

Studio

M I L O

TEASER

portfolio

## COMPANY PROFILE



*"Luci, volumi e decorazioni sono gli elementi cardine del loro stile, che si colloca nel solco di una nuova generazione di progettisti che non temono più il confronto con i materiali e i colori...per definire una nuova eleganza contemporanea".*

Elle Decor, 2017

Ph. Monica Spezia

## PORTRAITS

### Co-founders

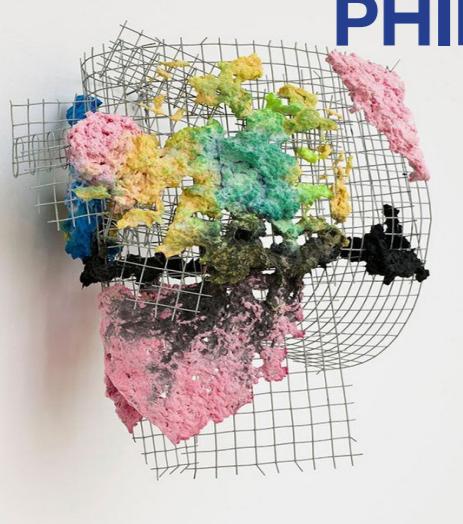
#### FEDERICA GOSIO INTERIOR DESIGNER

Federica has a degree in marketing and communication from the University of Turin. She started her professional career in Milan at Pambianco and then moved to London working for different fashion brands under the internationally renowned Club 21 umbrella. Italian born, she was educated in Italy and France. She has lived in America and Spain and she has now settled in London. In 2009 she achieved her master with honors from KLC School of Design in London.

#### ARIANNA CROSETTA ARCHITECT

Milan based, Arianna has a double degree in Architecture from the University of Architecture in Venice and the University of Valencia. She has earned a Masters in Interior Architecture and Innovative Materials from the Polytechnic University of Milan. Since 2004 she has been focusing on a series of projects ranging from private housing to luxury hotels, extending to interiors, exhibitions, store planning and bespoke furniture design. She now works between Milan and London.

## OUR PHILOSOPHY



**FROM CONCEPT TO COMPLETION**  
**Studio MILO**  
**DELIVERS A NEW LEVEL OF**  
**originality and uniqueness**

We proud ourselves for "a distinctive and unique RESEARCH", the real core value of our work. Each of our projects has a very distinctive studio MILO touch of contemporary cutting edge design.

We constantly analyse trends and innovations in order to anticipate the expectations of a present to be.

We rethink your world with a TAILOR MADE APPROACH, in which elaboration and execution of any new project is filtered through the lenses of your BRAND IDENTITY.

We offer an unique "a la carte service":  
 •INTERIOR DESIGN  
 •ARCHITECTURE  
 •COMMUNICATION (branding, advertising campaigns, look books, set design and all kinds of digital contents).

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## SOLID DRAPERY



Ph. Luca Lumaca

## GRANITI FIANDRE STAND Cersaie 2019

### Stand design and Styling

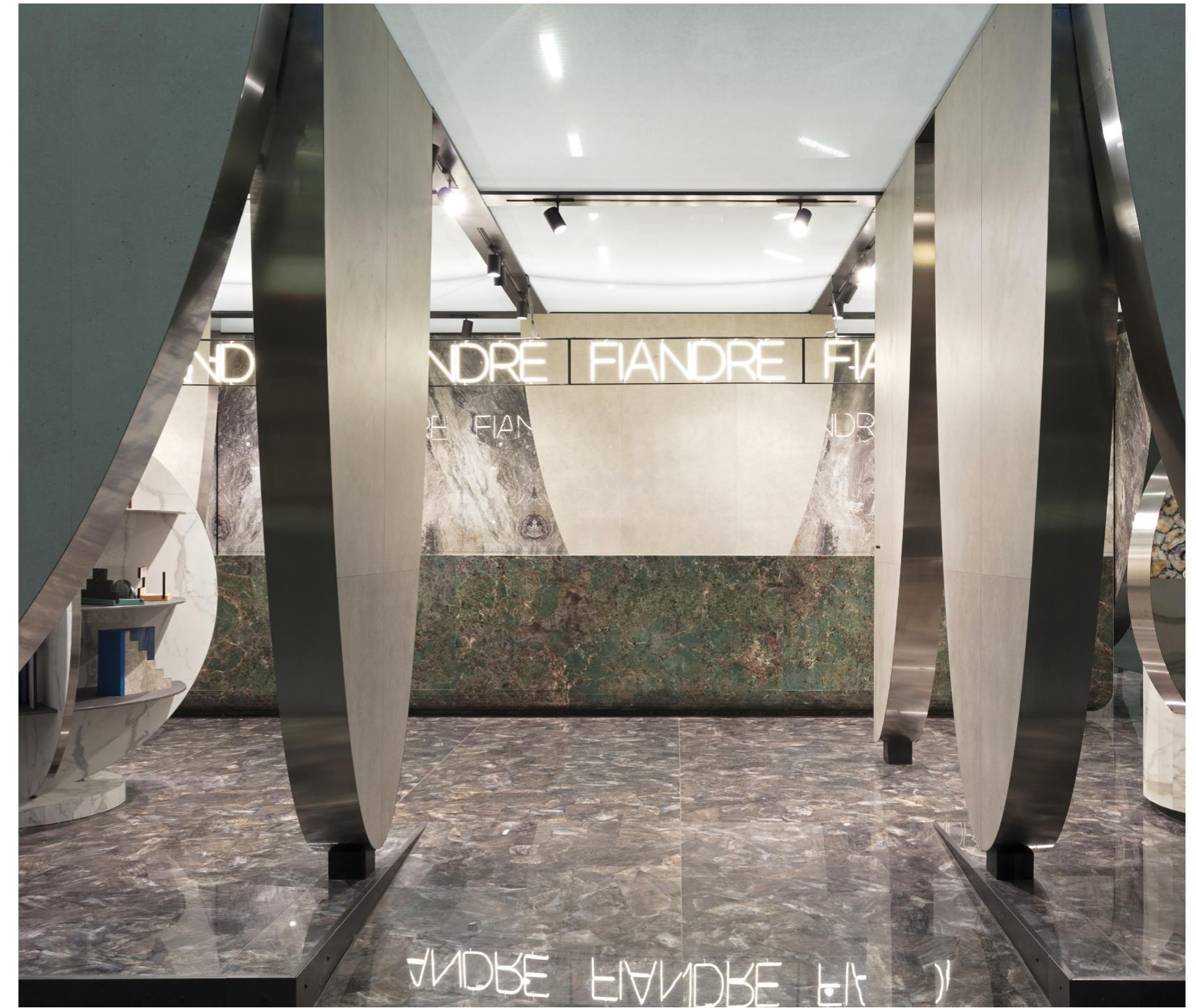
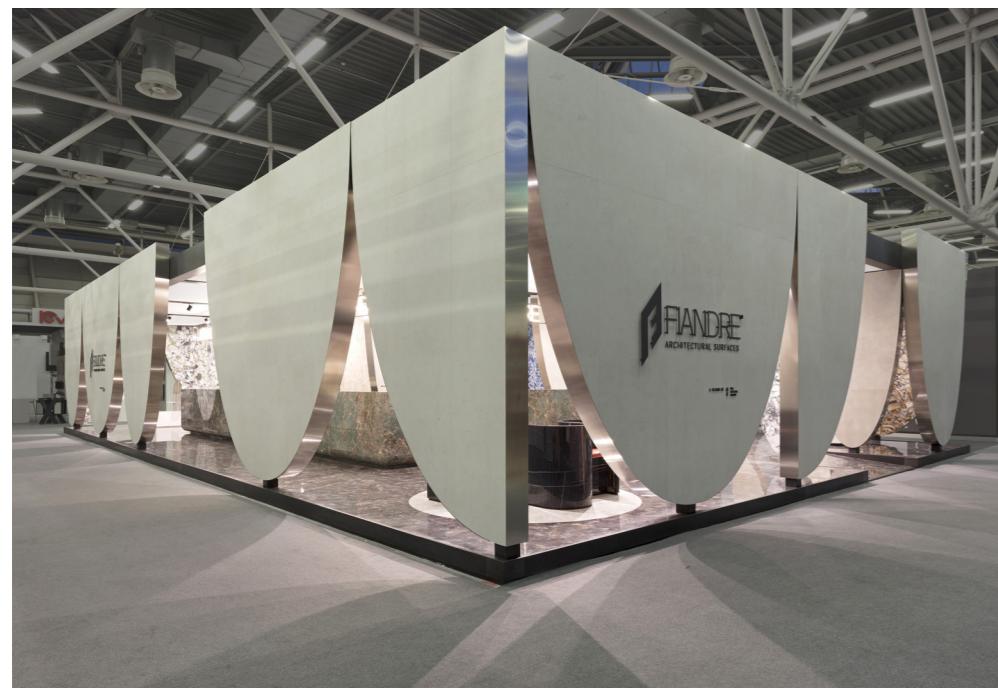
*"For the ability to break the rigidity of the classic booth."*

ADI Jury, 2019

Il progetto si sviluppa attraverso un nucleo centrale funzionale al cui interno sono inseriti uffici di rappresentanza, cucina ed emporio. Un forte segno architettonico, un volume con diverse altezze, avvolge questo nucleo e accompagna il visitatore lungo il percorso espositivo. L'involucro, un monolite materico e monocromatico, è connotato dall'elemento "vela", il quale nelle diverse declinazioni formali, permette di esporre internamente le molteplici proposte di Fiandre, esaltandone funzionalità, peculiarità e possibili applicazioni.

The project unfolds from a central functional core, inside which are inserted offices, kitchen and storage. A strong architectural sign, a different heights volume, embrace the core and accompanies the visitor along the exhibition bath. The envelope, a material and monochromatic monolith, is characterized by the "drapery" element which, internally, allows to exhibit the multiple Fiandre's finishing proposals, enhancing its functionality, peculiarities and possible applications.







## ARCHE SCENARY

### CC-TAPIS STAND Salone del Mobile 2018

#### Stand design and Styling

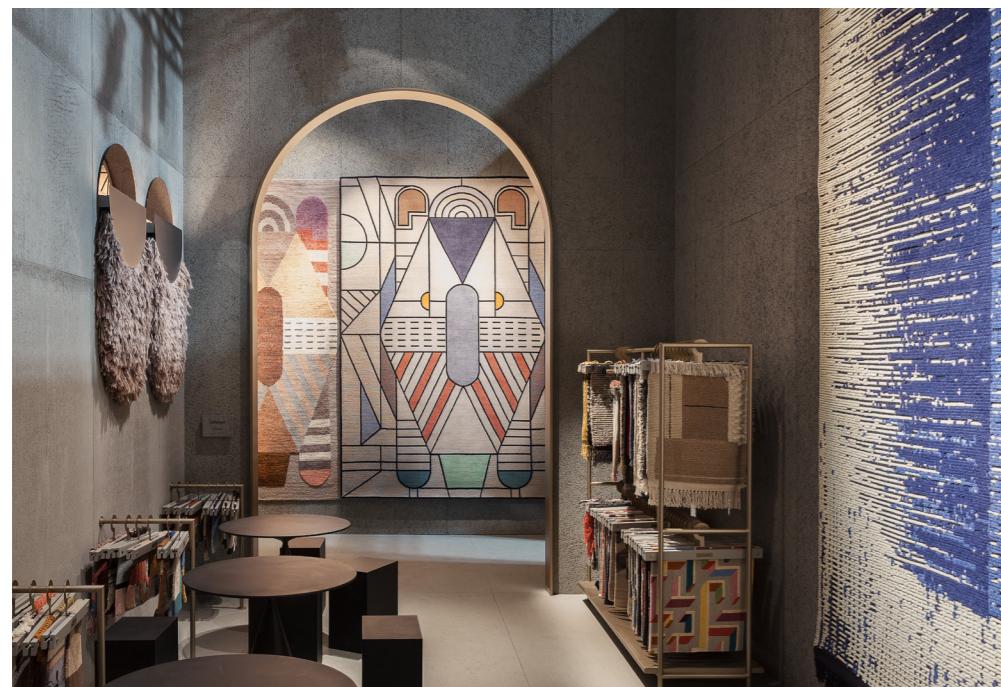
*"A perfect combination of product and presentation. Traditional craftsmanship meets art to create a suggestive and captivating atmosphere. Rugs made to be stroked and a stand to be experienced."*

Salone del Mobile Jury, 2018

Lo stand, la cui esposizione ricorda le installazioni museali è caratterizzato da scorci prospettici che suggeriscono un dialogo creativo tra contenuto e contenitore. Gli iconici archi della facciata vengono ripresi anche negli ambienti interni e si rafforzano come leit motiv visivo del brand. Un'attenzione particolare è stata dedicata ai materiali texturizzati, ripresi dal mondo della cantieristica, qui nobilitati nelle finiture e reinterpretati nell'utilizzo e nell'omogenea palette cromatica dai toni neutri.



The cc-tapis stand is reminiscent of museum installations and is characterized by perspective views where the rugs interact and suggest a creative dialogue between the content and the space. The iconic arches of the façade are used also in the interiors, becoming a visual leitmotif for the brand. Particular attention has also been paid to texturized materials, taken from the world of construction, reinterpreted both in its use and in the homogeneous colour palette comprised of neutral tones.



Ph. Andrea Bartoluccio



## LUMINOUS RAYS OF COLOURS



## CC-TAPIS CATALOGUE Spectrum 2020

### Set design and Styling

*"SPECTRUM, or perhaps Spect/Room. In optical terms, according to the encyclopedia, a SPECTRUM is simply "the luminous band composed of the sequence of colors of the rainbow."*

Federico Sarica – editor at ICON magazine, 2020

Nata dalla riflessione sul rapporto tra colore, arredo e spazio, la campagna utilizza la luce come elemento architettonico e decorativo, un catalizzatore per illuminare ed esemplificare il colore. Per la scenografia, Studio MILO ha realizzato una sequenza di "stanze": un colore per stanza e una stanza per ogni tappeto. Ogni ambiente è monocromatico, con sfumature di rosa, verde, pesca e blu che vanno da toni pastello a toni più accesi.

Based on the analysis of the relationship between colours, furniture and space, the 2020 campaign enhances the usage of light as an architectural and decorative element, a spectrum to illuminate and underline the colours. Studio MILO has created a sequence of "rooms": one colour and one rug for each room. Each room is a monochromatic setting, with shades of pink, green, peach and blue that range from pastel to neon.



# EXPERIMENT DISCOVER OBSERVE



Ph. Beppe Brancato

## SABA ITALIA MAGAZINE Journey into the world of living 2019

### Art direction

*"We entered this gorgeous Milanese residence and arranged a playful encounter between the domestic surroundings and Saba's new collection of upholstered furniture."*

Alessandra Santi – communication manager at Saba  
ICON magazine n.36

Sotto la direzione artistica di Studio MILO, viene narrato un viaggio all'interno dello spazio dell'abitare. Questo racconto, in cui i prodotti di Saba fanno da protagonisti, è ambientato in tre case dalla personalità molto diversa ma sempre ben riconoscibile. Alle tre location corrispondono altrettanti temi: la scoperta, per la casa onirica di Alessandro Mendini, l'osservazione, per Villa Albera e, infine, la sperimentazione, per la Casa Francese. Mondi diversi per un unico racconto.

The SDM 2019 Saba magazine narrates a special journey into the world of living. The tale, in which Saba products' are the main characters, is set in three different houses with a very distinctive and recognizable personality. Each location is linked to its own theme: "the discovery" for the Alessandro Mendini house, "the observation" for the Villa Albera and "the experimentation" for the French house. Different worlds united by one story.



Ph. Beppe Brancato



# ENGLISH ELEGANCE MILANESE ESSENCE



## PRIMROSE HILL House London 2019

### Architectural & Interior Design project

*"En faisant rénover sa maison victorienne par le duo féminin du Studio MILO, elle est parvenue à marier l'élegance britannique au chic milanais."*

IDEAT magazine n.142

La dimora di Primrose Hill rappresenta la perfetta sintesi tra lo stile eclettico della cliente e la ricercatezza nelle scelte cromatiche e materiche di Studio MILO. L'abitazione si sviluppa su quattro livelli, uno dei quali si affaccia su un rigoglioso giardino sul retro. Il progetto mette in risalto le preesistenze, dai camini ripristinati al parquet e alle porte originali, oggi rivestite con una resina nera che ne ravviva l'essenza. La veranda situata al primo piano, riveste una particolare importanza: a metà tra una serra ed un giardino d'inverno, è un ambiente pieno di luce il cui pavimento dal disegno geometrico realizzato con marmi policromi, richiama in maniera sottile i tipici rivestimenti dell'epoca vittoriana.

Private client  
250 sqm – 2690 sqft

The Primrose hill manor represents the perfect synthesis between the client's eclectic style and the sophistication in the chromatic and material choices of Studio MILO. The renovation project of this four story family house respects and highlights the pre-existences both in the exterior and the interior, from the restored fireplaces to the original parquet and doors, today covered with a black resin that revives their essence. The veranda, located on the first floor, full of light, overlooks a flourishing back garden. Its polychrome marble geometric design floor, subtly recalls the typical Victorian-age decor.



Ph. Monica Spezia



# NATURAL RAW MATERIALITY



## CALA COMTE House Ibiza 2014

Private client  
550 sqm – 5920 sqft

### Architectural, Interior & Landscape Design project

*"Los materiales, tanto de construcción como de decoración, fueron cuidadosamente seleccionados entre los productores locales de la zona."*

AD Spain. October 2017

L'impetuosa e affascinante natura del promontorio di Cala Comte irrompe all'interno dell'edificio, esprimendosi nella scelta cromatica sui toni della sabbia, delle rocce, del celeste e nella selezione di materiali naturali e autoctoni. L'intervento esterno delinea percorsi che uniscono la casa alla piscina, al solarium e alla zona dedicata al dining.

The impetuous and fascinating nature of Cala Comte's promontory bursts inside the building, reflecting itself in the chromatic choices of sand stones, of the rocks and the blue sky, as well as in the selection of local and natural materials. The landscape project outlines different paths: from the house to the pool, from the solarium to the dining area.



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