

## PARK ASSOCIATI PROFILE

Founded in 2000 by Filippo Pagliani and Michele Rossi, Park Associati focuses on architectural design, urban planning, landscape, 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 almost 100 collaborators and works on projects all over the world.

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 division that sides the practice workflow to enhance its strategic thinking and its innovation principles.

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, 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 workplaces, designed to be the home of companies or institutions and to welcome their identity values, as evidenced by the headquarters of Salewa in Bolzano and Luxottica, Nestlé and Accenture in Milan or Palazzo Sistema for the new office buildings of Regione Lombardia.

Park Associati is 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 that expands and upgrades the former *Consorzio Agrario* in Milan 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

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Tenoha in Milan to the Hermès temporary stores 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 IlSole24Ore headquarters and the offices in via Valtorta.

The firm is developing strong expertise in tower buildings such as the office building that will give new life to the former Hotel Michelangelo in Milan or the multifunctional new landmark tower for Monte-Carlo.

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 project for the redevelopment of the square next to the Central Station in Milan and the redevelopment of the Catania Waterfront.

Since 2017, in line with the desire to be contaminated by new stimuli, Park Associati has opened the studio to the city and to other professional and artistic experiences. Tuning in with the effervescence of Milan, the cultural proposal of Park Hub was born: a flexible space in which to host a programming of exhibitions, events and talks. An opportunity to meet and discuss art, publishing and design with a view to typological and formal experimentation and collaboration with 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.