Nato da una riflessione sulle trame dei tessuti, dalla volontà di riprodurne l’ordito sulla superficie di un termoarredo verticale. Il progetto integra perfettamente con il disegno del termoarredo un interessante sistema di accessori minimalisti che diventano un “unico” con il prodotto stesso.

C E R S A I E  2 0 2 1
B o l o g n a - I t a l y
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WHAT’S NEW IN TOWN
DESIGN MAKING IN MILAN
MARTINELLI VENEZIA • RAFFAELLA MANGIAROTTI • DRAGA & AUREL • FEDERICA BIASI • VENEZIANO+TEAM • ILARIA BIANCHI • SARA RICCIARDI • GIUSEPPE AREZZI • ISATO PRUGGER • FLATWIG STUDIO • MATTEO DI CIOMMO • GUGLIELMO BRAMBILLA • MAIS PROJECT
The Central Tower

The Central Tower is a new residential development which inaugurates a new trend in the real estate market, launching in Italy the format of the serviced apartments, i.e. fully furnished apartments, available for short and medium stays, with typical hotel services already included in the rental fee but with the privacy that only a private home can give. The selected building for this new microliving formula is an architecture from the late 1960s, designed by the Milan studio BBPR (Banfi, Belgiojoso, Peressutti, Rogers), now redeveloped by Antonio Citterio Patricia Viel, in the heart of Milan, between the Duomo and San Babila. Rudi Manfrin, art director of Milano Contract District who created the interior design of the housing solutions explained: "For each home we have carried out an in-depth study on all the furnishing equipment, customizing them for a new type of resident who requires residential spaces suitable for the new social organization of large cities: increasingly smaller private spaces and environments for common use with shared services and functions. In this way, a model of housing closer to the house comes out". contract-district.com