



# ► Max Mara Milan



Architects: Duccio Grassi Architects  
Project Team: Duccio Grassi, **Fernando Correa**  
Collaborators: Marco Gentilin, Debora Marzocchi,  
Luca Martorelli, Elena Galbiati  
Area: 1675 m2  
Location: Milan, Italy  
Photography: Andrea Martiradonna

The Max Mara on Corso Vittorio Emanuele, in Milan, is a new retail proposal designed by Duccio Grassi Architects, design team: Duccio Grassi and Fernando Correa. It is a 1.400 sqm boutique vertically articulated on four selling floors, the largest of the Max Mara stores worldwide.

The design is a narration through diversified experiences, where each floor becomes a new attractive space for the visitor.

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, four vertical parallelepipedous volumes made of brushed and burnished copper alternate and dialogue with four steel structures which partially screen the inside space through thin plates made of lighted opaline glass, wood and platinum fused-glass. Matter against the immateriality of light.

The contraposition, which is an essential theme of the project, continues in the selection of materials, which are combined in an unexpected way: organic materials and natural colors combined with platinum-treated glass, brushed burnished copper metal and shiny stainless steel in a perfectly well-balanced ambience.

Wood has the leading role. The mix of ash-treated oak, wicker and the almost centenary ipe lapacho, recycled from a soccer stadium in Buenos Aires, communicate the continuous blend of cultures and materials.

The helix-shaped staircase is a dynamic sculpture which immediately conveys the idea of a space vertically articulated on different levels. Fast like futuristic architecture, it becomes the vertebral column of the project and communicates the importance of the upper levels.

The mezzanine level is the world of dream and sensuality. A large cube concealing the fitting rooms is covered by glass strips made of platinum leaves, it shines and glitters like the most precious of stones.

Big volumes in the first floor are entirely covered by ipe lapacho wood in strong contrast with the platinum glass strips. In this floor there is also the bridal area that looks out towards a 100 sqm terrace

Porposly left uncompleted, the basement is a space rough in the materials and finishes, where the most casual collections are located.





















