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8

July - Dec
2023

USA EDITION

We realize your dreams p. 27

URBAN HIVE MILAN

VUDAFIERI SAVERINO PARTNERS

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IN A NEWLY
DESIGNED HOTEL
AT THE HEARTH OF BRERA
DISTRICT, FLEXIBLE
AND OPEN SPACES FOR LEISURE,
CO-WORKING AND
SOCIALISING

HERE: Selected furniture makes the hotel lobby as comfortable as the living room of a house: from the wooden bookcase (custom-made by architects) to the velvet armchairs (Montbel); from the desk lamp (Artemide) to the chandelier (Masiero).

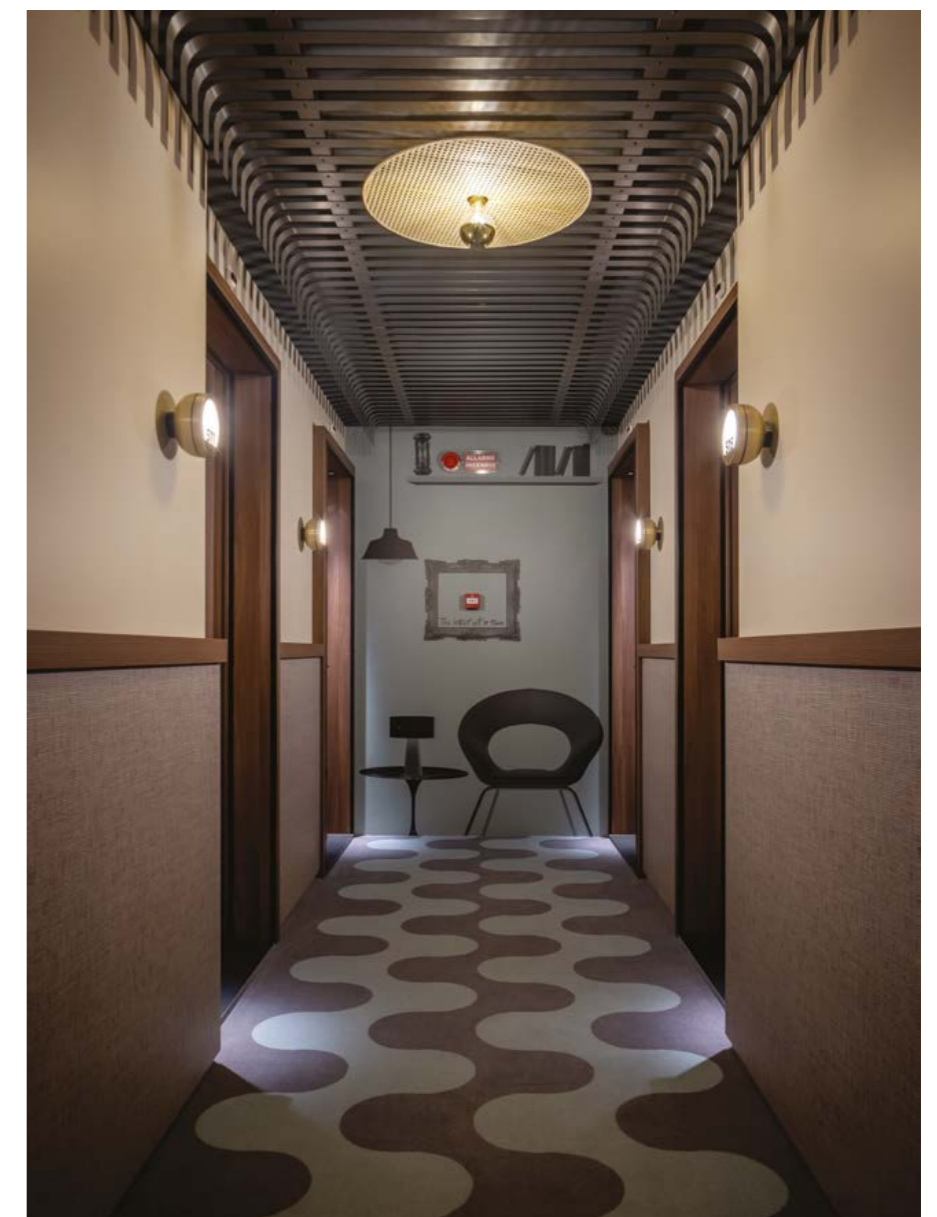


FROM LEFT, CLOCKWISE: The bar counter with stools by Pedrali; the reception area (Pedrali and Arflex chairs; in the background, suspended wicker armchairs by Bonacina); a reading corner furnished with armchairs by Galligaris and Seletti (in the foreground) and a floor lamp by Contardi Lighting; the corridor leading to the rooms: the carpet is designed by architects Vudafieri Saverino Partners (wall lamp by Tooy).

For those coming to Milan and willing to experience the vibes of the bohemian Brera district, Urban Hive is a choice to keep in mind. The newly opened 4-star hotel offering co-working spaces, leisure, fitness, and relaxation, is born from a complete redesign of the historic Carlyle Brera. The project by Vudafieri-Saverino Partners, an architectural firm with offices in Milan and Shanghai, has given life to an inviting, informal place full of character and colour, where elements of Milan's past coexist with its modern dynamic spirit. As an example of a new trend in the hospitality industry, the project also aimed at creating open and flexible spaces for meeting and socialising, with closer ties to the city life and the new needs of travellers and inhabitants.

The eclectic and functional design makes Urban Hive the perfect cosmopolitan destination for international travellers: a dynamic yet intimate social hub that welcomes both guests and passers-by thanks to a range of services open to the public, including co-working spaces, meeting rooms, cultural events, business lunches, and aperitivos at the in-house Portico84 Café and Bar.

The interiors and soft decoration recall the timeless elegance of the post-war city's maestros. Colourful sofas, light oak wood flooring, soft lights, wooden bookcases, pop art elements, create an elegant and relaxing atmosphere on the ground floor. The lobby has been





HERE: One of the bedrooms; bed and bedside tables are by Vudafieri Saverino Partners's design; lamps by DCW, spotlights by Astro Lighting, Dedar curtain and decorative plates by 150UP.



ABOVE, CLOCKWISE: One of the bathrooms of the rooms: the furniture is designed by Vudafieri Saverino Partners; two details of a bedroom.

transformed into a welcoming space where guests and locals can meet for business, a cocktail, or coffee at the bar. The 97 rooms and suites have also been redesigned combining special colour palettes and architect designed furniture to create a sophisticated ambience. A key concept of the project is a 'circular' vision for communal areas, some of which

have been designed to be used differently throughout the day. For example, after 11:00 am, the breakfast room on the mezzanine floor, accessed through an oak and steel heptagonal staircase, becomes a co-working space for local start-ups, thanks to moveable walls that create three modular rooms for business meetings and conference calls. **+**



VSP

Vudafieri-Saverino Partners

Vudafieri-Saverino Partners is a creative atelier whose work ranges from architecture and interior design to retail, hotellerie and restaurant design.

Based in Milan and Shanghai, the Studio, founded and run by architects Tiziano Vudafieri and Claudio Saverino, in its twenty-year career has developed projects in almost every country and continent, always adopting an attentive approach to face the major issues of the contemporary culture, city, 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 project method that combines the identity of places with a specific "storytelling strategy".



SOFT COLORS
and soft materials

SOFT LIGHTS
and soft designs