



PRICELESS MILANO PARK ASSOCIATI

LOCATION: PIAZZA DELLA SCALA, MILANO, ITALY | **COMPLETION:** 2015 |
CLIENT: MASTERCARD | **PHOTOGRAPHER:** ANDREA MARTIRADONNA

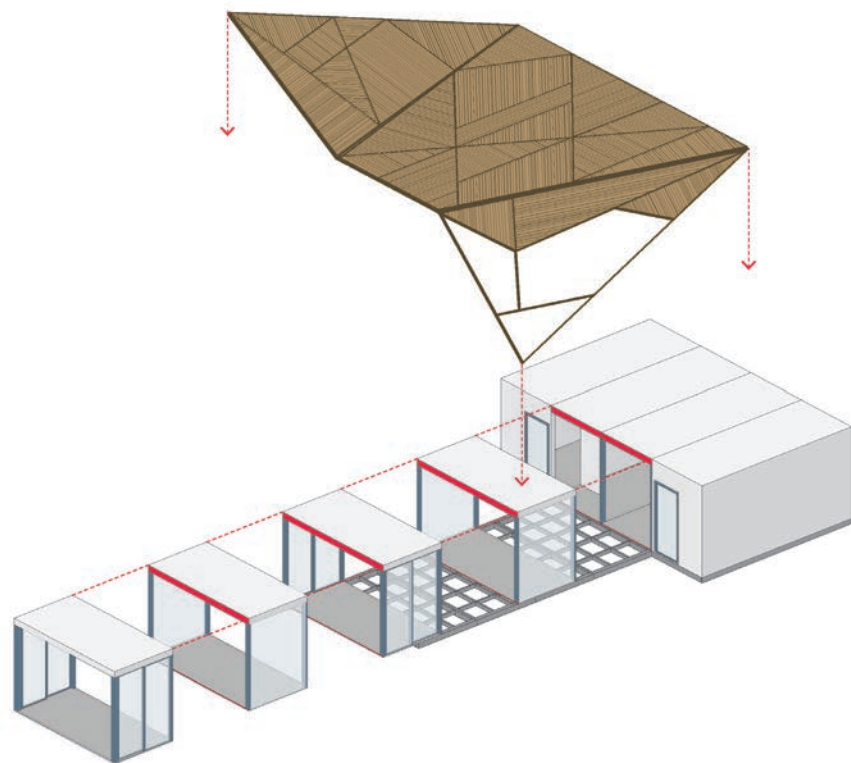
Priceless Milano is a temporary installation that was located on top of Palazzo Beltrami in Piazza della Scala, Milan, from May to December 2015. This living unit can be moved around and placed on top of existing buildings in striking locations. It is also designed to be a travelling gastronomic theatre of sorts, a “Carro di Tespi” (travelling theatrical company), where leading chefs from all over the world are invited to show off their skills on a rotational basis at special cooking shows. The pavilion presents a number of integrated features with varying degrees of complexity forming a sophisticated building program that

brings together architecture and interior design carefully created right down to the minutest detail. The aim was to create a distinctive but not over-imposing form that confronts rather than collides with miscellaneous urban surroundings. Priceless Milano is a restaurant fitted out with an extremely flexible space that carefully adapts to the locations in which it is installed. The pavilion is available for booking to the general public and can accommodate up to 24 seated guests around one single table (plus the restaurant staff) or, alternatively, 66 people standing for special events.



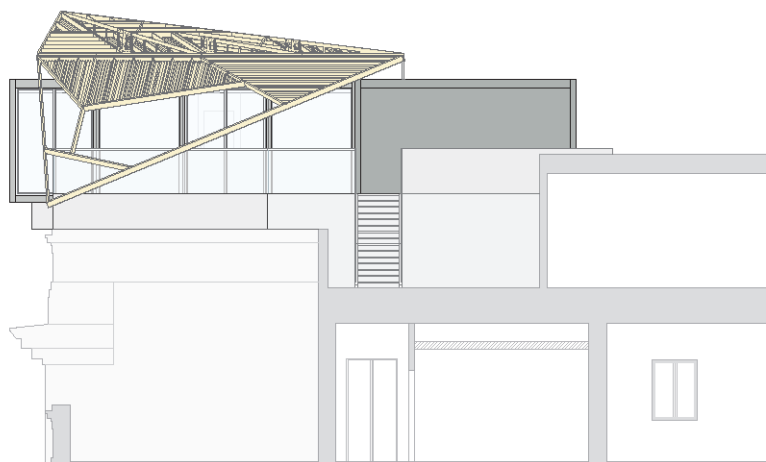
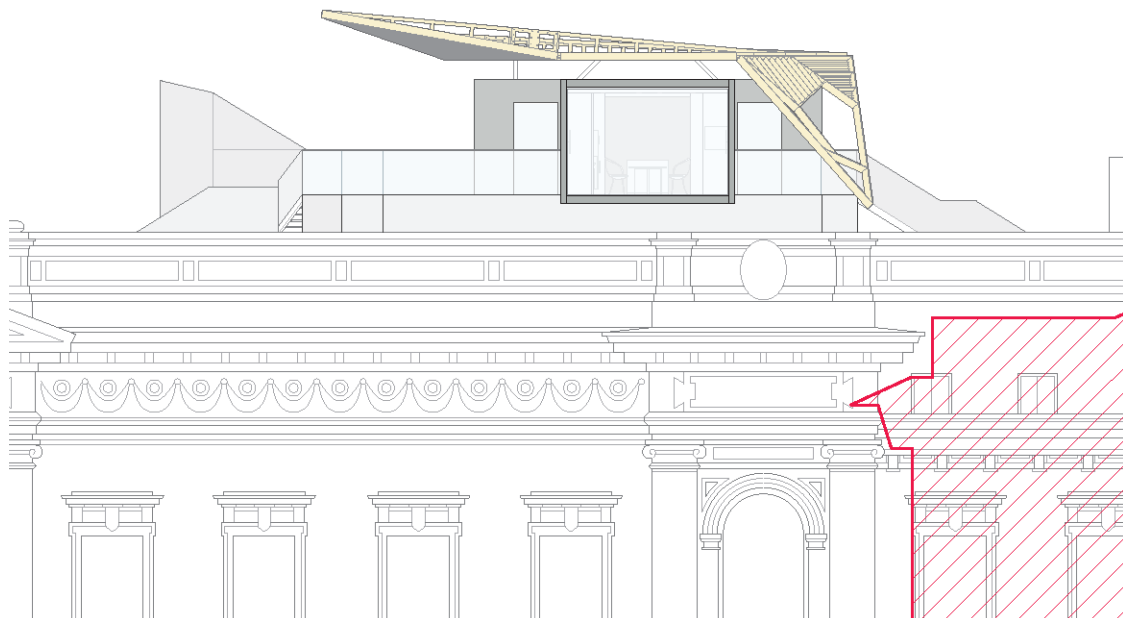
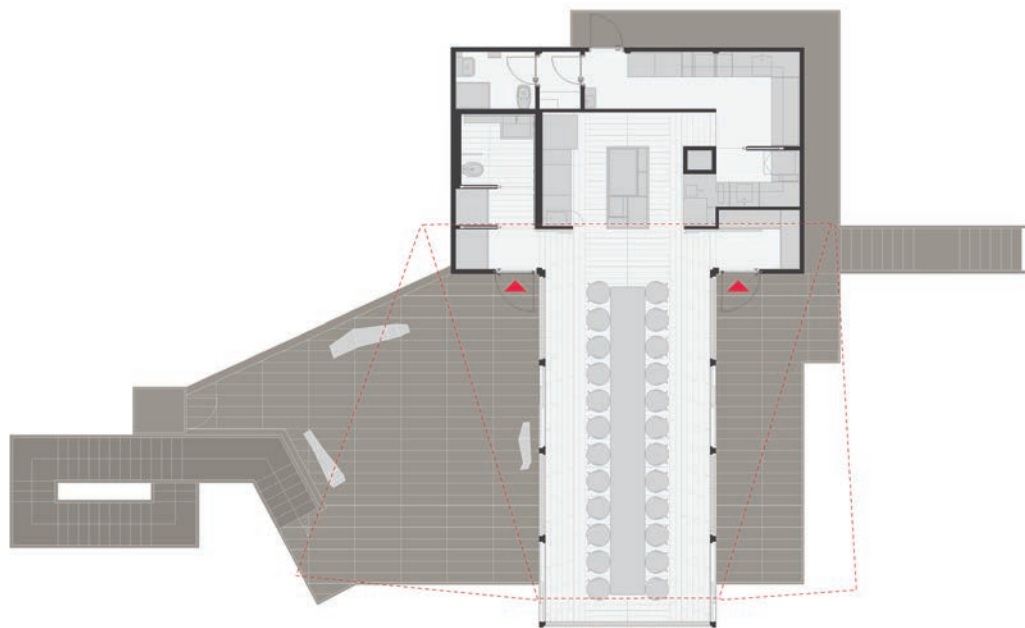
FACTS

GROSS FLOOR AREA: 150 SQM
MAIN MATERIALS: GLASS,
ALUMINIUM, STEEL, CERAMIC
USE: RESTAURANT, EVENTS LOCATION
INNOVATIONS: REDUCED STRUC-
TURE'S REALISATION TIMES AND
STREAMLINED TRANSPORT SYSTEM.
DESIGN BASED ON MACRO MODULES.
THE PAVILION CAN BE MOUNTED IN
TWO NIGHTS (ONE FOR THE MODULES
AND ONE FOR THE CANOPY)



Characterized by the transparency and lightness typical of temporary buildings, Priceless Milano appears to be a response to the colossal bulk of the marble façade of Palazzo Beltrami, in the heart of Milano. The structure's bare and almost “shameless” architecture broke with the neo-Renaissance harmony of the surroundings, the formal and sophisticated conformity of famous Milanese architect Luca Beltrami, introducing the new

millennium with a breath of fresh contemporary esthetics. For the duration of its short stay – it was dismantled at the end of 2015 – Priceless became a new icon of the city of Milan. Surrounded by the neo-Gothic spires of the Duomo and the vertical reflection of the Porta Nuova skyscrapers, the pavilion cast a physical and conceptual look at the symbols of old and new Milan, blending them into a single picture.





DESIGNED TO BE MOVED AROUND
PRICELESS MILANO IS A PAVILION
HOSTING A TEMPORARY RESTAURANT
AND MUCH MORE THANKS TO A
POP-UP INSTALLATION, A LIVING UNIT
DESIGNED TO BE MOVED AROUND
AND PLACED ON EXISTING BUILDINGS
IN HIGHLY VISIBLE LOCATIONS. ITS
ARCHITECTURE IS HIGHLY DISTINC-
TIVE BUT NOT OVER-IMPOSING,
CAPABLE OF COMMUNICATING
RATHER THAN COLLIDING WITH
THE SURROUNDING PREMISES.

