

PIANCA & PARTNERS

A new contract hub opens up in Milan: Pianca & Partners takes the stage of the Italian design capital

900 sq meters devoted to a new business model: Pianca & Partners, promoted by 27 brands, is a new hub for the furniture, design and architecture industry.

Milan (Italy), 28th September 2020 | Flexibility, expertise, innovation, craftsmanship and technology: a new *contract* hub is opening in Milan, promoted by **Pianca** together with 26 other companies from the furniture and construction supply chain. It's called **Pianca & Partners** and it is a network of firms that aims to promote a new flexible, dynamic, bespoke project development model.

Pianca & Partners has been inaugurated for the **Milano Design City** event organised by the Municipality of Milan to support design culture and its leading lights.

The 900 sq.m showroom in the heart of Milan's Brera design district, in via Porta Tenaglia 7N3, designed by **Calvi Brambilla**, wholly reflects the fundamental values of design: it is flexible and dynamic, aiming to be a vibrant space, somewhere to meet and interact, somewhere for relationships and business stories to unfold, in addition to being simply a product showroom.

The space is open to the public from Monday 28th September to Saturday 10th October from 10am to 8pm. After that, visitors will be received by appointment, from Monday to Friday, 9 am-6pm.

Pianca & Partners was conceived to serve architects, interior designers, developers, builders and investors, offering high end products and services, Made in Italy expertise and a system of relationships capable of interpreting the requirements of contemporary design in the residential, hotel, nautical and property sectors.

27 complementary brands have united to offer seamless collaboration that covers the needs of the entire design chain: **Agha, Alice Ceramica, Ardeco, Artesi, Barausse, Castaldi Light, Delta Dore, Diquigiovanni, Dorelan, Falmecc, Florim, Garbelotto, K-array, KE, Londonart, Mareno, Margraf, Milani, Nahoor, Nord Resine, Oikos, Palazzani, Pianca, Santo Passaia, Talenti, Vitrik.**

"Relationships between people are really what sparked off this project. Human and professional collaborations came first, with a host of business owners from the supply chain who have now become Partners. We listened to and interpreted the needs of numerous professionals to deliver solutions for those who are constructing things: an idea, a building, a space, a location to host other needs and desires." says Aldo Pianca, President of Pianca. "We found we shared values above projects and it seemed natural to all take things a step forward together, turning what was previously just a dream into something real with Pianca & Partners, which now offers a system of relationships between companies, professionals and designers."

PIANCA & PARTNERS

PIANCA & PARTNERS

Pianca & Partners was born from the *contract* experience of Pianca, specialising in furniture systems and complements, and of a desire to establish a new reference point and promoter of relations between professionals and companies.

Companies who share the ability to promptly deliver bespoke designs to customer specifications, come together to promote a flexible, dynamic system, adopting a method that promotes quality, tradition, research, sustainability and intelligence.

Pianca & Partners creates custom designs, delivering a synergistic response to the requirements of a complex and multifaceted sector.

Pianca & Partners offers **customized consulting**: constructed around the customer, each project is unique, combining the most suitable products and technical solutions for the individual case.

Direct interaction with partner companies shortens the supply chain, saving time and resources and lowering costs. To simplify processes, each customer can also choose to work with one single reference or deal directly with selected companies.

Pianca & Partners offers different levels of professional skills and services: feasibility studies and economic project analysis for conversions or brand-new constructions, project management and handling of technical and bureaucratic procedures and documentation, development of aspects of structural and systems engineering, site management with supervision of project schedules and costs and completion of works including administrative procedures.

PIANCA & PARTNERS: THE SHOWROOM

The **Pianca & Partners** showroom aims to be a highly flexible space, capable of periodically changing its look to reflect and document the evolution of individual partner company product ranges.

Furniture, interior doors, security doors, windows, wood panelling, wallpaper, lighting and office systems: **Pianca & Partners** offers a massive range of products to meet the most diverse contract project requirements.

The huge showroom with a street-facing store front is developed over 900 sq.m and on two floors, with displays of the finishes, materials, products and systems offered by the companies.

The architectural design by **Calvi Brambilla** meets the various brand display needs and fulfills a desire to create a coherent, distinctive design.

“We worked to a dual strategy. On the one hand, we selected the most interesting products for each brand, and on the other, we sought to give the interior design a strong identity.” Paolo Brambilla states, *“We wanted there to be a clear design in the organisation of the space, which would give the*

PIANCA & PARTNERS

environment its own character, independently of the periodic changes in display. We thus introduced some highly distinctive architectural elements: six stone dividing walls which help you read the space and identify paths across it. These walls also have a demonstrative, almost didactic function. They are entirely made of travertine, but have five different finishes, to highlight how the same material can have a different feel depending on how it is finished."

The showroom spaces are divided into a neat, balanced collection of products that manages to demonstrate the variety and scope of the product range. The showroom styling is dictated by the desire to showcase the partner companies' manufacturing skills and the versatility of the product ranges, in terms of finishes, arrangements, colours and customization.

The ground floor colour palette works around the warm shades of the travertine and Tabasco red, combined with herringbone brushed oak flooring. The walls are covered in textured resin with a particularly coarse grain, alternating with wood panel inserts designed to show off the extraordinary craftsmanship of the various partners.

The basement level flooring is in grey-green resin, paired with vertical surfaces in greys and pinks, picked out in both tiles and fabric inserts. In the bedroom zone there's a display of some of Pianca's most important wardrobes and walk-in closet systems, next to the wellness area with products by partners specializing in the bathroom and spa sector.

The heart of the showroom is a huge material lab where you can discover all of our partners' product finishes and materials and create a custom palette for your project. A multifunctional area for meetings and training courses backs onto a working professional kitchen. There will be special live show cooking events where you can admire the work of chefs in person.

The styling design was devised by Elena Caponi.

Pianca & Partners - www.piancaandpartners.it

Pianca & Partners is a new hub for contract customers, consisting of SMEs, all masters in their respective sectors. The project arose from the desire to cultivate synergies between various companies in the furniture and construction supply chain, promoting a project development model founded on principles of flexibility, collaboration and economies of scale.

Pianca & Partners will be based in the 900 sq.m showroom designed by Calvi Brambilla in the heart of Milan's Brera design district, in Via Porta Tenaglia 7N3. A space where you can discover our partner companies' products and services, consult with qualified professionals who will assist customers in choosing the best solutions, but also a vibrant space hosting talks, round tables, installations and exhibitions.

Pianca & Partners is a project promoted by Pianca in collaboration with: **Agha, Alice Ceramica, Ardeco, Artesi, Barausse, Castaldi Light, Delta Dore, Diquigiovanni, Dorelan, Falmec, Florim, Garbelotto, K-array, KE, Londonart, Mareno, Margraf, Milani, Nahoor, Nord Resine, Oikos, Palazzani, Santo Passaia, Talenti, Vitrik.**

Publishing Partner: **Electa.**

PIANCA & PARTNERS

Pianca & Partners Press Office

NEMO
MONTI

Nemo Monti Comunicazione

Piazzale Principessa Clotilde 4

20121 Milano

www.nemomonti.com

Contact: Giulia Benedetti gbenedetti@nemomonti.com