

## **Park Associati**

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*Press release*

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## **PICHI 12**

***Anti-iconicity is one of the strengths of this elegant and discreet residential architecture.***

Originally designed for residential use by students and young professionals linked to the nearby university centres – Naba and Bocconi –, the Pichi 12 project has developed into its final form as residence for a more widespread use characterised by an architectural mark that, far from laying claim to an iconic status, blends within the urban fabric of the area near the Navigli in Milan.

Featuring strong distinctive elements, such as a play of neat white-plastered volumes and architectural details of loggias and windows covered in sheet metal, the project reinterprets the modernism of Milanese residential architecture into an elegant, democratic and understated building.

The project's beating heart is the green courtyard open to the street; at its centre a maple tree which, once grown, will make the view of the garden and the road from the windows and loggias even more pleasant. The courtyard, a reference to the urban courtyard that in historic Milanese residences is traditionally internal and private, here opens up to public life and acts as a filter between individual home living and communal urban coexistence.

The building is spread over three floors, with the ground floor reserved for communal activities and socialising. The flats, of different layouts and sizes, are all designed to accommodate a diverse community and guarantee a good quality of living.

The dry construction techniques that were studied for the building entailed the use of materials – such as steel – capable of creating both lightness and strength.

The façades generate simple geometric volumes, the loggias having been hollowed out to create a discontinuous yet harmonious pattern of solids and void, openings and blind walls. As a tribute to a type of coating that has been widely used for the facades of Milanese architectures since the 1940s, clinker was used to line the loggias. Set back from the white facades, the aqua green of the loggias' back walls is the building's only note of colour, in tune with the green of the internal courtyard's vegetation.

Photo Credits:

Francesca Iovene

Nicola Colella — Park Associati

## Short profile Park Associati

Founded in Milan in 2000 by Filippo Pagliani and Michele Rossi, Park Associati focuses on architectural design, urban planning, landscape, interior design and product design. 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. Whether it is the Regione Lombardia skyscraper, the Luxottica or Salewa headquarters, a residential space, a Hermès, Brioni or Canali luxury boutique around the world, the retrofitting of a Milan's Modernist building or the restoration of an entire neighbourhood, Park Associati sees each project as an opportunity to seek innovative, tailor-made solutions expressed through quality and attention to human beings.

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