

**Parisotto+Formenton Architetti just moved to the brand new milanese headquarter: P+F Box is a new type of working space, conceived around people, a kind of manifesto of the approach to designing interiors of the design duo.**

**On may 23rd, a first event will take place: a talk about the theme of Human Scale between architecture and design with Massimo Curzi Bruno Vaerini, Aldo Parisotto e Massimo Formenton - event off Milano Arch Week 2018.**

*Milan, May 2018* - Parisotto+Formenton Architetti, multidisciplinary design and architecture firm with over 25 years of international experience, just opened the new office in Milan, a box dedicated to design, creativity, networking and sharing, that houses also the activities of True Design, Piavevetro e ArchimedeTech, co-branding partners of the project.

P+F BOX is an innovative working space, a lab about connections and sharing among different worlds and it is the concretization of a design poetics: the works by Parisotto+Formenton are always characterized, no matter the scale, by a sort of humanistic approach, where people that live the spaces or use the objects are the center of the projects; the human scale is the parameter to design everything.

This place, to work and live, is conceived for the wellbeing of the employees that spend here most of their time. The rhythm of the rooms, colors, light, materials, furniture (with several items connoted by a domestic feeling): every single element is designed to create a livable atmosphere that stimulates creativity and productivity but preserves a human dimension.

Moreover, P+F BOX is not only an executive and operative office of Parisotto + Formenton Architetti (that also have an office in Padua), but houses three partner companies - True Design, Piavevetro e ArchimedeTech – that use these premises for their relations and marketing activities and the PR and Media Relations network The Link PR.

Last but not least, the space opens up to cultural and educational events dedicated to art, design, architecture The first will be on may 23<sup>rd</sup>: **a talk among Bruno Vaerini, Aldo Parisotto and Massimo introducing the theme "Human Scale between architecture and design " - an event off Milano Arch Week 2018.**

### **The space**

Inside a former industrial building, that preserves some original features, P+ F Box replaced a fashion – company activity for which the district is famous - and it is located among several fashion showrooms, some of them designed by Parisotto+Formenton.

### **The project**

The restoration of the spaces was guided by the aim to clear the whole floor from the cluttering structures built during the years. This allowed a better circulation, wider spaces and more natural light to come.

The recognizable aesthetic approach of the two architects is visible in the strong consistency, care for details and materials.

The spaces are very dynamic, fluid and flexible to reflect the different types of activities that may take place there. Some areas are dedicated to creativity:

the **atelier** is the center of the work of the architects team and it is connected to the rich **material library** and **the gallery** that include a wide **kitchen**, for breaks, brainstorming and informal meetings.

Other areas to meetings and interaction: the **lab** is a working space for the partners; the **meeting room** and the **lounge – customized by True** – are for meetings and presentations.

White dominates the space in the big L-shaped area that includes *atelier, gallery, lab and materials library*. This space is rich of natural sunlight from two sides overlooking internal courtyards with green,

Other areas, such as the *head office* and the big meeting room, where the concrete flooring by Cimento Sai dialogues with the tactile vertical surfaces treating with raw earth-based plasters by Matteo Brioni that are present also on the black box at the entrance that acts a functional pivot.

The new Lounge by True Design – brand of furniture for big space, hospitality, workspaces that Aldo Parisotto is the art director of since 2014 - is located close to the entrance and it is characterized by light, flexible, nomad furniture pieces to set up contemporary fluid space where people can work, live, meet.

### **True - Lounge**

Blade - design Parisotto+Formenton

Cloud - design Favaretto and Partners

Ethrio - design Mario Tessarollo

Not lounge - design E-ggs Giona Scarselli + Gaia Giotti

Stones - design Baldanzi&Novelli

Tod - design Parisotto+Formenton

Wing - design Parisotto+Formenton

### **Furniture and complements**

E15: tables head office, white table atelier, bookcase meeting room

Cassina: LC7 chairs;

ICF: operative chairs Eames vintage

Veneta Cucine: kitchen by Parisotto+Formenton

Carl Hansen: stools CH56, sedie CH24 e CH20

cc-tapis: rugCut out Monocromo design Parisotto+Formenton

Makro: sinks

Cea: faucets

### **Lighting**

Firmamento Milano: Pillola e Pillolina table lamps, design Parisotto+Formenton

Viabizzuno: Square Tube suspension in the lab - design Parisotto+Formenton, floor lamps 16.64 and

Notte, Barra d'oro suspension in head office, Candela di Vals in the gallery

Neroluce: custom lamps Wally design Parisotto+Formenton (suspensions, floor and wall)

Mingardo: lamps Pienga and Sfogliata design Parisotto+Formenton

**Press Office:** The Link PR Network - [www.thelinkpr.it](http://www.thelinkpr.it)

Giovanna Tissi: + 39 347 7971873 [g.tissi@thelinkpr.it](mailto:g.tissi@thelinkpr.it)

Greta Ruffino: + 39 339 161 17953 [g.ruffinio@thelinkpr.it](mailto:g.ruffinio@thelinkpr.it)