

LORDS OF VERONA

Luxury Apartments

Owner: **Innovazioni**

Distribution, Collection and Supervision of works: **Marco Molon**

Interior and lighting design: **Simone Micheli**

Facilities project: **Ingea**

Structure project: **Ilaria Segala**

Decoration project: **Maurizio Taioli and Guido Airoidi** with the collaboration of the "Liceo Artistico Carlo Anti di Villafranca di Verona" students

Artistic photos: **Maurizio Marcato**

Photoshoot: **Jürgen Eheim**

Location: **Piazza dei Signori - Verona**

Area: **3000 sqm** | 32 apartments

Opening: **17 maggio 2018**

The 32 luxury apartments surrounded by the wonderful frame, made of Casa della Pietà and its Medieval Tower at Piazza dei Signori, right in the Verona city centre, have been taken shape thanks to the wise mixture of intents and willingness of the enlightened contractors **Icaro and Michela Olivieri** - the structure owners - the original and innovative work by the architect **Simone Micheli** who has handled the interior and lighting design project, the technical director and architect **Marco Molon** who has looked after distribution, collection and the supervision of works project, **Ingea** which has worked on the facilities project and **Ilaria Segala** on the structure one, realizing with mastery, an unique work of art aimed to welcome the guest into a refined atmosphere, where the wellness of the human being is the priority. Immediately, as soon as the the guests cross the entrance, find themselves dipped into a different place, where the time dimension is articulated by a changeable mixture of past and future: the structure of the ancient tower and the stone walls are in tune with the vital and linear work go the architect Simone Micheli. The light enters with energy from the openings, reflecting on the mirrored surfaces and blended in with the witness of the walls and the furniture.

The carefully supervised lighting design creates layers of light, that overlap and mix, allowing the shadows to play with the space, to the colors to change intensity and offering a serenity feeling and well-being to those who stay there. The two stairwells, through the guest reaches the floors, a place of passage and crossing, have been transformed - thanks to the fascinating and pictorial intervention of the "Carlo Anti" artistic high school of Villafranca di Verona led by the professors Maurizio Taioli and Guido Airoidi - into a real work of art to be lived and experienced: lightness and strong visual impact cohabit, inviting the guest to stare for a few moments a contemporary installation, where the great men who made the history of Verona relive in the present. The types of apartments in which it is possible to stay in are different, but elegance and authenticity guide the space indistinctly: the pure and soft lines shape the environment, making it completely extraneous to everyday life. On the walls there are several images, taken by photographer **Maurizio Marcato**, which tell his vision of the city and that cleverly give life to a cyclic continuum between inside and outside, open and closed, eliminating boundary lines and favoring union, commingling, integration and interconnection.

The living area is large and energizing, supports the human being though satisfying passions and desires, invoking him not to stop, to react, to devote himself to his well-being, to share and to the exchange of opinions and thoughts. The night area is delicate, welcoming, aimed at reconstituting the inner and primordial "myself".

The gray and the different shades of white are mixed in order to give shape to a place that offers tranquility but never stasis, so that the eye and the senses rest but do not stop.

Finally, the bathroom area manifests itself as the synonym of candor and purity, pushing the human soul to openness and to a feeling of freedom. Mirrors, transparencies, images and studied play of light invite the guest to abandon heaviness and stress, turning towards the elsewhere and the widespread well-being.



Lordsofverona_066



Lordsofverona_064



Lordsofverona_048



Lordsofverona_059



Lordsofverona_058



Lordsofverona_012



Lordsofverona_032



Lordsofverona_062

The whole photoshoot is available

Icaro Olivieri: what made me invest on Lords of Verona?

The ambition of being able to revive a work of art left by those who preceded us, while giving prestige to the city that hosts it at the same time.

The desire to keep the curiosity alive in a different enterprise from those previously known, knowing that in every passion, marvels can happen, and knowing that the clarity of purpose is the starting point of every success.

The willingness to win this challenge too, without renouncing to achieve the goal that I had set.

Someone said that where there is love and inspiration there is not mistake, and even the moments of discouragement that have been present in this long process, have been proved as stimulus for further progress.

I have reached an "important" age but a man can not be said to be old until the regrets do not replace dreams and this continues to be a great dream.

As I once heard: "the world continues to re-create itself every time an original artist survives" just like I was lucky enough to meet!

Marco Molon: Distribution Project, Restoration and Works Management

When I was called to express a project on this property it was 2004 and the first thing I feel today is the satisfaction of finally seeing a work so hardly awaited.

Next to me I have always had Mr. Olivieri Icaro with his wife Michela, and their staff, who from the beginning have been able to see in my project a solution up to their redevelopment expectations, open to a certain degree of innovation which is rare to find in the joint commission.

In the general project of architectural redistribution of the interiors, the apartments have been conceived as terminal parts of a major urban route system such as Verona one, so that the great attraction of the historical space can accompany the user up to the inside, passing through historical artifacts of the early Middle Ages and an articulation of spaces of urban re-enactment: the memory of the densely stratified city reverberates in the interiors to return visible in the views and glimpses of one of the most beautiful cities in Italy.

The work has also developed a further quality of detail and nature in the relationship with the team of professionals with whom we collaborated, including the architect Simone Micheli for the part of Interior, Ingea for the part of the Generali plants, AI Studio for the works Structures and all those artisans and companies that in various capacities have made possible such a complex redevelopment work on over 3,000 square meters of residential area.

A special thanks to all my collaborators of the MMWW studio: architect Alessio Benini, architect Giulia Manzoli, architect Tomas Meghi, architect Elisa Ziviani.

Simone Micheli: "When the designer meets an illuminated client a unique work of art can only take shape"

It was born like this: from a mixture of minds and interiors the extraordinary project that has given new life to the 32 luxurious apartments which compose Lords of Verona. An exciting adventure that has saw me as the protagonist, as the interior and lighting designer.

I have shaped lines, lights and colors, offering to the space an other dimension in which settle down, creating a hybrid and innovative place where the guest can devote time to himself and his own well-being, out of the frenzy, but in the city center of Verona.

Past and future have been cleverly fused, giving shape to environments altered from the point of view of space and time, evanescent atmospheres, candid, pure areas in which the distinctions and absolutes have lost prestige. The outside and the inside are hybridized, the natural light is overlying on the artificial, the rooms of the apartment follow each other without fear, the furnitures combine their functions and highlight the renewed needs of contemporary human being to whom they offer answer.

The technological side makes the space vital and innovative, preventing it from arresting and transforming the passage and movement into a work of art.

I wanted to transform a place already full of history and meaning into a container of vivid emotions, in a catalyst of

positive energy able to make the experience inside itself unforgettable.
A complete experience offered to each guest, who remains indelible in his mind.

Francesco Zanini - Ingea: mechanical, electric, special systems planning

Ingea's work for LORDS OF VERONA covers all the technological systems related to air conditioning and lighting of the rooms, in particular the creation of domotic systems that allow the guest a refined and advanced state of wellness.

After years and in a completely random way, the streets between my studio and the Olivieri family met again in the studio of the architect Marco Molon. With the mutual esteem which we left after an important work in Lecco, the birthplace of Icaro Olivieri, the desire to continue our professional relationship has consolidated to such an extent that the estimate has been transformed into friendship during these years working on LORDS OF VERONA.

The workforce, chosen by Icaro Olivieri, represented in particular by Arch. Marco Molon, by the Architect Simone Micheli, by the control office of the Client in the team of Roberto Pavan and Oscar Oliva, and all the workers from the construction company and from the plant engineers, has allowed us to plan and achieve the end of works in perfect harmony with the merit of my two collaborators Eng. Alessandro Gecchele and Eng. Giorgio Grezzani in particular.

The designed systems have always been respectful of the rooms architecture as desired by the architects, minimizing the occupied spaces without detracting from the result quality. The lighting section meticulously followed the requests of the lighting design architect Simone Micheli, with an optimal result that allowed to highlight all the features that make the structure unique for its artistic and historical quality. Particular attention has been given to the simplicity of the using of the systems, allowing the guests to choose their own climatic wellness and the level of light in every room. Respectful of the nature, the energetic consumptions makes the structure able to limit any waste with a higher efficiency, already looking for the future.

Finally, thanks to the Client in particular, represented by the Olivieri family that allowed us all to be the protagonists during the creation of a quality work of art that will make Verona more and more hospitable and beautiful in the world sight.

Maurizio Marcato: the photographs on the walls of Lords of Verona

In my iconographic research work about the city of Verona, I wanted to capture the most exciting landscape views to fix them on the walls of the Hotel Lords of Verona in an intimate fusion between inside and outside, offering the guest a total immersion into a city built by ancient hands, known all over the world for its beauty.

From the Roman foundations, to the medieval monuments up to the Austrian constructions: each shot wants to involve and arouse emotions, exposing the urban charm. The vibrant and luminous atmosphere of the city traces the luxurious spaces of the rooms, revealing a compelling story made of history, culture, art and passion. Staying in these rooms means perceiving the Verona city soul, plunging into a modern and timeless place, where elegance and authenticity reverberate in every corner. From the material realism of the black and white shades of my photographs are developed intense artistic suggestions that fill the walls and live in the contemporary architecture of Simone Micheli. The energy of light, the naturalness of the materials and the uncontaminated photographic panoramas: everything contributes to the feeling of wellbeing and serenity of those who choose to stay at an exclusive luxury in this unforgettable location in the Verona city centre, conceived by the enlightened mind and the expert hands of my friend Simone Micheli.

Maurizio Taioli and Guido Aioldi with the collaboration of the Artistic High School "Carlo Anti" from Villafranca in Verona

A design proposal, based on a formal synthesis realized with monochrome silhouettes, has been elaborated. A selected group of students (Alberto De Rossi, Davide Zanandrea, Jonny Maculan, Rosen Monev) and photographic laboratory technicians (Sergio Vincenzo, Andrea Missaglia) have been involved in the pictorial redevelopment intervention of the two stairwells in the Casa della Pietà. The celebrated figures were: Madonna

Verona, the only surviving statue of the ancient Roman forum, and the poet Catullo at the entrance to welcome the guests. Dante who, in exile from Florence, was a guest at Cangrande della Scala (to whom he dedicated the Inferno della Divina Commedia); Shakespeare, the author of the most famous love story worldwide "Romeo and Juliet"; Paolo Caliari, known as Il Veronese, a painter well-known for his huge canvas, distinguished by wonderful architectural sceneries; Cansignorio; Mastino and the aforementioned Cangrande Della Scala, Lords of Verona, with the Count Giorgio Cavalli of the Scaligeri. These and other characters in various historical periods costumes, Roman, Medieval and Renaissance, in relation to the historical and architectural overlap of the structure, accompanying the guests in the fascinating path that leads to the apartments. Each floor is characterized by the Scaglieri symbol: a medieval "logo", inspired by those that make up the texture of the Arche Scaligere fence walls, the ancient sarcophagus containing the cynocephalic leaders remains, who rise diametrically opposite in Piazza dei Signori. The final result of the intervention transforms passage spaces into a real work of art to be lived and experienced: lightness and strong visual impact cohabit, inviting the guest to linger for a few moments in front of a contemporary installation where the great historical figures of Verona, for a moment, re-live in the present.

For any further information:

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