

# People Serviced Apartment

Project of interior design and lighting design: **Simone Micheli**

Developer: **Marco Mambretti**

Place: **via Stoppani 40, Milano**

Artistic Photos: **Ron Samuel**

Photo shooting: **Juergen Eheim**

**Partner:** Bimar arredo contract Cesana, Edilfemar, Floover, Grohe, iGuzzini.

The hospitality field in the last decades has done deep changes increasing the quality and flexibility of the offered service to the contemporary visitor: adapting, indeed, to the changed needs of the man and to the different backgrounds, today, the hospitality structures assume original and smart features, able to offer completed experiences to who stay. People Serviced Apartment, placed in the beating heart of the city of Milan, makes treasure of such transformations and it configures itself as the spacial concretization of the trends of the actual hospitality field, creating cosy spaces and which enfold the observer, alienating him from the current space-time.

The shapes of the furnitures are pure and highly defined, even though they merge with the softness of the corners and the sweetness of the surfaces, they originate a fluid organism which inebriates the space.

The white molds the backgrounds and increases its brightness but, through its continuous alternating with the black, the emptiness, the absence, it avoids the stasis of the eye and encourages to the mental and physics dynamicity.

Different dimensions compare and overlap themselves giving to the human the possibility to escape.

Lively details of color electrify the atmosphere and increase the contrast between fullness and not even written. Blue is the tone of the serenity and calmness, which pushes to the security and to inner power.

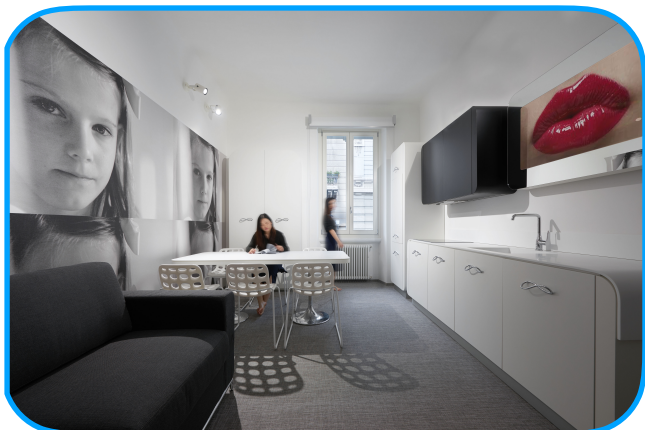
The light enters in the opening, it reflects and breaks itself on the mirror surfaces and on steel details, creating wise commingling between the natural and artificial and playing the the shadow areas.

The faces, as the fragments which compose an unique work, they come in succession on the walls and make the background vivid. They are authentic shots, of daily life which describe the protagonist of every day.

Personalization and knowledge oppose themselves to the unknown and they promote the relationship, the exchange between the ego and the other one and the deepening of the own soul. The border, which separates the external world from what happens inside, thins itself and offers freedom of movement to the emotional luxury which characterizes every human.

The living area and the kitchen are combined to enhance the taste of the physical and mental wellness, the spaces indeed are geared to encourage the hybridization and the exchange of functions with the purpose of not stopping the human creativity. Through an elegant corridor it is possible to reach the bathroom area, candid, essential, cleaned, in order to let the emotions paint it. And at the end, a refined bedroom welcomes the guest at the end of the day and sweetly offers itself as a place of awaking in the morning.

Comfort, quality of the stay and wellness of the individual are the principles which animated the project ideas of Simone Micheli during the realization of the apartment, highlighting the smart character of the man, subjective and concretizing the cornerstone, according to which every guest must be the protagonist of a place which had been created truly for him.



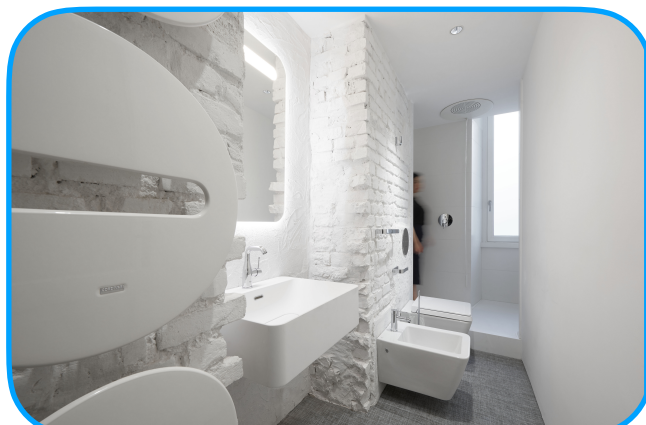
PeopleAPT01



PeopleAPT05



PeopleAPT014



PeopleAPT011

## Partner:

### Bimar arredo contract

Umbrian company specialized in the production of contract furniture for hotels, spas, bars, restaurants, shops and private residences.

Via Della Fattoria 37 Strada Torgianese - 06084 Bettona (PG) Italy

t. +39 075 9889530 | [info@bimarrredocontract.it](mailto:info@bimarrredocontract.it) | [www.bimarrredocontract.it](http://www.bimarrredocontract.it)

### Cesana

The Cesana shower enclosures are the continuation of an exquisitely Italian tradition. Its material are Chrystal, stainless steel and chromed brass always at their maximum functional and aesthetic expression. The material it uses is the message it conveys; it is the refinement that arrives to uniqueness, it is the quality that touches the excellence.

Via Pasolini 3 - 20863 Concorezzo (MB) Italy

t. +39 0396612044 | [info@cesana.it](mailto:info@cesana.it) | [www.cesana.it](http://www.cesana.it)

### Edilfemar

Construction Company specializing in the construction and renovation of high quality and profile residential properties.

Via Cantamessa, 5 - 20096 Limoto di Pioltello (MI) Italy

t. +39 02 9266692 | [info@edilfemar.it](mailto:info@edilfemar.it) | [www.edilfemar.it](http://www.edilfemar.it)

**Floover**

Floorings and coverings able to offer technical and design solutions in the contract and design world.

Via Prandi, 1 Bosco di Scandiano (RE) Italy

t. +39 0522 856991 | [pratigroupspa@lithosfloor.it](mailto:pratigroupspa@lithosfloor.it) | [www.floover.com](http://www.floover.com)

**Grohe**

Grohe group is the world's leading provider of sanitary things. Grohe Group relies on its brand values of quality, technology, design and responsibility to deliver "Pure Freude an Wasser".

Grohe Italia - Via Crocefisso 19 - 20122 Milano (MI) Italy

t. +39 0295940234 | [info-it@grohe.com](mailto:info-it@grohe.com) | [www.grohe.it](http://www.grohe.it)

**iGuzzini illuminazione**

iGuzzini Illuminazione, founded in 1959, is an international leader in the field of architectural lighting with around 1,500 employees, oriented to the study, the design and the production of indoor and outdoor lighting. Its headquarters are in Recanati (MC), and operates in more than 20 countries spread across the five continents.

Via Mariano Guzzini, 37 - 62019 Recanati (MC), Italy

t. +39 071 75881 | [iguzzini@iguzzini.it](mailto:iguzzini@iguzzini.it) | [www.iguzzini.com](http://www.iguzzini.com)

**FOR FURTHER INFORMATION**

---

Simone Micheli PRESS OFFICE FIRENZE +39 055691216 [www.simonemicheli.com](http://www.simonemicheli.com)

Giorgia Pallotti [staff7@simonemicheli.com](mailto:staff7@simonemicheli.com) Chiara Sgreccia [staff47@simonemicheli.com](mailto:staff47@simonemicheli.com)