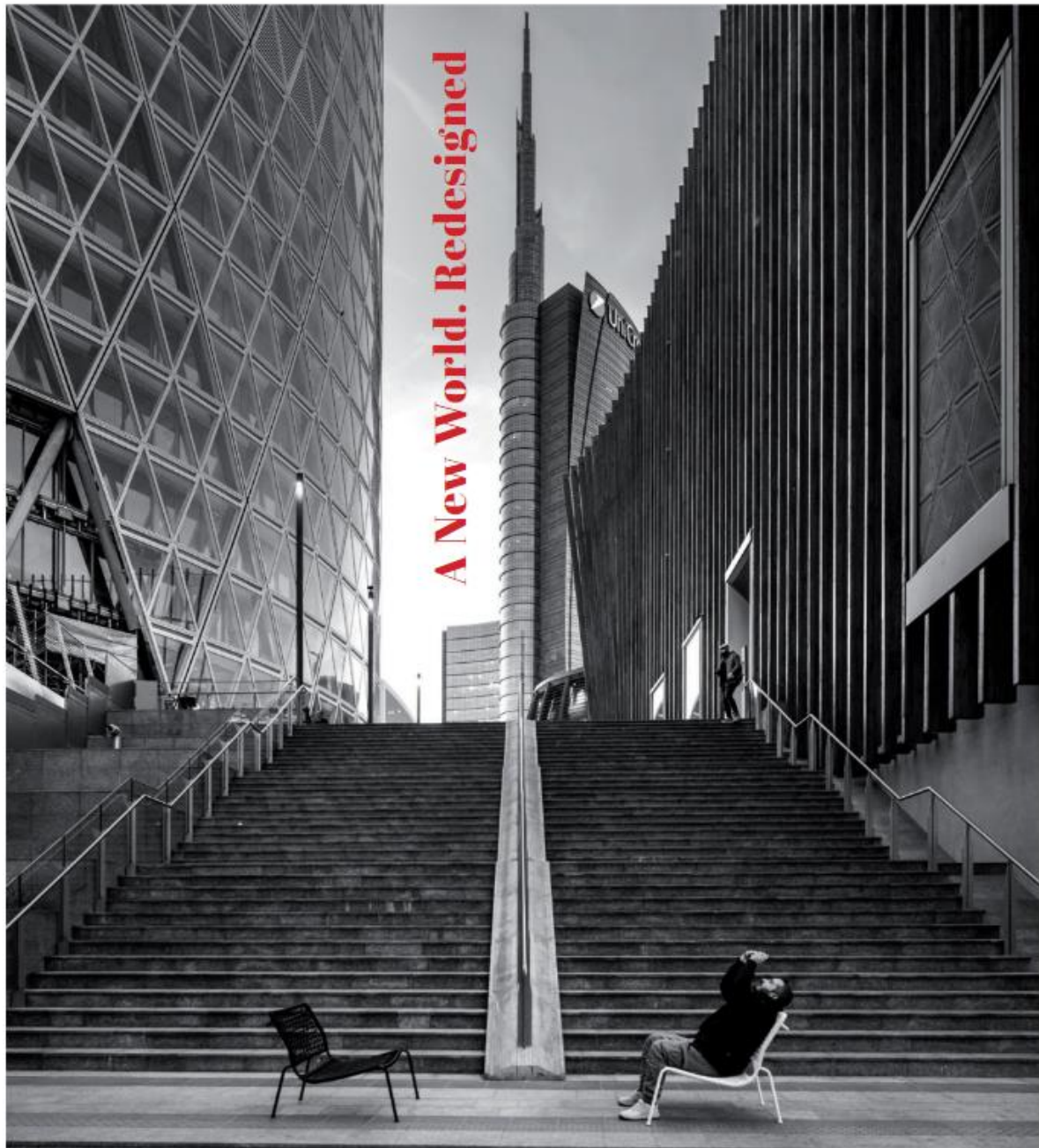


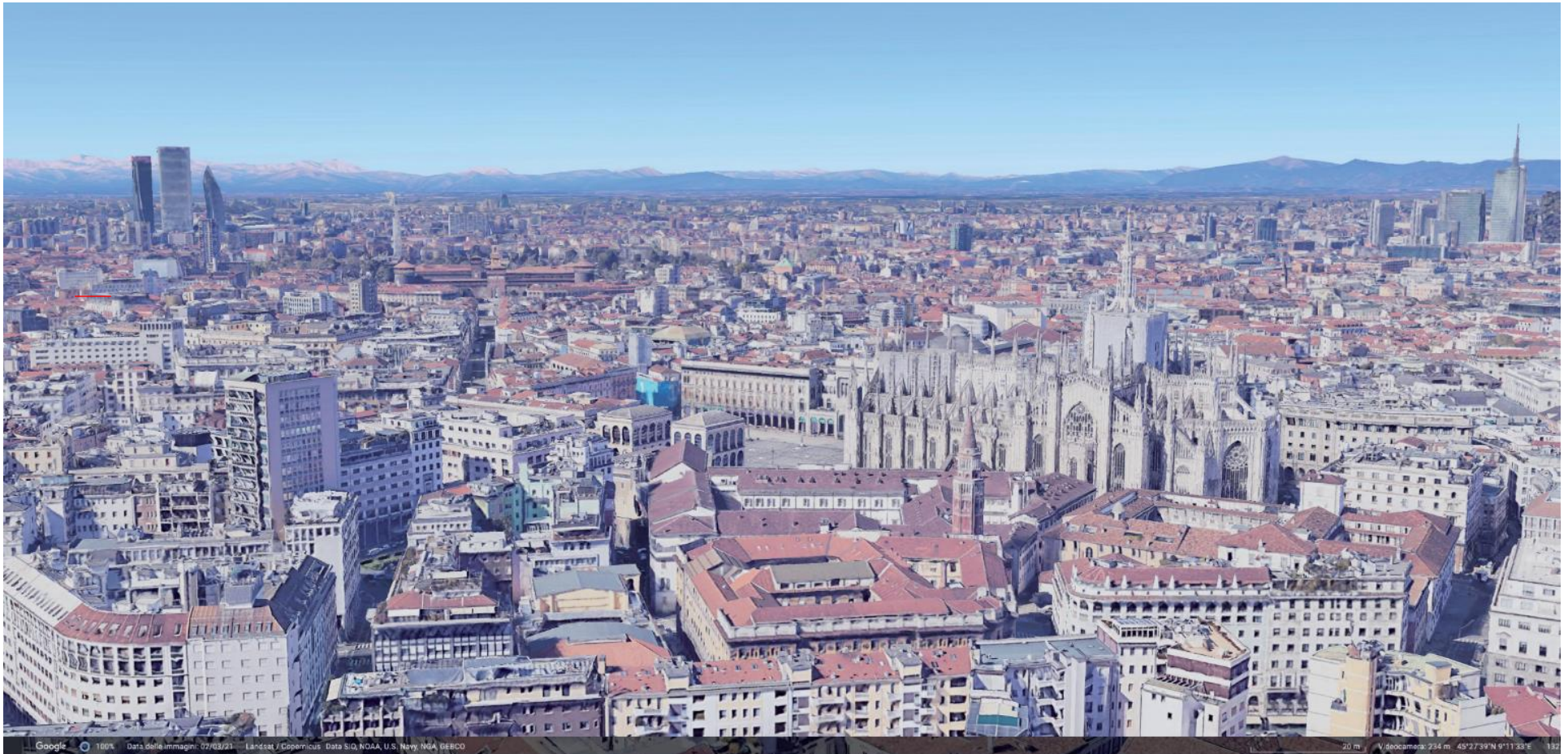
# IFDM

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## 24 hours in Milan

All the charm of a classic (which is not so classic)

by Marina Janna

New openings and hidden treasures, must-see flagship stores and locations to discover. Fuorisalone in Milan is a treasure hunt in which true enthusiasts are always racing against time. Too many things to see. Among this year's most important novelties is Fendi Casa's luxurious (700 square meters) space just a stone's throw from La Scala Theater, Brera and its Accademia, and the Quadrilatero della moda: a dual soul, that of fashion and design, which coexist in Milan, feeding off each other. Another very glamorous example is that of Dolce & Gabbana, which has opened as many as two stores dedicated to furniture, a project of truly important dimensions. But let us return to Piazza della Scala. Immediately next door, strolling down via Manzoni, is a succession of historic architectures that inside often house daring design experiments. You just have to know which doorway to enter. Moving toward Via Durini, the real and pulsing Milan's design district, one can discover in the courtyard of a palace (Palazzo Durini Caproni di Talledo, which gives its name to

the street) a blooming of giant, golden olive shoots: it is the installation commissioned to Marcantonio, an artist/designer, by Natuzzi to celebrate the restyling of the showroom just done by Fabio Novembre. And while we're here, it's worth a peek, on the upper floor (in the Edra showroom), at one of the most stunning and homogeneous secular pictorial cycles of Milanese proto-baroque. Milan is this: it is the thousand faces of the new that reveal themselves in deconstructed churches, in noble palaces, in high-tech or even disused structures, such as the Fabbrica Orobia where Flos, for its 60th anniversary, has chosen to set up a space with many souls in which to discover the brand's values and experience a rich cultural and entertainment program. So the advice is: put on comfortable shoes and go around, around the design districts. There are so many and you will also discover them by accident. For example, by keeping your ears open at all times. It's the magic of Milan Design Week. Come on, let's go.

## 24 HOURS IN MILAN



### 1 | EMU

*Corso Monforte 50*

A new space in the heart of the city, all dedicated to designer outdoor furniture. At center stage *Twin*, new project by Sebastian Herkner.

### 2 | POLTRONA FRAU

*Via Manzoni 30*

Frescoed rooms for a company which this year celebrates its 110 years with a new collection and a pop special edition of a classic.

### 3 | NATUZZI

*Via Durini 24*

Giant, golden olive shoots in the courtyard of magnificent palazzo: it is the installation commissioned to Marcantonio, an artist/designer, to celebrate Fabio Novembre's restyling of the showroom.

### 4 | CACCARO

*Via Flavio Baracchini 9*

New, airier and larger (350sqm) spaces for the brand, a few steps from the Duomo. The project is by architect Monica Graffeo.

### 5 | CINEMA ARLECCHINO

*Via S. Pietro all'Orto 9*

A precious place that is being reborn: the decor, which earned the cover of *Domus* in 1948, in a real must-see.