

**VUDAFIERI
SAVERINO
PARTNERS
10 YEARS
IN CHINA**

A DECADE OF IDEAS, ARCHITECTURE AND DESIGN

**VUDAFIERI * SAVERINO PARTNERS
MILANO SHANGHAI 米兰 * 上海**

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The Journey

I DID NOT WRITE HALF OF WHAT I SAW
MARCO POLO

When we decided to open an office in Shanghai in 2012, we were living in a very different world to the one that surrounds us now. But it wasn't just the time, the economic environment, the vision of the future that was different. We were also different.

The fundamentals of the trade are still the same, rooted in our training experiences and then in the profession: in the world of Francesco Soro for Claudio Saverino and Ettore Sottsass for Tiziano Vudafieri. And our style, our aesthetic, our idea of what is beautiful and what works, has also remained stable over time.

We have changed more profoundly: because our day-to-day experience with China - and Asia in general - has broadened our way of *listening to time*; the ability to mediate and interpret, to employ design as a strategic tool at the service of needs: heterogeneous and constantly changing.

The result is an approach to design that has become, by its very nature, multicultural and multidisciplinary, capable of taking on complexity, due precisely to the daily relationship with our *Chinese half*.

This has given rise to 10 years of ideas, many of which have found their way into space, project, building, sign, even in other parts of the world. Because the authentic root of this path of influence lies precisely in the fact that these 10 Chinese years of our work have found expression in many places that are not China.

And when we found ourselves observing the result of this period, we had to recognise how many opportunities to build the future we had even far from the *middle empire*.

We were born in Milan in 2000, having the opportunity to visit, get to know, and work in China practically from the very beginning. In 2012 we decided to give structure to our desire to broaden our horizons by opening a studio in Shanghai, and thanks to our Partner and Studio Director Stefano Piontini we are now able to divide our time equally between projects born in the Milan office and those born in Shanghai.

In this *catalogue of our desires*, we find collected projects for education, for commerce, for hospitality, for the sense of living at home... in which we trace the many subtle links between our cultures, between cities that are geographically distant but have generated new lifestyles, to be interpreted so as not to make them stereotypes without a homeland, places without roots.

Because at the end of this first look at the relationship between East and West, the one essential truth we never give up on in our projects is the search for an authentic dimension of the relationship between territory, culture, function and aesthetic.

This is only the beginning of this journey.

Tiziano Vudafieri | Claudio Saverino

China City Pavilion

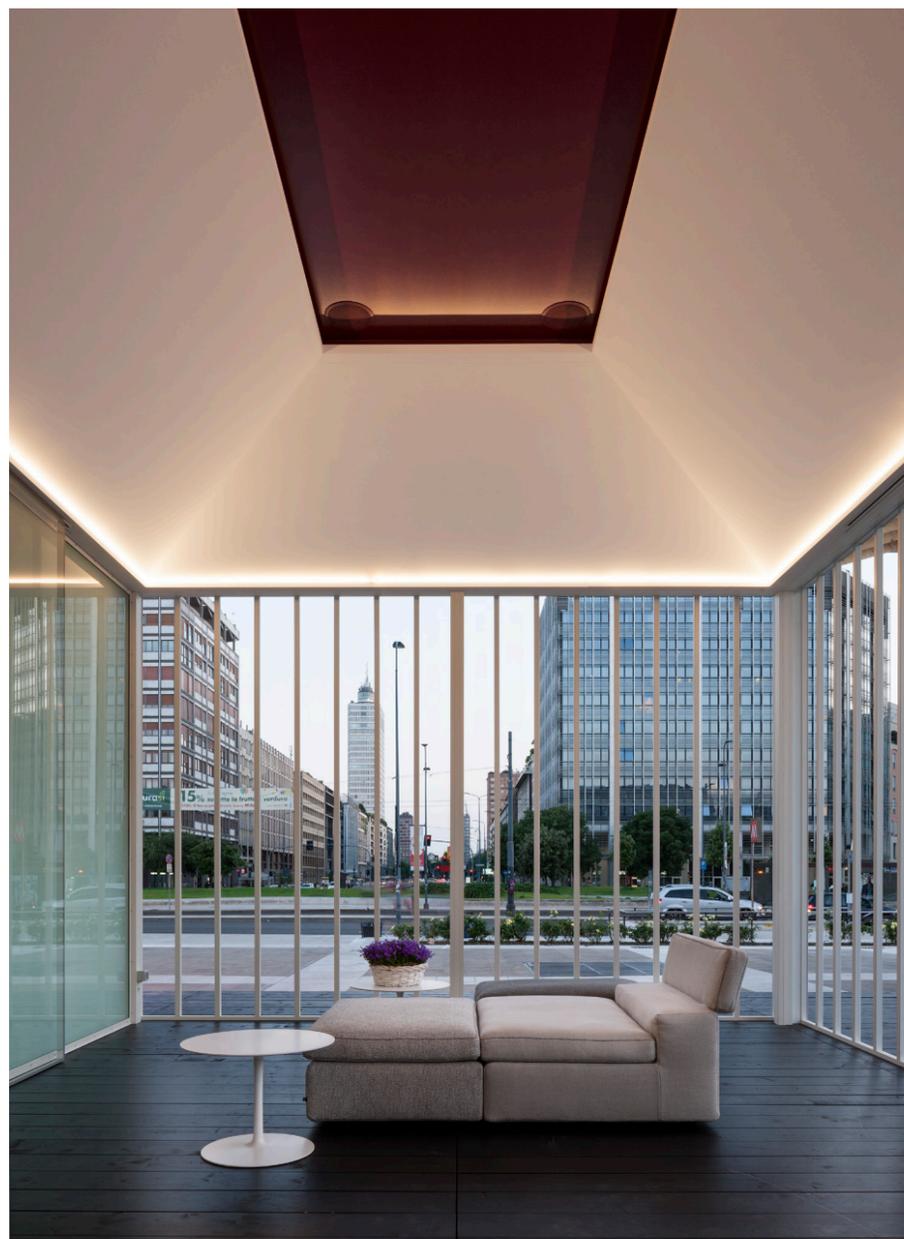
A BRIDGE BETWEEN EAST AND WEST



China City Pavilion represents a perfect synthesis of the ability to interpret the souls of Italy and China, bringing out the cities' diverse characters, whilst adhering to the best traditions of Italian design. Realised with the support of the city of Milan and the city of Shanghai on the occasion of Expo 2015, the City Pavilion is a Sino-Italian project aimed to encourage interactions between the two cities. An itinerant, dismountable, adaptable and easy to

re-use structure that was also the only - officially endorsed - pavilion in the centre of Milan, facing the Central Station. The result of the City Pavillion project is an airy architecture, strongly graphic, realised in white metal, light and dark wood, and glass. The rules of composition of this structure are inspired by the dynamic geometry of a heron's wing. Lightness, order and balance are the guiding principles.





An itinerant and adaptable airy architecture

An open plan, a pure volume, made of glass, an outdoor space inspired by the atrium of a Roman house underlined by a powerfully graphic portico: altogether they reflect the very concept of a 'pavilion'.



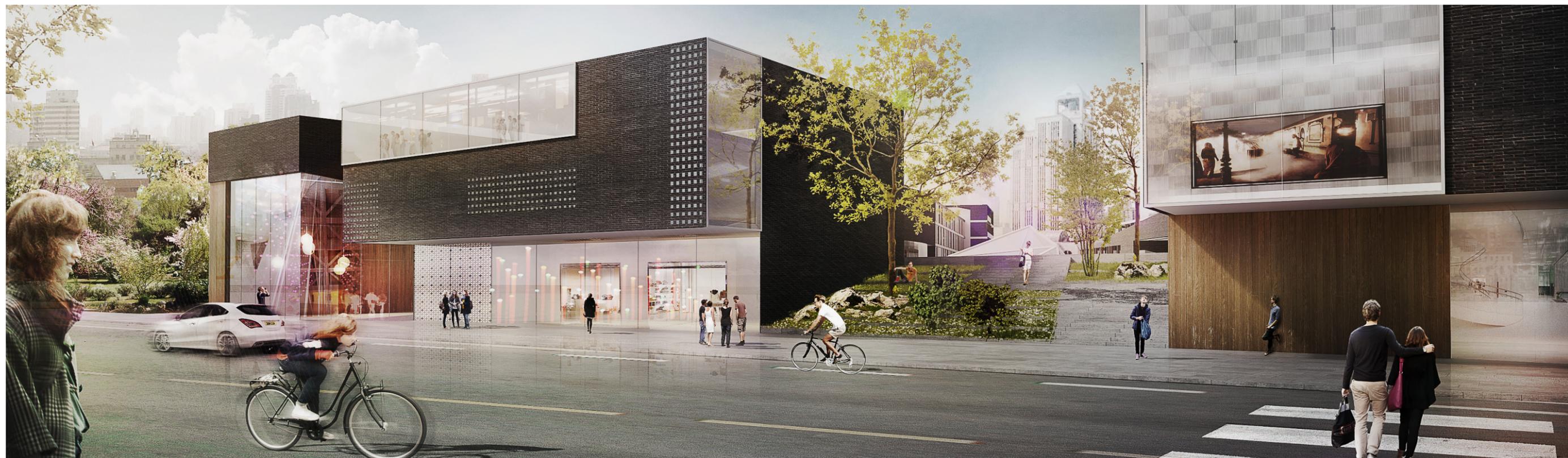
Heng Shan Lu

DESIGNING THE RETAIL EXPERIENCE

The 2013 project is the result of an invite-only competition, on a property located in the French Concession district of Shanghai, for the definition of a large commercial space. This part of the city is one of the few remaining with a contained, European-style urban dimension. And it is from a reflection on the contemporary city that the project takes shape. Commercial spaces in Asia are the focus of urban life, shopping malls act as places of leisure, commerce, and meeting. Moving around the city means moving from one enclosed place to another, with or without a car. The aim was to offer a much broader and further-reaching vision, through the proposal of a new type of shopping mall: an ode to the European public space, in which

the square is the vital centre, shaping the entire shopping mall. Designed on two staggered floors, it allows direct access to the shops at all times, the building seemingly one floor lower and maintaining the same ratio of scale along its entire length. The ground floor houses the more public functions (the bars, restaurants, cafés) and luxury showrooms, while the basement floors are dedicated entirely to the shopping centre. A large glass greenhouse stands in the centre of the square and sinks into the building, carrying natural light into the basement floors. Several green areas outline and characterise the pedestrian paths and square throughout the project.





The tradition of Italian “ideal city” as inspiration

The inspiration of this project starts from the historical Italian tradition of the *ideal city*. The aim of Heng Shan Lu project is to design an outstanding contemporary version of this concept, a unique lifestyle destination where culture, shopping experience, entertainment, hospitality, natural environment are merged together.





The central plaza

All commercial and hospitality services overlook the central *Piazza* that is designed as an urban garden, visible and attractive from Heng Shan Lu.



A special attention to light and to green areas

Natural light reaches the lower floors thanks to the large glass greenhouse structure in the centre of the square. Several green areas characterise the pedestrian paths and the *plaza*.





Glory Casa

THE ITALIAN TOUCH FOR A COMMERCIAL SPACE IN CHINA

The reference to Italian style was the *leitmotif* in the development of the new concept for the Glory Casa flagship stores - leader in Asia in the sale of high-end furniture and accessories - designed in Beijing, Shanghai, Shenzhen and Kunming, and inaugurated in four prestigious shopping malls, with the aim of designing distinctive, signature spaces, capable of expressing the *savoir-faire* and aesthetic essence of

Made in Italy. Using an iconic Italian architectural feature to represent the brand's values, the iconic element of the Glory Casa showrooms has become the round arch, which characterises the spaces: from the façades to the interiors. A pure structural element, an archetype chosen as a symbol of Italian architecture, from ancient times to the present day. The arches of the exterior façade, clad entirely in



grey marble, mark out wide porticos of striking visual impact, creating an ideal walking space inside the lines of the arcades typical of Italian towns. The large shop windows, which give a good view of the collections inside, are interrupted by solid marble walls: a solution adopted to preserve a certain level of privacy and exclusivity for customers inside the store. The same arches are also found in the interior facades - which define Glory Casa spaces in the Mall - allowing to stand out from other brands with outlets in the Centre.

In the interior layout, the fluid distribution of the spaces covers areas from 1100 to 3800 square meters. The common areas (reception, VIP room, information desk and shopping services) alternate with a series of mono-brand rooms: architectural boxes customised by each furniture company. The visual identity of Glory Casa's is continued through suggestive metal arches marking the passage from one space to another.







Living Core

CO-HOUSING: THE NEW SHAPE OF LIVING

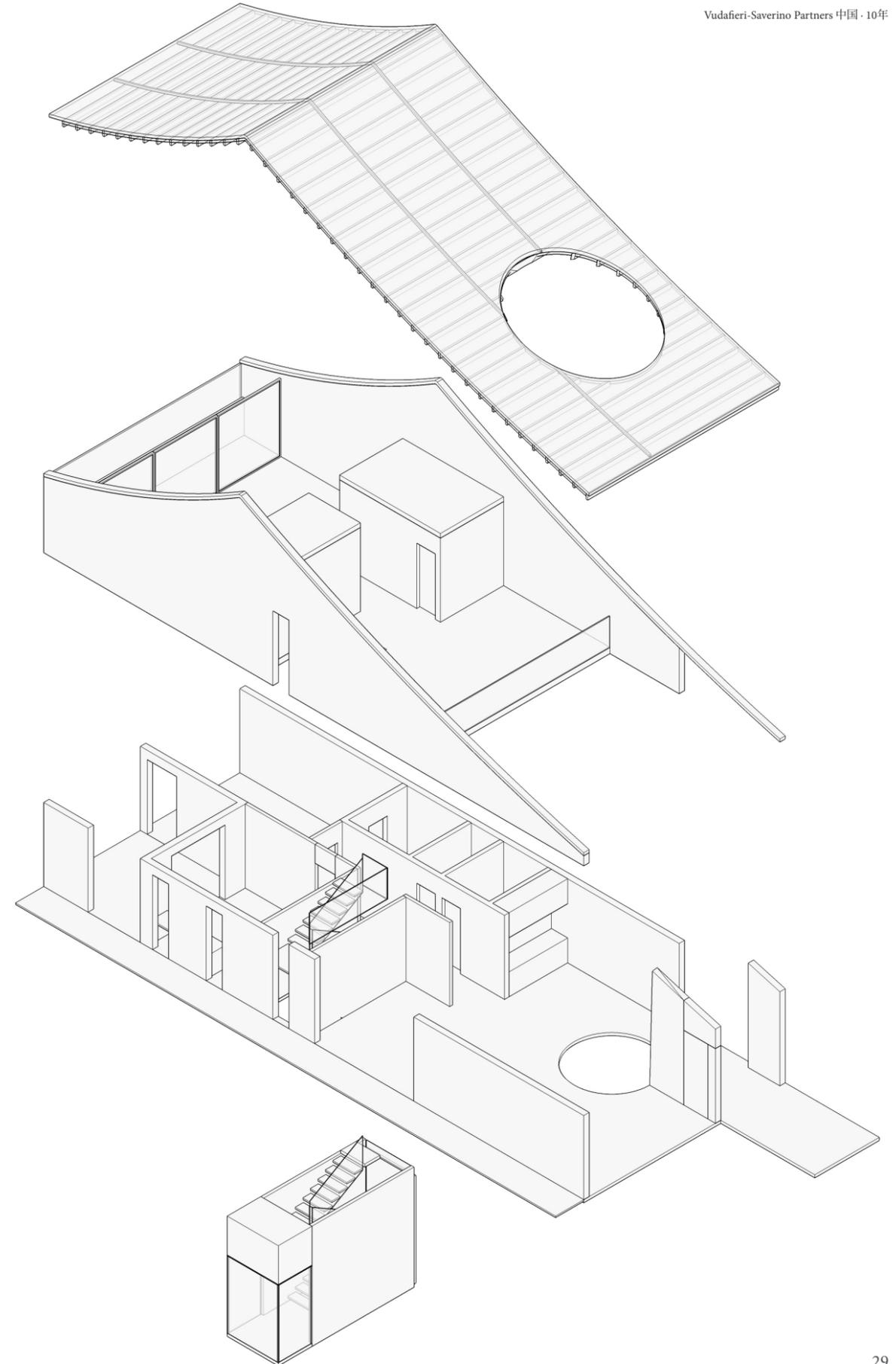


An urban development model that looks to the future in China, Living Core is a co-housing project proposal winner of the Chinese *My home in 20 years* award. The concept through which this solution was developed combines sustainable materials and technologies with society's new and changing housing needs. The essential furnishings aim to offer more space and include natural elements to create a sense of well-being. On a formal level, in its envelope, Living Core draws inspiration from traditional Chinese houses that heavily emphasize their horizontal axes, making them their main architectural feature, where a large roof rises on a structure of barely visible vertical. The roof is equipped with a photovoltaic system and intersects a glass cone that acts as an "aquarium" for plants, through the recovery of rainwater and the filtering of light. The functional core, located underneath, is a prefabricated unit that includes all the services, bathrooms and kitchen, and around which the various rooms are developed. The project reflects on the theme of aggregation between living units, designing public spaces for socialising and new workspaces connected to the dwellings. Just as the voids created by the transparency of the glass bring nature inside the houses, the patios open up to the urban ground level in the same way, creating public gardens and meeting points around which the life of the neighbourhood takes place. The basement thus becomes a new space for living, housing offices, services and commercial spaces.



New lifestyles require integrated co-housing projects

Living Core is a co-housing project focused on the theme of aggregation between living units, designing public spaces and new workspaces connected to the dwellings. The concept through which this solution was developed combines sustainable materials and technologies with society's new and changing housing needs.





Villa Hunan Lu

BETWEEN EAST AND WEST,
A NEW WAY OF LIVING

Hunan Lu Villa is a residence located in Shanghai, in the heart of the French Concession area, which combines local influences and contemporary style, representing a perfect combination of Chinese and Western traditions. And, precisely because of this, it was awarded Best Project in the Private Housing category at the *Archmarathon Awards 2018*. The Villa dates back to 1920 and is a typical example of a colonial residence. The exterior was completely redesigned, with the addition of the top floor and large windows to reinforce the continuity between interior and exterior. The façade is a combination of light yellow *marmorino*, river pebbles and grey stone that enhance its elegance, the result of a careful analysis of the materials used in Shanghai in the 1920s. The interior design starts from an analysis of the past to propose a contemporary ambience: the marble floors, the wall colours, the wood/brass bookcases and the ceiling decorations. The core of the dwelling is the enchanting garden created by a Feng Shui master: enclosed and protected from outside view, it opens to all the interior spaces.





Milano Verticale

THE NEW SHAPE OF HOSPITALITY

The interior architecture and the project of external spaces of Milano Verticale | UNA Esperienze expands the traditional concept of *hotel* by creating a space that is at the same time an urban hotel, a food & beverage destination, a meeting place for work and a hub of innovative services. The hotel is located in the Porta Nuova-Garibaldi-Corso Como district, an important business neighborhood representative of Milan's renaissance of development. The four-star establishment has set a new benchmark for the hospitality scene and is the emblem of a reflection on a renewed sense of inhabiting time and space, of sharing social, recreational and work experiences in a context of great personality, both visual and material. At the core of the project is Milan and the Milanese way of life. The interiors reinterpret the tradition of *Milanese-style* design in a contemporary key, quoting the elegant modernity of the post-war Milanese masters, present in numerous material details such as the use of polychrome marble and the citation of the Lombard *ceppo* stone. There are 173 rooms spread over 12 floors, to which are added the 530 square meters rooftop on the 13th floor and 4 Penthouse Suites. Milano Verticale | UNA Esperienze overlooks the city skyline and features an indoor garden of over 1,000 square metres, a green space which harmonizes with the structure, inspired by the hidden gardens typical of Milan.





Elegance and modernity in the Milano Verticale spaces

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Located in Venice, in Campo Santo Stefano, Terrazza Aperol is a venue covering over 200 square metres, of which 90 sqm are outdoors. The project shapes a place that speaks for local values and traditions such as the famous Aperol Spritz in the calli, now an international social phenomenon, while interpreting and defining the brand's distinctive codes. Terrazza Aperol revisits Venice's traditional bacaro wine bar, taking inspiration from this while adding a cosmopolitan vibe and a sense of fluid continuity between various spaces. These areas communicate with each other but are accessible from separate entrances: an intimate outdoor space for the aperitif, characterised by a historical *Sansovino-style* wooden ceiling, and an indoor bar ideal for any situation, ranging from coffee to after dinner, where the protagonist is the large bespoke counter.

Terrazza Aperol

DESIGNING A MODERN ICON FOR A COCKTAIL BAR IN VENICE



Throughout the interiors, elements of tradition are revived in a contemporary key: from the Venetian mirrors that become digital monitors for sharing photos with other Aperol bars around the world to the hand-crafted stuccoes and wood flooring reclaimed from the *bricole* with orange joints; from the mid-20th-century-inspired bar with 3D-produced recycled polycarbonate panels to the

benches, the classic shapes of which are combined with neutral-coloured fabrics. In celebration of Aperol's iconic colour, the aesthetic atmosphere of the bar features plenty of orange details, from the piping of the seating and the orange bathroom to the shelves and mirrors of the main spaces. This orange theme flows through the different spaces and gives the bar a truly distinctive touch.



Gymboree Play & Music

THE ARCHITECTURE OF EDUCATION, FOUR KINDERGARTENS

In the Chinese cities of Shenzhen and Suzhou, four kindergartens have been designed for Gymboree Play & Music, an American brand spread all over the world that offers courses for children up to 6 years of age with the aim of developing their cognitive and relational skills through playful activities. In the design of the schools, the architectural, immersive and experiential space becomes a stimulus for children's imagination and learning. The inspiration for the design of the spaces, which stand out for their simple geometries, bright colours and different materials, was conceptualised through the lens of childlike imagination and creativity.

Without leaving their classrooms, they are able to rest in the shade of a tree in the middle of the forest; immerse themselves underwater with inhabitants of the ocean, run up and down dunes until they reach an oasis in the desert. The protagonists of this adventure are not only the children, but also their parents, who are able to relive the fun of childhood and develop their creative potential along with their children.





The spaces are designed to interpret the theme of *travel* through shapes, colours and materials, with different areas recreating different environments: the ocean, the forest, the desert, the Arctic, the canyon and space. A magical, dreamlike context stimulates the children to use their imagination to live unique experiences and visit unknown worlds.



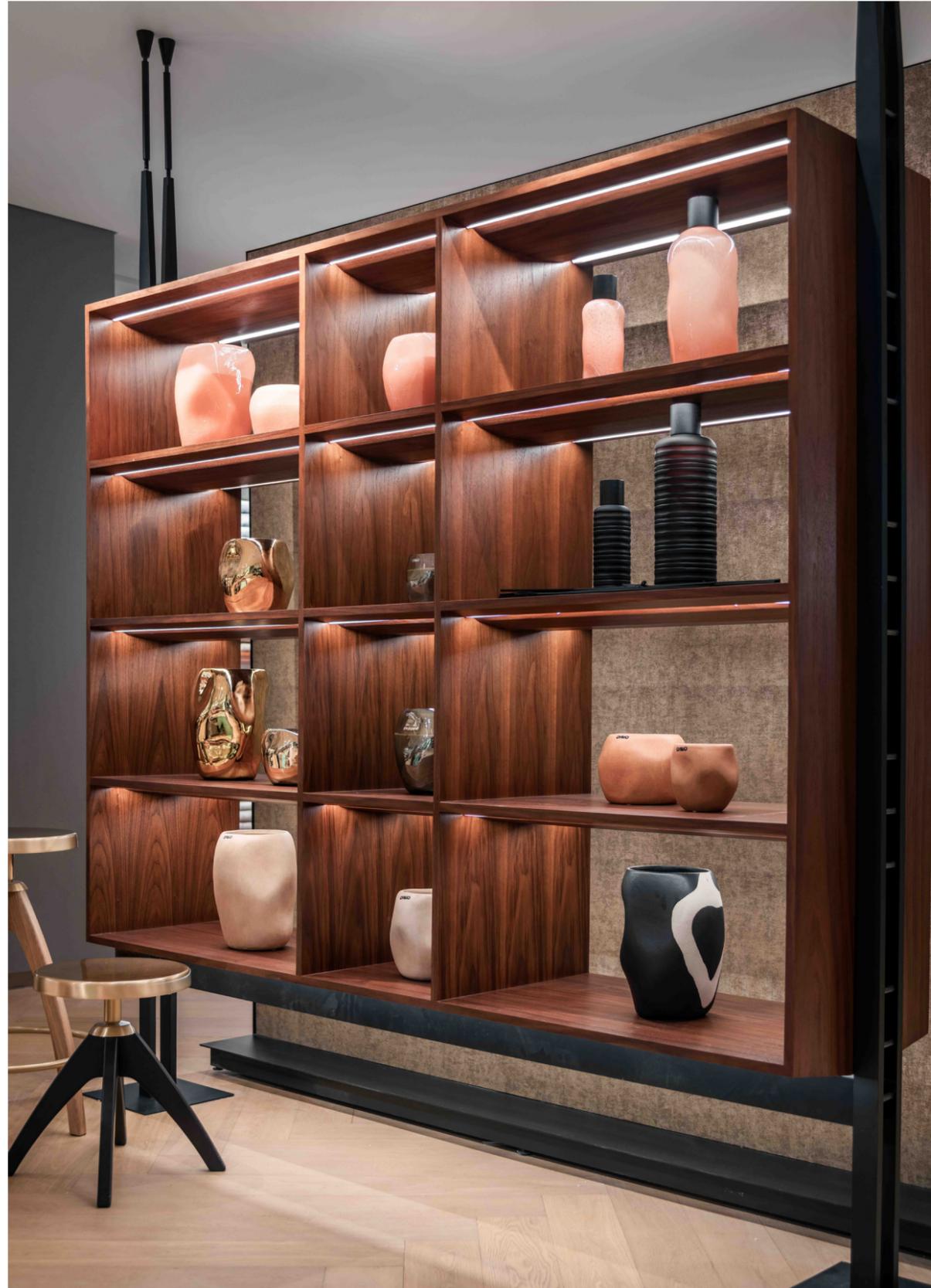


SKP Shin Kong Place

A NEW VISION FOR THE RETAIL EXPERIENCE

International chain of Department Stores, SKP is the absolute leader in high-end retail in China, hosting brands such as Chanel, Hermes, Louis Vuitton, Dior, Prada, Gucci, Bulgari and Cartier.

The collaboration with SKP has started in 2015 in Beijing and has extended to other cities, such as Xian and Chengdu. The interior design proposes a sense of sophisticated luxury that is SKP's hallmark, giving each floor of the mall a specific thematic identity, in line with the type of products on sale and the target audience on each given floor. Specifically, in the SKP Select areas, between single-brand corners and collections, there is a selection of women's and men's clothing as well as lifestyle accessories and household products.



All environments share a functional, flexible design, able to adapt to an ever-changing variety of labels and products. The space has been structured in a regular, geometric way. Custom-designed furniture and partitions guarantee the layout flexibility, dividing up the large open spaces and creating unexpected nooks. Strolling through the sections dedicated to the different brands and collections,

customers come upon comfortable lounges, where they can take a break and soak in the warm, friendly atmosphere. Different finishes and materials, give a distinctive identity to each floor, interpreting the overall concept in an ever-changing language.





Delvaux

REDESIGNING THE LUXURY EXPERIENCE

Delvaux, founded in Brussels in 1829, is the oldest luxury leather goods brand in the world. Global expansion has been a constant goal for the *Maison*, which, from Brussels, has opened stores almost all over the world, with a particular focus in South-East Asia. Based on a strong relationship with the client through continuous exchanges between art,

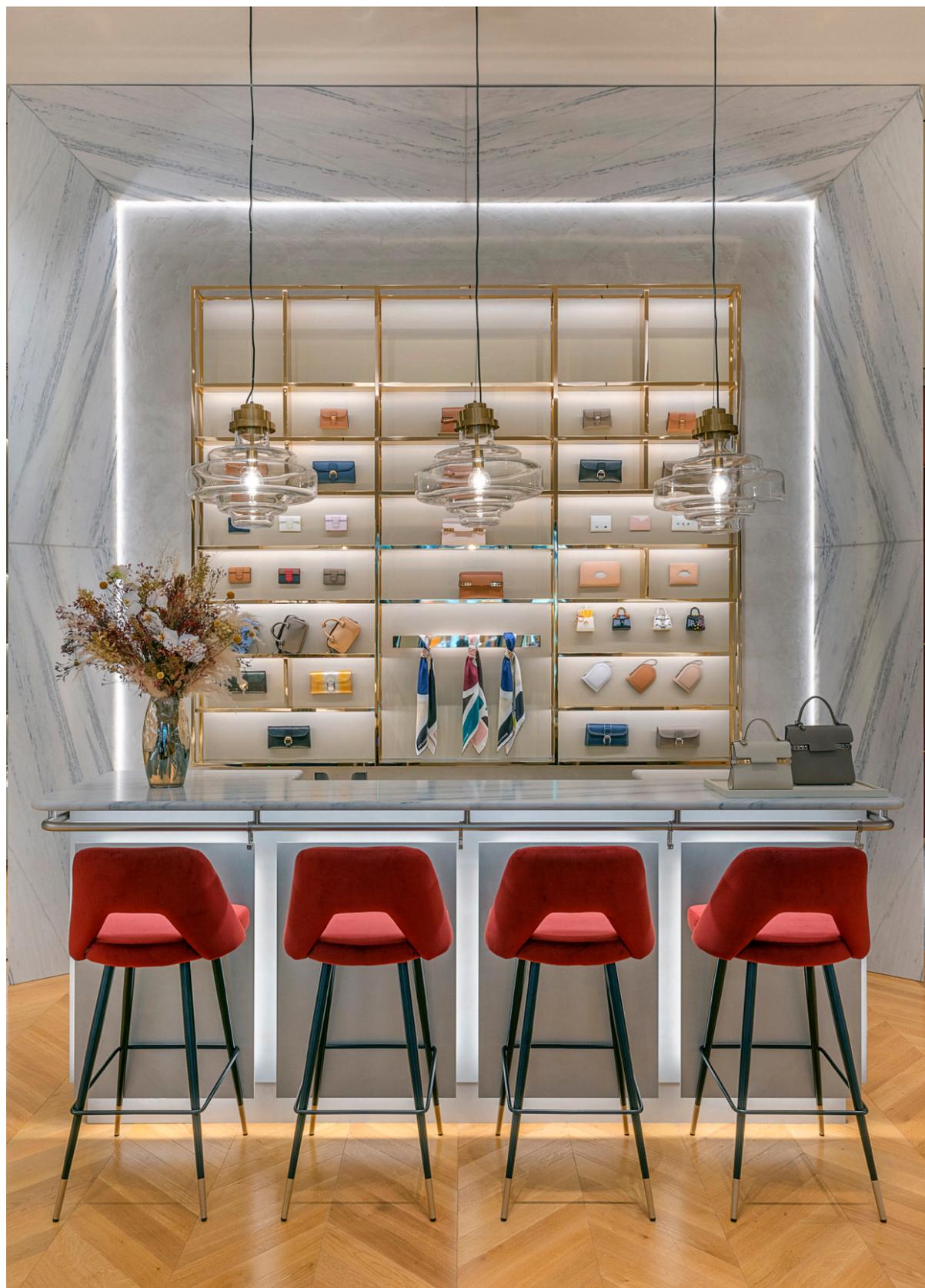
architecture and design, and the enhancement of different sensibilities - since 2012, Vudafieri-Saverino Partners has signed the Delvaux global concept in its entirety, giving shape to spaces where the *Maison's* products dialogue with refined elements of a museum-like flavour.



Through the architects' design and narrative skills, the stores interpret the context and traditions of the city in which they are located, using an ever-changing language: they are unique spaces, precisely because of their ability to adapt to the style and history of their location. However, their features remain uniform enough to be recognizable, and express the brand's contemporary creativity in the world through a welcoming atmosphere

characterised by elegant, clean lines, soft colours from which accents of colour emerge, references to classicism, and pure luminosity that draws the clients attention to the Delvaux bags and accessories. The retail environments are intended to be understated as well as surprising, just as Belgium is: tied to tradition and origins, but also open minded and inclined to positive contamination.





ART DIRECTION

STYLE MIXER

TEXTS

NEMO MONTI

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About

Vudafieri-Saverino Partners is a creative atelier whose work ranges from architecture and interior design to retail, hospitality and food&beverage design.

Based in Milan and Shanghai, the Studio, founded and run by architects Tiziano Vudafieri and Claudio Saverino, in more than twenty years of career, has developed projects in almost every country and continent, always adopting an attentive approach to face the major issues of the contemporary challenges on the meaning and influences of culture over the evolution of design, lifestyle, landscape and society.

Every space designed - residential, commercial, industrial or mixed-use - expresses the close relationship between the values of the client and those of the context, creating a meticulous composition of form and function, sign and detail.

The result is a design method that combines the identity of places with a specific *storytelling strategy* that makes every project an opportunity to widen the relationships between material and immaterial, shapes and function, identity and originality.

TIZIANO VUDAFIERI was born in 1958 in Castelfranco Veneto and graduated in architecture in Venice in 1985. From 1986 to 1994 he worked in Milan as a chief designer, consultant, and partner of design offices such as Sottsass Associati and Studio Cibic & Partners, working on a host of architectural and design projects both in Europe and in the United States. In 1994 he opened Studio Vudafieri, later called Vudafieri-Saverino Partners.

CLAUDIO SAVERINO was born in Milan in 1965 and graduated in architecture in Milan in 1992. He started working as a set designer and graphic designer for the publishing industry. From 1992 to 1998 he worked with Studio Soro and was chief designer in architecture, in both private and public fields, and industrial design where he worked for brands such as De Padova, I.C.F., Cassina and others. He joined Studio Vudafieri in 1997 and in 2000 they founded Vudafieri-Saverino Partners.

STEFANO PIONTINI was born in 1984 in Milan and graduated as an architect in Milano in 2011. He joined Vudafieri-Saverino Partners' main office in 2013, before moving to China where he is director and partner of Vudafieri-Saverino Partners' Shanghai venture.

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