

## PARK ASSOCIATI PROFILE

Founded in 2000 by Filippo Pagliani and Michele Rossi, Park Associati focus on architectural design, urban planning, interior design and product design.

Over the years, the practice has evolved and grown, both in terms of proposal-making capacities and of expertise. Now located in the spaces of a former telephone factory in Milan, the practice currently includes over 85 collaborators. The development of projects through a culture of dialogue has always characterised Park Associati's open-minded approach.

By combining the concreteness of environmental, social and economic issues with the more intangible dimension of the values and requirements of clients, users and urban context, the method created by the practice allows each project to be managed effectively.

Park Associati's approach to architecture is analytical, pragmatic and tailored, strong in tradition and at the same time capable of generating new linguistic codes through a process that combines listening, intuition and experimentation. Through listening, a horizontal value system can be built based on collaboration and attention to detail that puts human beings at the centre of each project. Intuition brings quality and value to any design intervention and, combined with the analytical process, it interprets the context's complexity generating original solutions. Experimenting with typologies, forms and languages and collaborating with other disciplines have always been the mainstay of Park Associati's thinking.

The practice's research activity takes shape in Park Plus, an in-house design-supporting division dedicated to the study of technologies, materials and processes.

Park Lab is where models and prototypes are created as a work tool that is constantly at the service of the project teams. Park Materials is where research and sharing meet: the team in charge of selecting materials and solutions organises them systematically and technologically in the materials library, thus making them accessible to the work groups.

As with architecture, Park Associati's approach to landscape design is fuelled by a search for the identity, the personality and the unique features of each project. To achieve results that are coherent in all their parts creating biodiversity, variety of forms and unexpected landscapes, architecture and landscape must be in constant dialogue.

Characterised by their specificity and precision, the projects proposed by Park Associati never leave composition and aesthetics aside.

A major design trend is linked to the world of headquarters, designed to be the home of companies and to welcome their identity values, as evidenced by the headquarters of Salewa in Bolzano and Luxottica, Nestlé and Accenture in Milan.

Park Associati are fascinated by hybrid typological solutions, especially in the residential sector. The developments of various student residences, including the first lot of the former Falk area of MilanoSesto and the student residence in Via Ripamonti that expands and upgrades the former *Consorzio Agrario* are a perfect representation of this.

Attention to detail and the selection of innovative materials and shapes characterise the pop-up restaurants The Cube and Priceless, as well as the retail projects, from the multifunctional spaces of Tenoha in Milan to the Hermès boutiques in Italy and Seoul and the Brioni and Canali boutiques around the world.

The retrofitting of historic and modern buildings is another key design theme. In Milan, this is exemplified by the restyling of La Serenissima and Gioiaotto, the conservation interventions in Piazza Cordusio and Via Brisa and the complete redesign of the Engie and the IISole24Ore headquarters and the offices in via Valtorta.

On a territorial scale, the practice is developing various master plans and urban regeneration projects, including the transformation of the Bovisa district with the MoLeCoLa project - winner of the international call C40 Reinventing Cities -, the redevelopment of the Catania Waterfront, the M.I.C project in the area adjacent to Milan's *Stazione Centrale* and the master plan for the area bordering the former Milan Expo2015 space.

In 2017, in line with their desire to be 'contaminated' by new stimuli, Park Associati opened the practice to the city and to other professional and artistic experiences. In tune with the effervescence that characterises the city of Milan, Park Hub is a cultural space created to host meetings, lectures and exhibitions featuring a programme aimed at supporting young talent and experimenting with the typologies and forms of other disciplines.

The creative spirit that permeates Park Associati's design fosters the practice's flexibility and ability to meet the challenges of each new project.