residential business model by adapting it to economic, anthropological and social variables.

“The Milan trend follows already known data on London, Paris, New York, which veer towards very smart cuts but not for economic reasons – explains **Lorenzo Pascucci**, soul of Milano Contract District which has just presented its Central Tower with super smart apartments behind Corso Vittorio Emanuele- There is a cultured audience, with a medium-high income, which prefers architecturally advanced solutions, played on small and transformable spaces, equipped with services similar to the hotel concierge.

The new urban construction focuses on service. The pluristance family “casone” remain destined for that segment of the population that builds large families.

And the very modern **Central Tower** it is a striking example of the American or Anglo-Saxon trend that is “taking over” the Milanese residential area.



These are the so-called **Serviced Apartments**, that is, fully furnished apartments, available both for short rent formulas and for long periods, with typical hotel services and facilities already included in the rental price, and with the privacy that only a private residence is able to offer and guarantee.

Not by chance, **The central Tower benefits from a collaboration with Top Life Concierge**, for the facilities typical of a five-star hotel. Do you want a ticket to the concert? A dry cleaner? An airline reservation? There are those who do it for you.

On the other hand, the house is transformed. The living area becomes night thanks to a game of mobile architectures, the wardrobes are designed to clutter as little as possible and contain as much as possible, the total soundproofing allows you to feel part of a happy island. It is no coincidence that Pascucci's project is called More + Space: **the same room becomes something else over the course of the 24 hours: the office becomes a suite for sleeping, the fitness area becomes the night.**

“The goal is to create a new model of urban living, of a high and highly qualified level,” he explains **Rudi Manfrin**, art director of Milano Contract District who oversaw the interior design of the housing solutions. For each apartment, we have carried out an in-depth study on the equipment of all the furnishing equipment (from the wardrobes to the kitchens, from the bedrooms to the living room, tailor-made them for a new type of inhabitant that we could, rightly, define smart: demanding, selective, autonomous, competent, pragmatic, proactive, in search of experiences and quality products with new values of use. An inhabitant who asks for residential spaces suitable for the new social organization of large cities: increasingly smaller private spaces, equipped with every comfort and tailored to those who live there. Thus, a model of housing is outlined more similar to the hotel (individuality within a collective system), rather than the home (individuality within a family system). “

Always of **Milano Contract District**, the project presented a year ago, which carried out the total conversion of a classic building into a structure with common green spaces: the Principe residence in via Principe Eugenio in Milan, with green terraces and a way of enjoying private and collective spaces in a different from what we were used to, as its creator, the architect Marco Piva, explained. This concept also includes condominium green spaces, or areas designed for destinations other than the usual and accessible to all. A new way of living that is also about to be applied to social housing and that reveals the enormous transformations taking place in the Milanese urban residential area.