

SIMONE MICHELI architect signs the project of the facades, the interior and lighting design of the **ALESSANDRO ROSSO PAVILION** for **EXPO MILAN 2015**



*Alessandro Rosso Pavilion*_photo by **Francesca Mandelli D'Agostini**

Companies:

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An uncompleted frame precedes the action by the famous Italian architect Simone Micheli. His design is the concretization of essential thoughts, devoted to the future, absolute symbols of contemporary age. A candid plot of white lycra covers the pavilion's facades opening the doors of perception to the unexpected, the surreal. As in the first Italo Calvino's romance " Il Sentiero dei nidi di Ragno" the truth is laterally grabbed also by Simone Micheli, showing, through the absence, perspectives that come out from traditional interpretations of reality. Spiders don't build nests and to discover their home gives the impression to be in a magic, pure and inafferable place, but uncertain and ephemeral.

Simone Micheli put on a theatrical exhibition of which visitors are both main characters and authors. A pièce whose meaning clearly appears during the presentation, it is elusive but dense, appearing different at each reproduction.

Tales meet each other and shape their borders on personal lives and consciousness, a crowded net embraces the suspended space, lights comes in and the possibilities to freely move inside are infinite.

The importance of communication, the value of language and the significance of the comparison with "the others" in the process of knowing himself, are reflected and multiplied by the total whiteness which fills the structure. Borders are clear, becoming symbol of human dignity whose limits are inviolable.

"When Alessandro Rosso entrusted to me the hard work to complete the architecture of his pavilion" Simone Micheli unveils "telling me events he wanted to shape, soon clear in my mind were peculiarities to model the project. My desire was to reduce contemporary complexity into simplicity of approaches and clearness of images. Lights and sounds create the substance giving birth to expressive synthesis that breaks the present configuration, letting coming out fragments of future will". At the ground floor a long white bar counter hosts the ice-cream and the grill corner with five chef's positions. Following the path dotted by combinable triangle-shaped seats you walk through the cafeteria and the catering position arriving till the entrance of the iBar. Here a true and proper ceremony precedes the entrance in the room whose temperature is -5 degrees. Furniture are fully made by ice.

Vodka is served inside shining iced-glasses. In the big refrigerate room famous companies who represent Italian excellence, food, fashion and design, exhibit their products.

Bathrooms are cubes of porcelain gres sculpted by artist's hands whose candour reflects into the grey hints of surfaces and into the big mirrors back lighted by blue led.

Adjustable spotlights stud walls and ceilings of the ground floor and of first floor in which the auditorium, wide space for projections, meetings and speeches, acquires its shape.

At the last floor the terrace covered by sand offers relaxing moments of wellness to guests. Unexpected combination of sound and light create a scenic and surreal ambient, a unique temporal bubble in which each human can decide to put his mask off or to wear the one he prefers.

"Less is More" the known Van Der Rohe's dictat finds one of its more efficient realization inside the Simone Micheli' design, essential and devoted to quality. Structures remain evident, light and vacuum fill the spaces in and a white pure and clear blanket embraces each surfaces, defining traits of a super-ephemeral architecture, which will stay in the memory of its visitors.

SM© SIMONE MICHELI ARCHITECT

Biography



Simone Micheli founded his Studio in 1990 and in 2003 the Simone Micheli Architectural Hero Company, based in Florence, Milan, Dubai and Rabat. He is the curator of many thematic exhibitions in the most important international fairs. In 2007 he was the representative of the Italian interior design participating to "XXX Congreso Colombiano de Arquitectura" in Barranquilla, Colombia and again in 2008 participating to the International Conference of Architecture for the Contract field in Hanover, Germany.

In 2008 he signed the "La Casa Italiana" exhibition at the "Mube" Museo of sculpture in San Paolo, Brazil; during the same year he participated to the exhibitions at the "Franz Mayer" in Mexico City and at "Centro de las Artes in Monterrey in 2009. He is professor at Poli.Design and at the Scuola Politecnica di Design in Milan. His professional activity moves towards different directions: from architecture to interior design, from visual design to communication; his eco-friendly and nature-oriented creations are characterized by

strong identity and uniqueness. Many of his works are realized for public administration and for important private clients linked with the residential world. Among the national and international awards we can remind: the "Best Interior design" and "the Best Apartment Italy" awards won with the project "Golfo

Gabella lake Resort" in the competition "Homes Overseas Award 2007" in London (international award reserved to the best real estate developments in the world); the "International Media Prize 2008" – Shenzhen in the "Annual Public Spaces Grand Award" category and the "International Design Award 2008" – Los Angeles in the "Interior Design" category, with the project "New Urban faces for the province and the municipality of Milan; the "Interior Designer of the Year" during "International Design Award 2008" in Los Angeles; the "Best of the year 2010" in "Beauty, Spa and fitness" category, given by Interior Design Magazine - New-York, Usa and the "International Media Prize 2010" in "Annual Club Space Award" category, given by Modern Decoration Magazine, in Shenzhen, China,

for the "Atomic Spa" project of Boscolo Hotels in Milan. The "Tre number one award 2011" in interior design field – Venice, Italy, and the "Contemporary Spa Award 2011" in "Best Future Spa" category - Bologna, Italy, for "Marina Verde Wellness Resort" project, in Caorle, Venice. "Best of the year honoree 2012" in "hospitality" category, given by Interior Design Magazine, New-York, Usa, with "B4 Hotel In Milan" project (now it is Barcelò Hotel).

Winner" category, with the project "Rubens Luciano Offices and showrooms" in Stra - Venice. The iconic award is an international award organized by the German Design Council.

His works have been shown in the most important international exhibitions; he held conferences and lessons in universities and cultural institutes of many cities; his publications are on the most important national and international magazines. There are many interviews dedicated to his works and his last monograph "Simone Micheli From The

Future to The Past" published in 2012 is a selection of projects belonging to his last twenty years of activity.

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***The photographic service is available**

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