

Priceless

A SOPHISTICATED STRUCTURE THAT BRINGS TOGETHER ARCHITECTURE AND INTERIOR DESIGN FOR A POP-UP RESTAURANT TO BE CONSTRUCTED AND DISMANTLED IN FEW DAYS.

Priceless Milano is a temporary installation, a living unit designed to be moved around and placed on top of existing buildings in striking locations. The pavilion is thought to be a sort of travelling gastronomic theatre, where leading chefs from all over the world are invited to show off their skills on a rotational basis at special cooking shows.



MILAN

TYPOLOGY
Travelling restaurant

CLIENT
MasterCard

LOCATION
**Piazza della Scala,
Milan**

PROJECT
2015
REALIZATION
2015

PROFESSIONAL SERVICE
**Architectural project
Interior Design
Artistic Site Supervision**

AREA
sqm 170

EVENT CONCEPT
**4wards.events,
Milan**



THE PROJECT PRESENTS A NUMBER OF INTEGRATED FEATURES OF VARYING DEGREES OF COMPLEXITY FORMING A SOPHISTICATED BUILDING PROGRAMME THAT BRINGS TOGETHER ARCHITECTURE AND INTERIOR DESIGN CAREFULLY CREATED RIGHT DOWN TO THE MOST MINUTE DETAIL.

The aim was to create a distinctive but not over-imposing form that confronts rather than collides with miscellaneous urban surroundings. The pavilion can accommodate up to 24 seated guests around one single table (plus the restaurant staff) or, alternatively, 66 people standing for special events.

The travelling restaurant idea was conceived by MasterCard for Milan EXPO 2015, with the patronage of the municipality of Milano. The location chosen for the installation is the roof of Palazzo Beltrami, home of Intesa Sanpaolo Museum "Gallerie d'Italia" at Piazza della Scala, the heart of Milano.





THE 24 GUEST ARE INVOLVED IN A UNIQUE FOOD AND VIEW EXPERIENCE. THE TABLE LIFTS UP TO THE CEILING AND THE SPACE CAN BE COMPLETELY OPENED UP.

Window-doors providing access to the outside terrace have been placed along the longest sides of the dining area. The pavilion is covered with a perforated, press-formed, anodized aluminium skin in bronze/gold shades. The aluminium skin that rests on top of the restaurant units like a wing is held in position in the middle by 8 "invisible" supports. This "sail" is designed to protect the structure against solar radiation, also ensuring conditions on the terrace below are comfortable: its broken-wing shape creates an overall sense of lightness and suspension.

AWARDS

Archmarathon 2016, 1st Prize in the category 'Hospitality'

The Plan Award 2016, Honorable mention

IDA 2016, Silver Prize in category 'Other Design'

