

# TOWN HOUSE STREET MILANO DUOMO

TownHouse Street, “il nuovo urban living”!

Concept: **Alessandro Rosso**

Architectural Interior Planning and Lights Planning: **Simone Micheli**

Customer and Management: **Town House**

Client and Property: **Serim**

Location: **Via Santa Redegonda, 14 - Milano**

Tot mq: **275** | Reception | Public Area | Studios:

4 One Room Studio mq: **35**

3 Two Room Studio mq: **42**

Year of the Plan: **2012**

Year of Construction: **2012**

Photography: **Juergen Eheim**

Photo b/w for Macro stamps: **Maurizio Marcato**

## General contractor:

Axia - [www.axiabath.it](http://www.axiabath.it)

Sandoni Arredamenti - S.L. Interni - [www.slsandoni.com](http://www.slsandoni.com)

## Companies:

Adrenalina - [www.adrenalina.it](http://www.adrenalina.it)

Ave - [www.ave.it](http://www.ave.it)

Antrax IT - [www.antrax.it](http://www.antrax.it)

CON & CON Gruppo Confalonieri - [www.gruppoconfalonieri.it](http://www.gruppoconfalonieri.it)

Cyrus Company - [www.cyruscompany.it](http://www.cyruscompany.it)

iGuzzini illuminazione - [www.iguzzini.com](http://www.iguzzini.com)

Liuni - [www.liuni.com](http://www.liuni.com)

Myyour - [www.myyour.eu](http://www.myyour.eu)

Porcelanosa grupo - [www.porcelanosa.com](http://www.porcelanosa.com)

Sign System - [www.sign-system.net](http://www.sign-system.net)

Tao® - [www.tao.eu](http://www.tao.eu)

## CONCEPT

The concept-brand “TownHouse Street” was conceived during 2010 in Milan, from the extraordinary partnership between Alessandro Rosso and the architect Simone Micheli. A structural revision and refurbishment of former offices and commercial spaces, which are transformed into studios and suites in order to live and feel the life of the city like nowhere else. The project, widely considered an innovative and avant-garde concept, caught the attention of national and international media and obtained the sponsorship of the city of Milan, thanks to the project's contribution to the revamping and promotion of Milan's metropolitan area.

## Alessandro Rosso

Alessandro Rosso, concept creator of this newly urban upgrading project named “Town@House Street” says: “This way, the “Jet Leg” concept that one feels is easily overcome; when one travels alone and stays in room 1032 on the 16th floor of an hotel, one feels isolated. In the “Town@House Street” contrariwise one feels immersed in the city, in its speed, in its movement, one can observe the street lights, get in contact with the townscape, its citizens, as you do around a table in an open space bar: one makes friends. The city becomes your travel mate. One feels alive while looking at the city. A home with all the hotel pluses, with hotel services that offer your own space.

## Simone Micheli

Simone Micheli, interior architecture creator of the “Town@House Street” project adds:

“When Alessandro spoke to me about this concept and of the entrepreneurial project, everything immediately appeared clear. My interior architecture project should transmit, uniqueness, strong identity, incredible interconnection with the urban system, leaving out all known stereotypes. Therefore I have created extremely evocative places, practical, intriguing, capable to become veritable manifests, a new way of thinking the world of hospitality, a new way to conceive the relation between receptivity dimension and the city. In this project the metropolitan connective external spaces considered as hotel corridors, penetrate into the buildings confined spaces transforming the perception. The osmosis research, pertained to content between the outside and inside, exasperated by Maurizio Marcato's brilliant photographic contribution, has originated an explosive iconic mixture”.

### **TownHouse Street Milano Goldoni**

Was opened during 2010 and it was designed to accommodate both leisure and business travelers: the innovative PHS Suites (Permanent Hospitality Spaces) are located in via Goldoni 33 in Milan. Facing directly onto the street, the PHS Suites are characterized by the lively dominant colors of Milan's transportation lines. Reflecting the heart of the city, the portrayed urban landscapes on the walls depict breath-taking moments. Utilizing the most recent ecological materials, each PHS Suite combines sustainability with high technology. Playful light sources, LCD monitors and borderless furnishings ensure continuous visual stimulation.

### **Town House Street Milano Duomo - Santa Redegonda**

During **2012** it's the turn of the second Town House Street called "Town House Street Milano Duomo".

Serim S.p.A. is the owner of the entire building where the new hotel opened, and the Company is the owner of numerous other prestigious buildings in the center of Milan as well.

Lending the works of construction of the new hotel, Serim SpA is an important and well-established leader in real estate with around 20 years of experience. The Company decided to join this project to improve the investments property including the hospitality industry business.

Town House Street Milan, located Via Santa Radegonda, is composed by seven luxury 4 stars new studio-rooms, 4 "One Room Studio" and 3 "Two Room Studio", located at Via Santa Redegonda and designed by Arch. Simone Micheli as well as the first ones. The interior design is represented by the yellow color and the black and white pictures on the walls are portraits of the urban landscapes of this booming city.

### **Project**

The concept-brand "TownHouse Street" was born in 2010, from the extraordinary partnership between Alessandro Rosso and the architect Simone Micheli. A structural revision and refurbishment of former offices and commercial spaces, which are transformed into studios and suites, to live and feel the life of the city like nowhere else. The project, widely considered an innovative and avant-garde concept, caught the attention of national and international media and obtained the sponsorship of the city of Milan, thanks to the project's contribution to the revamping and promotion of Milan's metropolitan area.

During Spring 2012 opens in Milan TownHouse Street Milano Duomo. This new hospitality space, unlike the first one which revitalized abandoned retail spaces, is situated in a former office building and is just a few steps from the Duomo Cathedral. These seven luxury 4 stars, new studio-rooms - "4Studios" and "3 Double Rooms"-, located at Via Santa Radegonda, are designed by Arch. Simone Micheli as well as the first ones. The interior design is represented by the yellow color and the black and white pictures on the walls are portraits of the urban landscapes of this booming city.

All seven suites are dominated by yellow colour : the excellent design view of Simone Micheli give to the entire project a unique atmosphere because of his work around geometrical furniture and object as well.

There are two types of suite: The small one includes one large room and one bathroom.

The big one includes in addition to the large room and the bathroom, a "relax" area.

The bed leans on a yellow color sofa which appears to float around it, bends and articulates on the same level forming two integrated bedside tables.

A Stainless steel tubular hosting the hangers is symmetric to a raised platform suitcase base.

Chairs, Sofas and tables generate a small area where one meets, relates and gets excited.

The console can be used as a desk or a shelf: it depends on the guest's needs

All the suites are characterized by enormous mirrors braced on the wall, shaped as a macroscopic apostrophe run down and bent by a strong wind triggered by supernatural speed fitted with linear rear lights system and blue colour LED.

Thanks to the macro Photography of Maurizio Marcato which shows a breathtaking view of the city, the project has an exciting urban mood.



001\_Town House\_One Room Studio

### One Room Studio

Fully furnished design by Simone Micheli- **Sandoni S.L.**  
 switches, sockets and glass plates - colour white - **Ave**  
 Coat Hook/Valet system "VH" - color: white - design by Simone Micheli - **Con & Con - Gruppo Confalonieri** Artwork in white Ceramic "Gilda" - design by Simone Micheli - **Cyrus Company** Pouf "Divina" upholstered in Kvadrat and melange "giallo" - design by Simone Micheli - **Adrenalina** Digital Print B / W wallpaper - photo by Maurizio Marcato - **Sign System**, on cotton base wall paper - **Liuni**.  
 Woven vinyl flooring, TATAMI collection "Graphic", Bolon series - **Liuni** Recessed fittings "Pixel Plus" warm white, with the finish - Blue Ledstrip for the backlighting of furnitures - Applique for accent light - "Lux piccolo" warm white, white finished - **iGuzzini Illuminazione**



002\_Town House\_One Room Studio

### One Room Studio

Fully furnished design by Simone Micheli- **Sandoni S.L.**  
 Woven vinyl flooring, TATAMI collection "Graphic", Bolon series - **Liuni** "Chips" white polyethylene Chairs with yellow stainless steel sled - design Simone Micheli - **Myyour** Digital Print B / W wallpaper - photo by Maurizio Marcato - **Sign System**, on cotton base wall paper - **Liuni** Recessed fittings "Pixel Plus" warm white, with the finish - Blue Ledstrip for the backlighting of furnitures - Applique for accent light - "Lux piccolo" warm white, white finished - **iGuzzini Illuminazione**



003\_Town House\_One Room Studio

### One Room Studio

On the left: Digital Print B / W wallpaper - photo by Maurizio Marcato - **Sign System**, on cotton base wall paper - **Liuni**  
 And Recessed fittings "Pixel Plus" warm white, with the finish - Blue Ledstrip for the backlighting of furnitures - Applique for accent light - "Lux piccolo" warm white, white finished - **iGuzzini Illuminazione**  
 In the mirrors we can see, on the right: Coat Hook/Valet system "VH" - color: white - design by Simone Micheli - **Con & Con - Gruppo Confalonieri** Artwork in white Ceramic "Gilda" - design by Simone Micheli - **Cyrus Company**  
 In the second Mirror:  
 "Chips" white polyethylene Chairs with yellow stainless steel sled - design Simone Micheli - **Myyour** Recessed fittings "Pixel Plus" warm white, with the finish - Blue Ledstrip for the backlighting of furnitures - Applique for accent light - "Lux piccolo" warm white, white finished - **iGuzzini Illuminazione**



004\_Town House\_One Room Studio

### One Room Studio

Fully furnished design by Simone Micheli- **Sandoni S.L.**  
 switches, sockets and glass plates - colour white - **Ave**  
 Coat Hook/Valet system "VH" - color: white - design by Simone Micheli - **Con & Con - Gruppo Confalonieri**  
 Artwork in white Ceramic "Gilda" - design by Simone Micheli - **Cyrus Company** Pouf "Divina" upholstered in Kvadrat and melange "giallo" - design by Simone Micheli - **Adrenalina** Digital Print B / W wallpaper - photo by Maurizio Marcato - **Sign System**, on cotton base wall paper - **Liuni** Woven vinyl flooring, TATAMI collection "Graphic", Bolon series - **Liuni**  
 Recessed fittings "Pixel Plus" warm white, with the finish - Blue Ledstrip for the backlighting of furnitures - Applique for accent light - "Lux piccolo" warm white, white finished - **iGuzzini Illuminazione**



006\_Town House\_Bathroom area

### Bathroom Area

Bathroom areas have been created by **Axia Bath Collection**: Shower tray in white solid surface with waste, tempered glass shower box and washbasin base in solid surface.

Digital Print B / W wallpaper – photo by Maurizio Marcato – **Sign System**, on cotton base wall paper – **Liuni** Recessed fittings “Pixel Plus” warm white, with the finish - Blue Ledstrip for the backlighting of furnitures - **iGuzzini Illuminazione** Coating Sand Stone White porcelain stoneware floor and wall – **Porcelanosa Grupo** Health white suspended Lounge of Noken by Porcelanosa - designed by Simone Micheli- **Noken by Porcelanosa**



007\_Town House\_Two Room Studio

### Two Room Studio

Complete furnishing – design by Simone Micheli – has been created by **Axia Contract Division** Armchair “Atina” , upholstered in Kvadrat and “Divina” melange colour “yellow” – design by Simone Micheli – **Adrenalina** Woven vinyl flooring, TATAMI collection “Graphic”, Bolon series – **Liuni** Artwork in white Ceramic “Gilda” – design by Simone Micheli – **Cyrus Company** “Chips” white polyethylene Chairs with yellow stainless steel sled - design Simone Micheli – **Myyour** Digital Print B / W wallpaper – photo by Maurizio Marcato – **Sign System**, on cotton base wall paper – **Liuni** Recessed fittings “Pixel Plus” warm white, with the finish - **iGuzzini illuminazione**



008\_Town House\_Two Room Studio

### Two Room studio

Complete furnishing – design by Simone Micheli – has been created by **Axia Contract Division**

On the left: Armchair “Atina” , upholstered in Kvadrat and “Divina” melange colour “yellow” – design by Simone Micheli – **Adrenalina** Woven vinyl flooring, TATAMI collection “Graphic”, Bolon series – **Liuni** Artwork in white Ceramic “Gilda” – design by Simone Micheli – **Cyrus Company**

“Chips” white polyethylene Chairs with yellow stainless steel sled - design Simone Micheli – **Myyour**

Digital Print B / W wallpaper – photo by Maurizio Marcato – **Sign System**, on cotton base wall paper – **Liuni**

Recessed fittings “Pixel Plus” warm white, with the finish - **iGuzzini illuminazione**



009\_Town House\_Two Room Studio

### Two Room Studio: soggiorno

Complete furnishing – design by Simone Micheli – has been created by **Axia Contract Division** Pouf “Divina” upholstered in Kvadrat and melange “yellow” – design by Simone Micheli – **Adrenalina** Digital Print B / W wallpaper – photo by Maurizio Marcato – **Sign System**, on cotton base wall paper – **Liuni**

Woven vinyl flooring, TATAMI collection “GraphiC”, Bolon series – **Liuni**

Health white suspended Lounge – design by Simone Micheli – of **Noken by Porcelanosa**



010\_Town House\_Bathroom area

### Bathroom Area

Bathroom areas have been created by **Axia Bath Collection**: Shower tray in white solid surface with waste, tempered glass shower box and washbasin base in solid surface – design by Simone Micheli.

Digital Print B / W wallpaper – photo by Maurizio Marcato – **Sign System**, on cotton base wall paper – **Liuni** Recessed fittings “Pixel Plus” warm white, with the finish – Blue Ledstrip for the backlighting of furnitures – **iGuzzini Illuminazione**

Coating Sand Stone White porcelain stoneware floor and wall – **Porcelanosa Grupo** Health white suspended Lounge of Noken by Porcelanosa – designed by Simone Micheli- **Noken by Porcelanosa** Blue Ledstrip for the backlighting of furnitures **iGuzzini illuminazione**



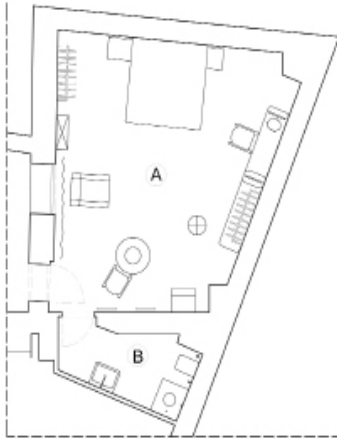
010\_Town House\_Reception Area

### Reception Area

Fully furnished design by Simone Micheli- Sandoni S.L. Desk reception – design by Simone Micheli – **Sandoni S.L.**

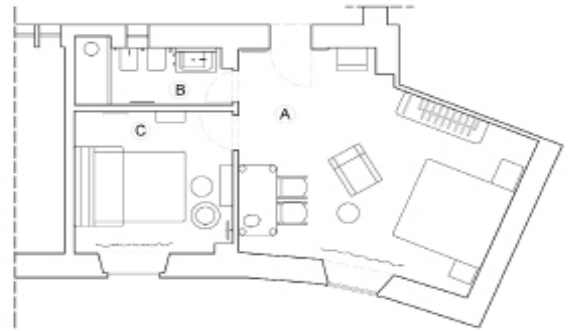
Artwork in white Ceramic “Gilda” – design by Simone Micheli – **Cyrus Company** Digital Print B / W wallpaper – photo by Maurizio Marcato – **Sign System**, on cotton base wall paper – **Liuni** Recessed fittings “Pixel Plus” warm white, with the finish – **iGuzzini illuminazione**

Direction signals – **Sign System**



### One Room Studio

A. Day - nigh zone  
B. Bathroom Area



### Two Room Studio

A. Day-nightzone  
B. Bathroom Area  
C. Livingroom



Photo Maurizio Marcato

### SM© SIMONE MICHELI ARCHITECT

Simone Micheli founded the architectural studio having his name in 1990 and the Design Company named "Simone Micheli Architectural Hero" in 2003, based in Florence and Milan. Professor at the University, in particular at the Poli.Design and the Scuola Politecnica di Design in Milan. 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.

He represents the Italian interior design at the "XXX Colombian Architecture Convention" at Barranquilla, Colombia and in 2008 he attended the International Architecture Convention in Hannover, Germany, for the contracting. The "La Casa Italiana" exhibition taking place at the São Paulo (Brazil) "Mube" sculpture museum in 2008 and in Mexico City and in Monterrey in 2009 bears his name.

His professional activity moves in different directions: from architecture to interior design, from design to visual design going through mass-media and social media; his creations, ecofriendly and oriented to nature, are defined by a strong identity and uniqueness.

Many accomplishments for public governments and major private commissions related to the world of residential and community, make it a major player in the European dimension of the project.

International Design Award 2008 – Los Angeles as "Interior Designer of the Year"; "Best of Year 2010" Spa Category – Interior design Magazine, New York with Atomic Spa Suisse; Annual Club Space Award 2010\_ Modern Decoration International Media Prize – China with Atomic Spa Suisse; "TrE number one award 2011"- Venice for interior design and "Contemporary Spa Award 2011" in "Best Future Spa" category- Bologna with "Marina Verde Wellness Resort" project - Caorle, Venice.

His works have been presented in the most important exhibitions and has lectured at international cultural institutes, organizations and institutions of various cities around the world.

Many are publications of his projects on Italian and international magazines, TV - interview dedicated to his projects and monographs, the last one "Simone Micheli From the Future to the Past", edited in 2012, represents his 20 years architectural making selection.

If you wish to see all the works please visit the website [www.simonemicheli.com](http://www.simonemicheli.com)

### SIMONE MICHELI ARCHITECTURAL HERO

Nicolò Galiuzzo\_Press Office - Firenze - [staff47@simonemicheli.com](mailto:staff47@simonemicheli.com) - p. +39 055 691216

Ilaria Pacini\_Press Office - Milano - [galleria@simonemicheli.com](mailto:galleria@simonemicheli.com) - p. +39 02 26414735