

Mondadori Agorà

A WELCOMING AND RELAXING MOOD, AS TO BE IN A BIRCH WOOD.

"Agorà" is the name chosen by Mondadori's employees for the new amenities space just opened in Segrate, at the historic headquarters of the publishing house, designed by Oscar Niemeyer. Park Associati's project synthesizes a range of potential uses in 85 square metres, transforming the space into a versatile and flexible area characterized by its essential interior design and furnishing.

The client needed a multifunctional meeting space for meetings with authors or books presentations, streaming events and cultural moments aimed at a limited audience.

Focusing on wall cladding and colours, Park Associati created a simple, linear welcoming environment with a hint of eccentricity that surprises those entering for the first time, at the same time creating a welcoming and relaxing mood.



SEGRATE, MILAN

TPOLOGY
Amenity

CLIENT
Gruppo Mondadori

ADDRESS
Via Privata Mondadori 1,
Segrate (MI)

PROJECT
2017
REALIZATION
2018

PROFESSIONAL SERVICE
Concept

AREA
sqm 85



AN ALMOST LIFE-SIZE BIRCH WOOD COVERS THE SOUND-ABSORBING PANELS SURROUNDING THE ROOM. THE BRIGHT YELLOW OF THE FLOORING'S UNIFORM SURFACE ECHOES THE COLOUR OF THE TREES' UNDERGROWTH.

Wall-mounted cabinets hide the technical equipment, so all the space is usable, and its division into three meeting areas is characterised by distinct functions: a room for presentations and streaming events, a table for informal meetings, and lounges for interviews. The false ceiling with slats echoing the colour and texture of the wood houses the lighting system that lights the place uniformly and increases the feeling of lightness and warmth, also thanks to the contrast between the diaphanous, cold lines of the trees' trunks and the solar warmth of the yellow.

"Agorà" is a meeting space but also a place of discovery. A surprising and unexpected shelter in the middle of a forest.

