

Prima Café

A SCENOGRAPHIC ENVIRONMENT, INSPIRED BY ART AND MUSIC FOR A FLEXIBLE AND EXPERIMENTAL SPACE IN THE HEART OF MILAN.

Prima Café is a new interior design concept to create an original, hybrid space in the heart of Milan, a flexible place designed to accompany the life of customers and the neighbourhood from morning till night

Prima Café contains different functions, from actual café, to bistro, from restaurant to cocktail bar.

The interior design of the approximately 200-square-metre premises creates an informal, technological environment. Inspired by the art and flamboyance that characterise the great events of rock music, the environment's colour and light change following the rhythm of day and evening hours.

Conceived as three-dimensional spaces, all the walls feature a double finish pleated ribbon of kinetic art inspiration composed of juxtaposed triangular-section prismatic panels in recurring variations of shading ranging from purple to a precious burnished mirror effect.



MILAN

TYPOLGY
Bar and Retail

CLIENT
**Prima Assicurazioni
S.p.A.**

ADDRESS
**Corso Garibaldi 73,
Milan**

PROJECT
2019
REALIZATION
2020

PROFESSIONAL SERVICE
**Interior Design
Artistic Site Supervision**

AREA
sqm 200



The resin floor's broken-line design creates backgrounds that are treated with two different surface finishes. The resin's blue colour thus takes on effects ranging from glossy to opaque, alternated with the glittering line of the brass profile.

A HIGH TECHNOLOGICAL, EXPERIMENTAL AND INNOVATIVE LIGHTING PROJECT DESIGNS DIFFERENT ATMOSPHERES ACCORDING TO THE HOURS OF THE DAY. COMPOSED BY 600 TRANSPARENT REFLECTIVE TUBES LIT BY LED PROJECTORS, THE SYSTEM CREATES A SPECTACULAR LIGHT WAVE ON THE PREMISES' ENTIRE CEILING THAT IS REMINISCENT OF NEON ART WORKS AND THE STAGE SET OF ROCK CONCERTS.

The intensity and colour of the light are programmed to change over time: clear and discreet during the day, warm and intense in the evening, they follow the principles of the circadian rhythm, the light reflecting the human biological clock to ensure maximum well-being. The cool blue and purple shades interact perfectly with the raw iron tables and the bronze finishes of the room, which features a comfortable decor with a vaguely vintage character.

