



1. THE STORE WITH THE ENTRANCE, THE FOUR RAISED WINDOWS OVERLOOKING VIA VIGEVANO, AND DISPLAY STRUCTURES IN IRON AND PINE, DESIGNED BY PARK ASSOCIATI, OFFERING PRODUCTS RIGOROUSLY MADE IN JAPAN. TECHNICAL LIGHTING DESIGN BY IN-VISIBLE LAB/ SILVIA PEREGO.
2. THE SECOND ENTRANCE, FROM THE INNER COURTYARD ORGANIZED AS AN OUTDOOR LOUNGE WITH PLANTS, WHICH BECOMES THE FULCRUM AROUND WHICH THE VARIOUS FUNCTIONS GRAVITATE.



THE GREEN BRANCHES OF TENOKA

In Milan, on **Via Vigevano**, the **multifunctional space of Tenoha** is an unexpected place with a **dual spirit**, **Japanese** in its concept and **Italian** in its design by Park Associati. The two aspects tactfully **share** values of **understatement**, **craftsmanship** and attention to **detail**

From Tokyo to Milan, Tenoha reaches Via Vigevano 18, in the Porta Genova zone, a busy destination for the Milan movida. Ready to meet the world during Design Week. A Japanese concept (by Sayu, an affiliate of Tenoha Daikanyama Tokyo) with Italian implementation, designed by Park Associati, and a far cry from becoming the latest hipster venue of the city. Instead, this is a place with a Japanese cultural matrix, to transform and reinvent for multiple uses: a cafe (with Italian breakfast), a restaurant (rigorously Japanese cuisine), a bar (aperitifs and street food, served up in an outdoor zone set up in the courtyard), a variegated co-working space, a store that is a

trend incubator in four macro-sectors: stationery, housewares, men's and women's apparel. The products are all Made in Japan (including the presence of an Italian maker working in that country, Denis Guidone). A hub for dialogue, with multiple voices. Because from work to lunch, from the aperitif – a typical symbol of the Milanese lifestyle – to the discovery of the flavors of the Japanese tradition, a day spent at Tenoha is a holistic, fluid and dynamic experience, without clear boundaries between different zones and encounters. A metaphor of the growth of trees, whose branches extend and give life to leaves – hence the name. “To create a welcoming setting

that can adapt to different situations without losing its experimental premise,” says Michele Rossi, a partner of Park Associati, “we have focused on a formal and visual continuum to give the 2500 square meters a sense of connection of the parts, down to the smallest details, reinforced by the use of glass doors and partitions that permit fluid, seamless circulation through the spaces. The original architecture, on the ground floor a building renovated by a fashion house, was previously a workshop for the production of wallpaper, and it had great potential: a succession of open areas, with abundant natural light during the day thanks to the partial sawtooth roofing. We didn't want to alter the

Looking AROUND PROJECT



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industrial spirit of the place, but instead to focus it, to increase its perspectives. We have kept the original physical plant elements in metal on view, applying a basic palette of colors and materials in a uniform way: resin and industrial wood flooring, painted walls, iron and pine for the display structures and furnishings. The technical lighting project developed



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with Silvia Perego adjusts the light temperature in the evening, to meet different needs.

The store, facing Via Vigevano with large windows, required visibility. We have emphasized this with fluorescent system suspended over the display counters. On the other hand, in the co-working zone the long wooden table with flexible positions and built-in USB ports (the technology permits a high level of personalization) features a network of theatrical lamps." All the furnishings of this rigorous graphic web have been designed for the occasion: from the display system of the store, assembled with a logic of interlocks, defining a minimal aesthetic, to the bar counter covered with a skin of blue diamond-effect ceramic, all the way to the two unexpected tatami rooms that set the private area of the restaurant apart in a flexible way (they are actually

separated by a mobile panel to permit the creation of a single setting with respective tables that open and can be joined). The co-working space, one of the most interesting aspects of the project, is arranged with two macro-islands for different uses: the first is more flexible, accessed with a day pass, and expands in a lounge area for informal encounters, while the second is more stable, offering a mailing address and actual rooms that can be screened off with wooden shutters. There are two entrances, from the store and from the courtyard. From the latter, bordered by a curtain of plants and greenery, one reaches the independent neighboring space that completes the Tenoha facility: 1100 square meters for exhibitions and private events, left in an even more basic, open state for versatile use. ■ Antonella Boisi
Photos by Andrea Martiradonna