

SIMONE MICHELI STUDIO-GALLERY

New open office: flexible space, studio-gallery, meeting place and scenographic vision of ergonomic geometries.

Interior design and lighting design: **Simone Micheli**

Project: **2011**

Realization: **2012**

Place: **Milan**

Sqm: **200**

Foto: **Jürgen Eheim**

CONCEPT

During the 2012 Salone del Mobile, in Milan, Simone Micheli inaugurated his new office, a satellite of his historic headquarters in Florence and a bridgehead to Europe and the world. The office is located on via Ventura in the Lambrate district, an area undergoing massive growth and development. It is one part of the impressive revival that has given rise to superbly renovated spaces, rarefied environments and major attractors that are upgrading the entire neighborhood – the headquarters of Radio 101, the art galleries of Massimo De Carlo and Francesca Minini, the Polytechnic School of Design and the Lambretto Art Project. Via Ventura is a tumultuous jumble of recently restructured buildings and former industrial plants that have been converted into temporary aggregators having an informal character and an "underground" tone.

In this new urban district, marked by the constant commotion of interdisciplinary and cross-disciplinary projects involving young artists and independent curators, the Simone Micheli Architectural Hero office is a place among the artistic and professional ventures that give the neighborhood its flavor of cutting-edge contemporaneity. More than a simple workplace, it is a fertile field for the cultivation of dialogue, debate and knowledge. The highly functional, flexible and hybrid space has been envisioned as a setting in which thoughts and ideas can be devised, developed and communicated in virtual and real propositions.

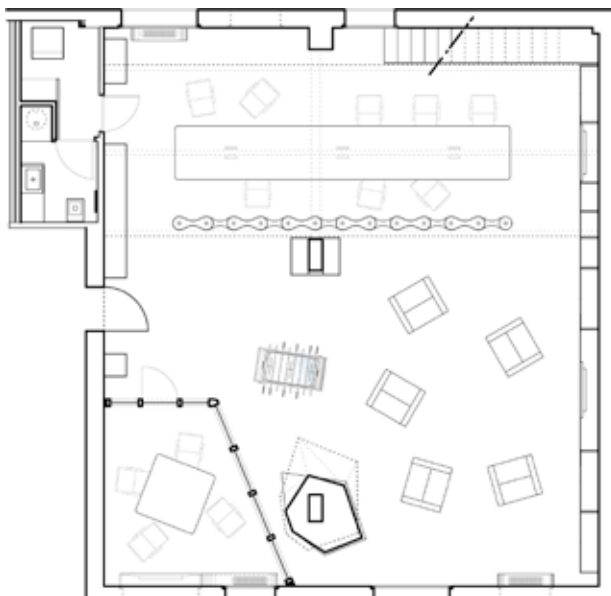
LO SPAZIO

The intention is to mark out a unique and extraordinary spatial context in which a story rooted in the present-future and suspended between architecture, fashion, design, culture and human relationships can be told. The goal is to create a space that can celebrate the value of research, experimentation and evolution, and that can symbolize the construction of an intelligent future. The office will be used, therefore, as a genuine temporary urban living room where people can meet, think and communicate.

It is a space-as-work, to be visited with a view to imagining another possible tomorrow and to be used in a transversal way to investigate, discover and communicate; to accept the future challenge to continue to expand humanity's (design, content-based, moral, spiritual and technical-scientific) capabilities by creating "things" that leave a memory of themselves, and to acknowledge the present challenge to build a brilliant future founded on values, ethics, intelligence and exceptionality. Just a few, visually incisive signs define the office: the broad, smooth concrete floor; a loft that covers the work space proper, leaving a double volume for the entire reception area; the bright yellow totemic column of reflecting fragments, which cuts through the space like a lightning bolt; the immense, gloss-black monolithic column that rises to the loft, breaking up its spaces; the vast and improbable cabinet wall with inset mirrors and macro video; the recessed point lighting, integrated with the loft parapet and the cabinet wall; the floor-to-ceiling window walls that mark out a small office; the white technical chairs that, along with other simply shaped objects and shining tables, complete the furnishings. The basic intention is to define a "metropolitan manifesto" of architecture, a three-dimensional sensory narrative that stimulates the senses and draws the visitor-guest into a unique and meaningful spatial relationship. This philosophical choice has been implemented by creating a setting in which nothing is static, in which an endless variety of possible

contents presents itself to the visitor. Micheli sums up the guiding spirit of this three-dimensional field thus: "The continual and rapid evolution of all systems, the ongoing research connected with the development and hybridization of communications and disciplinary fields, are producing and will continue to produce increasingly complex three-dimensional dreams in which design, scientific discovery, technology and materializations of social change forcefully interact. Research in the design world will be ever more concerned with perceptual structures, with intelligent sensory microclimates that tend toward an abstract, immaterial reality brimming with features and information. The architecture of the future will increasingly become a reversible and lightweight object and/or system that must adapt to the dizzying variations of an infinite number of possible realities, capable in their turn of translating themselves into many other kinds of objects and/or systems. Architecture will have to be considered more and more as an aggregate of artificial or natural material animated only by the life that human presence brings. Our openness to the differences that affect our minds and our dreams will increase our awareness and our need for solutions that are increasingly complex, out of the ordinary, unlikely, unimaginable. Symbols and images belonging to different worlds will be brought together and processed, becoming part of languages that will remain personal and radicalized. Ongoing research into design and technology will lead us to conceive of hyperbolic solutions corresponding to a single theme: the alteration of known reality to give rise to other planets on which we might carry out our rituals, our movements and our gestures. Of this my new office in Milan and all the works and projects that will come to light there, will speak."

Plan of the space



groud floor plan



ground floor and loft plan



001_Simone Micheli Studio-gallery

- Entrance: security door silkscreened with matt-white lacquer on a reflective support, by Okey Porte (designed by Simone Micheli)
- Switches by Ave
- White ceramic Gilda static sculpture by Cyrus Company (designed by Simone Micheli)
- IT-IS Collection gloss-white-lacquered cabinet in MDF by Gruppo Euromobil (designed by Simone Micheli)



002_Simone Micheli studio-gallery

- Concrete floor
- Meeting-room window walls with floor-to-ceiling aluminum framework, by Doimo Office (designed by Simone Micheli)
- Meeting-room table and chairs, IT-IS Collection by Gruppo Euromobil (designed by Simone Micheli)
- Centerpiece in stabilized natural moss by Verde Profilo (designed by Simone Micheli)
- Cabinet, fan-coil casing and mirror-faced TV housing. MDF structure lacquered matt white, by Axia Contract Division (designed by Simone Micheli)
- Column in EPS by Mioblu Special Wellness, shaped and painted yellow by Oikos – colore e materia per l'architettura, faced with mirrors by Making Glass. RGB LED strip that changes color by remote control, by iGuzzini Illuminazione (designed by Simone Micheli)
- TUBE armchairs by Adrenalina (design by Simone Micheli) upholstered with black Cavallino fabric by Tessitura Peter Cazzaniga.
- Floor-to-ceiling cabinet with integrated mirror and TV housing, matt-lacquered MDF structure with chrome steel handles by Confalonieri and adjustable LED spotlights by iGuzzini Illuminazione
- White wall with special Marmora finish by Oikos – colore e materia per l'architettura
- Football table with gloss-white-lacquered wooden frame covered with Alucobond. Glass playing surface with mirror inserts by Gruppo Valsecchi (designed by Simone Micheli)



003_Simone Micheli studio-gallery

- Concrete floor
- Meeting-room window walls with floor-to-ceiling aluminum framework, by Doimo Office (designed by Simone Micheli)
- Meeting-room table and chairs, IT-IS Collection by Gruppo Euromobil (designed by Simone Micheli)
- Cabinet, fan-coil casing and mirror-faced TV housing. MDF structure lacquered matt white, by Axia Contract Division (designed by Simone Micheli)
- Centerpiece in stabilized natural moss by Verde Profilo (designed by Simone Micheli)
- Storage cabinet, fan-coil casing and mirror-faced TV housing. MDF structure lacquered matt white, by Axia Contract Division (designed by Simone Micheli)
- Gypsum board false ceiling by Atir, an island with yellow paint by Oikos – colore e materia per l'architettura. Adjustable, inset LED spotlights by iGuzzini Illuminazione
- Double-faced graphics in 3 mm forex, by Sign System



004_Simone Micheli studio-gallery

- Concrete floor
- Meeting-room window walls with floor-to-ceiling aluminum framework, by Doimo Office (designed by Simone Micheli)
- Meeting-room table and chairs, IT-IS Collection by Gruppo Euromobil (designed by Simone Micheli)
- Cabinet, fan-coil casing and mirror-faced TV housing. MDF structure lacquered matt white, by Axia Contract Division (designed by Simone Micheli)
- Centerpiece in stabilized natural moss by Verde Profilo (designed by Simone Micheli)
- Storage cabinet, fan-coil casing and mirror-faced TV housing. MDF structure lacquered matt white, by Axia Contract Division (designed by Simone Micheli)
- White wall with Marmora finish by Oikos – colore e materia per l'architettura
- Entrance: security door silkscreened with matt-white lacquer on a reflective support, by Okey Porte (designed by Simone Micheli)
- IT-IS Collection gloss-white-lacquered cabinet in MDF by Gruppo Euromobil (designed by Simone Micheli)
- Column in EPS by Mioblu Special Wellness, shaped and painted yellow by Oikos – colore e materia per l'architettura, faced with mirrors by Making Glass. RGB LED strip that changes color by remote control, by iGuzzini Illuminazione (designed by Simone Micheli)



009_Simone Micheli studio-gallery

- Concrete floor
- Meeting-room window walls with floor-to-ceiling aluminum framework, by Doimo Office (designed by Simone Micheli)
- Column in EPS by Mioblu Special Wellness, shaped and painted yellow by Oikos – colore e materia per l'architettura, faced with mirrors by Making Glass. RGB LED strip that changes color by remote control, by iGuzzini Illuminazione (designed by Simone Micheli)
- TUBE armchairs by Adrenalina (design by Simone Micheli) upholstered with black Cavallino fabric by Tessitura Peter Cazzaniga.
- Cabinet in matt-lacquered MDF by Axia Contract Division with chrome-steel handles by Confalonieri
- Wall in Ba_Gigi by Myyour (designed by Simone Micheli)
- Loft with steel-beam load-bearing structure, fir floor boards and matt-lacquered MDF railings with recessed, adjustable LED spotlights, by iGuzzini Illuminazione, on the front and top
- Floor-to-ceiling black cabinet by Sandoni Arredamenti – S.L. Interni (designed by Simone Micheli)
- Football table with gloss-white-lacquered wooden frame covered with Alucobond. Glass playing surface with mirror inserts by Gruppo Valsecchi (designed by Simone Micheli)



010_Simone Micheli studio-gallery

- Concrete floor
- Meeting-room window walls with floor-to-ceiling aluminum framework, by Doimo Office (designed by Simone Micheli)
- Column in EPS by Mioblu Special Wellness, shaped and painted yellow by Oikos – colore e materia per l'architettura, faced with mirrors by Making Glass. RGB LED strip that changes color by remote control, by iGuzzini Illuminazione (designed by Simone Micheli)
- Parete di Ba_Gigi di Myyour (design di Simone Micheli)
- Loft with steel-beam load-bearing structure, fir floor boards and matt-lacquered MDF railings with recessed, adjustable LED spotlights, by iGuzzini Illuminazione, on the front and top
- Floor-to-ceiling black cabinet by Sandoni Arredamenti – S.L. Interni (designed by Simone Micheli)
- Football table with gloss-white-lacquered wooden frame covered with Alucobond. Glass playing surface with mirror inserts by Gruppo Valsecchi (designed by Simone Micheli)



011_Simone Micheli studio-gallery

- Concrete floor
- Floor-to-ceiling cabinet with integrated mirror and TV housing, matt-lacquered MDF structure with chrome steel handles by Confalonieri and adjustable LED spotlights by iGuzzini Illuminazione
- Loft with steel-beam load-bearing structure, fir floor boards and matt-lacquered MDF railings with recessed, adjustable LED spotlights, by iGuzzini Illuminazione, on the front and top
- Wall in Ba_Gigi by Myyour (designed by Simone Micheli)
- Stairs to the loft covered with tatami by Liuni
- Table with matt-lacquered steel and MDF frame by Axia Contract Division and Krion® top by Porcelanosa Solid Surface (designed by Simone Micheli)
- Office chairs by DoimOffice
- Neon ceiling lamps Ceiling iGuzzini Illuminazione
- Centerpiece in stabilized natural moss by Verde Profilo (designed by Simone Micheli)



012_Simone Micheli studio-gallery

- Entrance: security door silkscreened with matt-white lacquer on a reflective support, by Okey Porte (designed by Simone Micheli)
- Switches by Ave
- White ceramic Gilda static sculpture by Cyrus Company (designed by Simone Micheli)
- IT-IS Collection gloss-white-lacquered cabinet in MDF by Gruppo Euromobil (designed by Simone Micheli)
- Concrete floor
- Loft with steel-beam load-bearing structure, fir floor boards and matt-lacquered MDF railings with recessed, adjustable LED spotlights, by iGuzzini Illuminazione, on the front and top
- Wall in Ba_Gigi by Myyour (designed by Simone Micheli)



013_Simone Micheli studio-gallery

- Concrete floor
- Cabinet with integrated tv housing and mirror, matt-lacquered MDF structure by Axia contract Divisione with chrome-steel handles by Confalonieri and adjustable LED spotlights by iGuzzini Illuminazione (designed by Simone Micheli)
- Loft with steel-beam load-bearing structure, fir floor boards and matt-lacquered MDF railings with recessed, adjustable LED spotlights, by iGuzzini Illuminazione, on the front and top
- Wall in Ba_Gigi by Myyour (designed by Simone Micheli)
- Stairs to the loft covered with tatami by Liuni
- Table with matt-lacquered steel and MDF frame by Axia Contract Division and Krion® top by Porcelanosa Solid Surface (designed by Simone Micheli)
- Neon ceiling lamps Ceiling iGuzzini Illuminazione
- Centerpiece in stabilized natural moss by Verde Profilo (designed by Simone Micheli)



014_Simone Micheli studio-gallery

- Tatami floor by Liuni
- Handrail with integrated desk by Sandoni Arredamenti – S.L. Interni
- Floor-to-ceiling cabinet with gloss-black-lacquered MDF structure and chrome steel handles by Confalonieri, and integrated sliding door by Sandoni Arredamenti – S.L. Interni (designed by Simone Micheli)
- Spherical poufs covered with gloss-white vinyl (designed by Simone Micheli)



015_Simone Micheli studio-gallery

- Pavimento in tatami di Liuni
- Parapetto con scrivania integrata di Sandoni Arredamenti - S.L. Interni
- Mobile contenitore a tutt'altezza con struttura in MDF laccato nero lucido con maniglie in acciaio cromo di Confalonieri con integrata porta scorrevole di Sandoni Arredamenti - S.L. Interni (design di Simone Micheli)
- Pouf sferici rivestiti in skay bianco lucido (design di Simone Micheli)
- Mobile contenitore a tutt'altezza, struttura in MDF laccato opaco con maniglie in acciaio cromo di Confalonieri (design di Simone Micheli)



016_Simone Micheli studio-gallery

- Tatami floor by Liuni
- Handrail with integrated desk by Sandoni Arredamenti – S.L. Interni
- Floor-to-ceiling cabinet with gloss-black-lacquered MDF structure and chrome steel handles by Confalonieri, and integrated sliding door by Sandoni Arredamenti – S.L. Interni (designed by Simone Micheli)
- Bed with matt-lacquered MDF structure by Sandoni Arredamenti – S.L. Interni (designed by Simone Micheli)



017_Simone Micheli studio-gallery

- Tatami floor by Liuni
- OH bathroom fixtures and sink by Simas (designed by Simone Micheli)
- Fluid tap by ST Rubinetterie (designed by Simone Micheli)
- Adjustable LED wall lamp by iGuzzini Illuminazione
- Badge gloss-white thermo-unit by Cordivari (designed by Simone Micheli)

aziende realizzatrici

Adrenalina - adrenalina.it

Ave - avetouch.it

Axia contract division - axiabath.it

Atir - atir srl.it

Confalonieri - conecon.it

Cordivari Design - cordivaridesign.it

DoimOffice - doimoffice.com

Gruppo Euromobil - gruppoeuromobil.com

iGuzzini illuminazione - iguzzini.com

Krion® - Porcelanosa solid surface - porcelanosa.com, krion.com

Liuni - liuni.com

Making Glass - makingglass.it

Mioblu Special Wellness - mioblu.it

Myyour - myyour.eu

Oikos - colore e materia per l'architettura - oikos-paint.com

Okey porte - okeyporte.it

Sandoni Arredamenti - S.L. Interni - slsandoni.com

Sign System - sign-system.net

Simas - simas.it

St Rubinetterie - strubinetterie.it

Tessitura Pietro Cazzaniga - pietrocazzaniga.com

Valsecchi Group - valsecchispa.it

Verde Profilo - verdeprofilo.com

Simone Micheli Architect

He founded the architectural studio having his name in 1990 and the Design Company named "Simone Micheli Architectural Hero" in 2003. He is professor at the Polidesign in Milan, at the Scuola Politecnica di Design in Milan. The planning company Simone Micheli Architectural Hero based in Florence and Milan provides contract and residence related services in different fields: architecture, interior design, design, visual design e communication. All the works by Architect Simone Micheli are unique and feature a strong personality in addition to being sustainable, environmental friendly. He plays a crucial role in the planning field in Europe, in fact he developed a number of plans for public administration and for prestigious customers related to the community and to the residence field. He exhibited his works at the Venice Biennale, in the architectural sector. He works as editor of the theme exhibition named "contract" as well of the major international exhibitions in this field.

Here follow some of the awards he recently received: "TrE number one award 2011" for the interior design and "Contemporary Spa Award 2011", in the category "Best Future Spa" with the project "Marina Verde Wellness Resort"; he won with Atomic Spa Suisse "Best of Year 2010" (Beauty, Spa e Fitness Category) for Interior design Magazine, New York - USA and International Media Prize (Category Annual Club Space) for Modern Decoration, Shenzhen – China; "Interior Designer of the Year" at International Design Award 2008, Los Angeles - USA.

Among the last works we remember: interior design of the bigger wellness centre in Europe "Aquagrande Livigno Wellness Park" for Aquagrande; interior design of "Arezzo Park Hotel" for Alliata Bronner Group; interior design of "i-SUITE hotel" in Rimini for Ambienthotels, interior design of the Wellness centre of Exedra Nice Hotel in Nice and "Atomic Spa Suisse" inside of Exedra Milan Hotel in Milan for Boscolo Hotels; interior design of franchising "Fit Express" for Swim Planet; interior design for the franchising urban Hotel "Town@house street" and for MI-SHA Restaurant for Alessandro Rosso; interior design of "L'Archivolt Events" gallery in Milan for Edizioni L'Archivolt; interior design of the wellness center "Terme alte di Rivisondoli" and the interior design of the the wellness center "Incontro" at Ariano Irpino (AV).

A number of monographs and international magazines focused on his works are available.

If you wish to see all the works please visit the website **www.simonemicheli.com**



photo by maurizio marcato

SIMONE MICHELI ARCHITECTURAL HERO

Laura Piccioli_Press Office

staff47@simonemicheli.com | p. +39 055 691216