**Press Release**

**THE INDA MILAN SHOWROOM GETS A NEW LAYOUT.**

**THE PROJECT IS SIGNED BY STUDIO MARCO PIVA**

***Furniture, mirrors, lighting, accessories and shower walls are the interpreters of the all-round experience in the sign of Made in Italy and sophisticated customisation in the brand's universe***

In the historic Porta Romana district, **a new layout** interprets the **INDA Milan showroom, the project is born from the concept and design of the renowned Studio Marco Piva**.

INDA, an industrial group in the bathroom furnishing sector with 80 years of experience and a consolidated leadership in international markets, has chosen to leave the brand's narrative to the **know-how of this well-known architecture studio**, which has created surprising spaces for a unique experience.

**For years Fratelli Frattini** - a company that has been synonymous with craftsmanship, tradition and innovation in the sector since 1958 -  **has been INDA’s partner for the faucets thanks to its wide range which is the perfect match to the INDA collections.**

The project focuses on the person and on the bathroom experience as a **place of ritual**, as a moment of relax in which the body finds its balance through the surrounding objects.

The **new INDA Milan showroom** architecture is designed to accompany the visitor on a journey of discovery of the **total look** collections, **customisation** and **innovation** that have made the brand a **point of reference in the sector for designers and end-users.**

Right from the entrance, the layout gives the rooms a feeling of spaciousness and airiness, emphasized by the brightness offered by the **13 spectacular full-height shop windows**, for a **total surface area of 380 square meters** on **two levels plus a mezzanine**, with **3 meeting rooms in addition to the service areas**.

The materials used for the doors, the wood panelings, the etched glass and coloured boxes framing the wallpaper textures, to name just a few, are excellent.

Spaces are built around the concept of **BOX**, present as a **recurrent shape in the set-up and as the defining element of the 8 bathrooms** (6 of which are medium size and are located in the central gallery and 2 of larger size in the showroom extreme corners) that enhance the value of the exclusive finishes that made INDA an established player in the world level.

**Each BOX**, enhanced by **STRIP LEDs** that are always on even at night to illuminate the display, and defined by a dedicated colour palette, outlines a microcosm where **furniture, mirrors, lights, shower walls and accessories dialogue in compositions** with **a neat display**.

Other architectural elements include smoked grey **WALLS** - placed in correspondence with some of the shop windows - to frame the spaces and create a "speaking" path through the excellence of Made in Italy. "A world of possibility" is the claim that accompanies each wall and which includes **8 keywords strongly evocative of the brand's identity.**

Great attention is also paid to the **mirror range**, to which the company dedicated its first price list in 2023, which boasts a **dedicated area** where the most technological best sellers are displayed together with **a behind-the-scenes showcase** revealing their **innovation** value.

With a view to offering an **immersive experience** to visitors, a **large LED wall** at the entrance projects evocative videos of the INDA identity on a loop, while the **two welcome desks**, each with an **interactive surface**, allow visitors to explore the catalogue collections and configure possible solutions. Finally, **two material libraries** located on the walls behind the reception desks display a **selection of materials** **and finishes** for a total of 144 samples, the quintessence of the **company's design flexibility**.

On the two sides in the central part of the showroom is an area dedicated to accessories and toilet brush holders, both of which are enhanced by being placed in a removable box to facilitate their selling process, with a dedicated window display on the outside.

The **mezzanine floor** houses the offices and, thanks to full-height architectural volumes, creates an **intimate** but not closed **space** for welcoming designers and clients, while the **basement floor** houses an important business meeting room perfect for presentations to the Press, the sales force and - if necessary - also an exclusive **private lunch** **area** thanks to the presence of the kitchenette.

*"The collaboration with Studio Marco Piva was crucial for the evolution of this project" states Denis Venturato, President of INDA. "Its innovative vision transferred a distinctive aesthetic to the showroom and, through the new layout, it outlined a new user experience. The challenge was great and we are proud to address a wider audience, in order to meet the world of design and end-users in a space conceived as a concrete tool".*

*"Wellness is an experience. It is an emotion that combines shapes and colors, past and present. It’s a suspended place, a fluid space, the ritual of today and tomorrow” states Marco Piva. "This was precisely the concept that guided the restyling project of INDA Milan showroom: a rituality that is held in every detail, from the grazing lights that frame the different spaces to the display and modular boxes that are repeated to show different types of furnishings, to the finishes of the etched materials. The spaces have been rethought on an immersive experience, to accompany the visitor's path from one environment to another in a welcoming atmosphere”.*

CREDITS

**Concept, Final and Art Direction Project**: Studio Marco Piva (Arch. Marco Piva, Arch. Daniela Di Lauro, Arch. Luca Spiniello)

**General Contractor**: Mascotto Arredamenti

**Electrical and Mechanical Installations**: Abe Impianti, Alberto Dotti

**Graphics**:Condivisa

**Signage permits**: Arch. Ivano Crimella

SUPPLIERS

Artceram - **Sanitaryware (**WCs and bidets)

BBB - **Operative chairs**

Gb System Integration and Omniavideo - **Ledwall installation**

Ingegnoli - **Indoor plans**

Instabilelab - **Wallpaper**

Mocchetti e Vecchio - **Curtains, carpets and bench cushions**

Rubinetterie F.lli Frattini - **Faucets partner**

Sovet - **Furniture, chairs, armchairs, benches, sideboards, desks, coffee tables**

Studium - **Interactive monitors and creation of configurator**

Vetraio.it di Mussi Alessandro - **Windows glass**

**Photographer**: Andrea Martiradonna

**Stylist**: Silvia Makita