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.

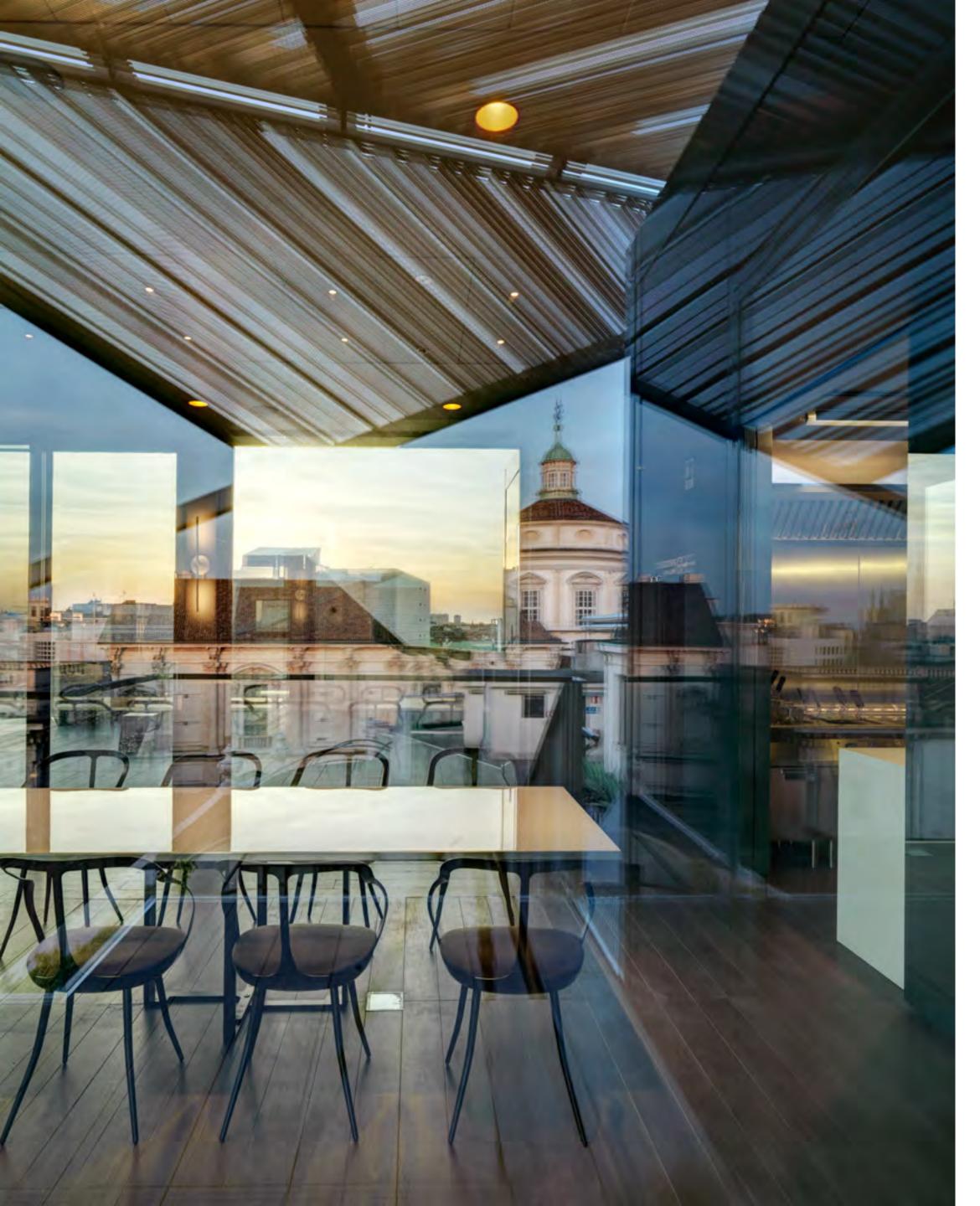


TYPOLOGY Travelling restaurant CLIENT MasterCard LOCATION Piazza della Scala, Milan

PROJECT 2015 REALIZATION 2015 PROFESSIONAL SERVICE Architecural project Interior Design Artistic Site Supervision

area **sqm 170** EVENT CONCEPT 4wards.events, Milan





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.

IDA 2016, Silver Prize in category 'Other Design'

THE 24 GUEST ARE INVOLVED IN A UNIQUE





<u>AWARDS</u>

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

The Plan Award 2016, Honorable mention