





Max Mara Milano

Design Dussio Grassi, Fernando Correa Client Maxima Srl Location Milan, Italy Use Fashion Shop Area 1675m² Photo Andrea Martiradonna

이탈리아 밀라노에 위치한 패션숍으로 투명한 외부 막과는 대조적으로 공간에는 목재를 중심으로 스틸과 유리를 사용했다. 나선형의 계단은 공간의 중심이 되고 각 층이 수직으로 연결된 공간이라는 이미지를 전달한다. 피팅룸 앞의 대형 큐브는 나뭇잎 형태의 백금과 유리로 덮혀 반짝이는 보석을 연상시킨다.

From the exterior the design creates a dialogue with the street: through a transparent membrane(Over 5 meters high) which invites the visitors towards the boutique in a very spontaneous way. Contrasting the transparency of the outside membrane, a selection of materials is combined in an unexpected way: brushed burnished copper, steel structures, lighted opaline glass, wood and platinum-glass. Wood has the leading role.

The helix-shaped staircase is a dynamic sculpture which immediately conveys the idea of a space vertically articulated on different levels. A large cube conceiling the fitting rooms is covered by glass strips made of platinum leaves, shines and gutters like the most precious of stones.











- 1. Sale Area 2. Window Display 3. Special Event Area 4. Accessories Display 5. Fitting Room 6. Cash Desk 7. Stock



1st Floor Plan







