

SWAN ROOM design by simone micheli ©2015 for TownHouse Duomo by SevenStars

Swan Room's soft and sinuous shapes receive guests making them feeling as main characters of a scene that, with the same elegance of a swan, gently wraps them.

Fascinating sets of super iconic signs are composing the suite and they transport visitors in a dimension made by images, hints, dreams and desires becoming real.

Interior and lighting design: **Simone Micheli**

Client: **TownHouse Duomo by SevenStars**

year of realization: **2015**

Location: **Town House - Piazza Duomo 21, Milano**

Photos: **Jurgen Eheim**

Image of the swan **Francesca Mandelli D'Agostini**

partners: **Adrenalina, Antrax IT, Elite, Filippo Uecher - Fine Natural Fabrics, Gedy, Glip - The Lighting Partner, Mapei, Oikos - colore e materia per l'architettura, Parentesiquadra, Porcelanosa Grupo, Postumia - italian mosaic revolution, Riva 1920, Si.Fra, Sign System, Simas, SnoWhite, Spazio 08 - Glass & Design, Texilia, W.M.P. World Market Place**



Swan Room 01



Swan Room 02



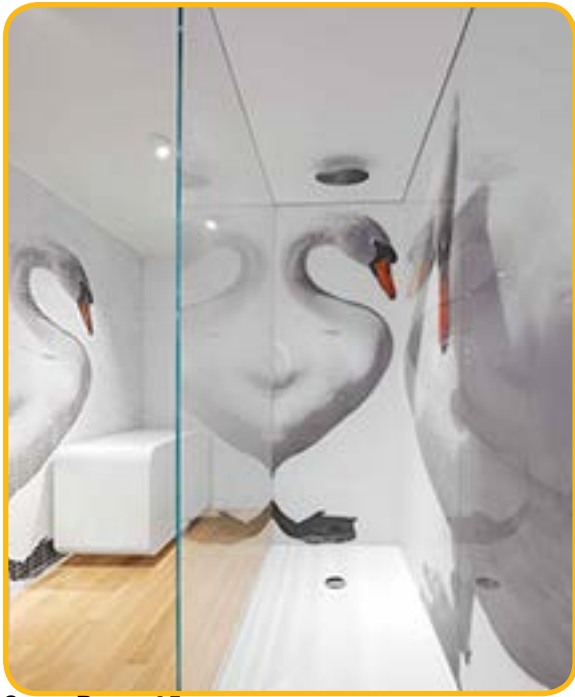
Swan Room 03



Swan Room 04



Swan Room 10



Swan Room 05



Swan Room 06



Swan Room 07



Swan Room 08



Swan Room 15



Swan Room 09



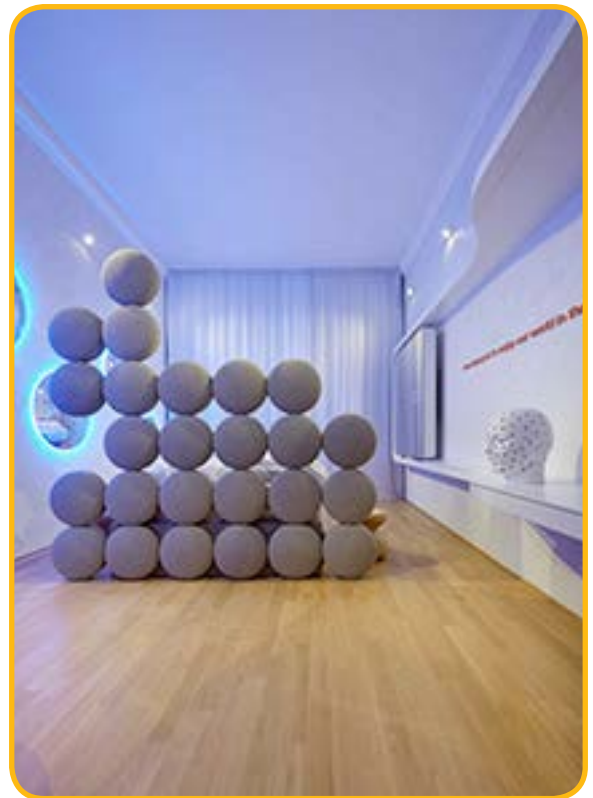
Swan Room 17



Swan Room 11



Swan Room 13



Swan Room 14



Swan Room 20b



Swan Room 19



Swan Room 22



Swan Room 16



Swan Room 18



Swan Room 23



Swan Room 21

The architect Simone Micheli realizes for the prestigious Seven Stars Galleria Milano inside the Vittorio Emanuele II Gallery, the "Swan Room" Suite, whose fascinating set of super iconic signs is able to catch guests into a dimension made by images, hints, dreams and desires that become real.

Its concept was born by the idea of defining a new hospitable sign's field, uncertain and surreal, inside which you can live involving emotions.

Two essential orange writings become completing parts of the furnishing, showing the roots of the project.

The first one says "Is this place a room, a swan or a dream?", the second one: True luxury is to enjoy our world in the world." This place is therefore suspended between dreams and reality, all the elements that characterize the space are juxtaposed in anti-canonical ways. Swan Room sinuous and soft shapes receive guests as they come inside so that they can feel as the main characters of a scene able to smartly host them, as a swan.

Furniture-containers dressed with mirrors distinguish the entrance wall and they duplicate, as fragments, the image of the big swan printed on the glass wall that delimitates the bath area.

The candour of that area creates the necessary equilibrium to make the spirit finding its lost harmony and relaxing; orange touches liven the senses up and, leaving from the swan beak, identify details and furniture inside the whole suite. The mosaic – walls, printed with the image of the extraordinary animal, define the bath area, exalting brightness of the circular mirrors and the fluid lines that trace the border of furniture equipped with mini-bar, strong-box and bathroom

fixture. Crossing the doorway to get the more intimate area of the suite, comfortable armchairs and a wooden table are posed over a great circular fur carpet. They invite guests to relax for a while and to have peaceful conversations.

Lens – mirrors containing mini videos in which animations linked with the swan theme appear, distinguish the wall. The fluid shape of the writing desk, rolling itself up as a tape, is distributed along the opposite wall, it contains a dynamic mirror-television and its lengths transform themselves in useful supports.

The composite and appetizing head of the soft, wide and comfortable bed, ideally divides the space of the room into two parts, separating the living area from the bed one.

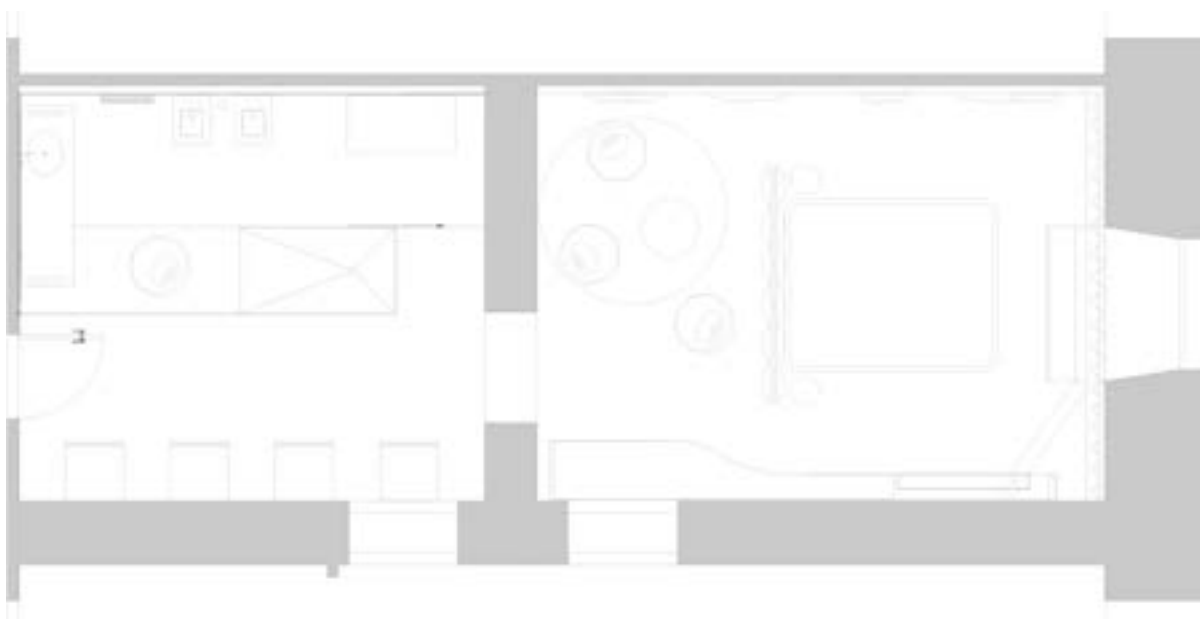
Fluid wooden night tables and peculiar lighting hints complete the scene. In front of the bed the curvy sketches of the curtains dress the whole wall where the window is and from which you can see Milan main cathedral.

The pure white walls processed with white pigments and the parquet with its hot tonalities are constituting a space signed by muffled and rigorous traits.

Scheda Tecnica

- "Ouo" swivel seats by Adrenalina stuffed with fire retardant polyurethane foam; they are dressed with: orange elastic neoprene textile; Muzzano textile from Filippo Uecher Collection, it made with "non mulesing" pure wool with bouclé pattern | design by Simone Micheli
 - "Atina" seats stuffed with fire retardant polyurethane foam, wooden and fire-retardant frame, metal chromed legs, it is dressed with synthetic fur by Parentesiquadra | by Adrenalina, design by Simone Micheli
- White Lapin Fur Plaid (90x180 cm), covered with linen | by Parentesiquadra
- White Kalgan fur carpet (Ø 180 cm) with non-slip stay| by Parentesiquadra
- "Hiti" Radiator (198 x 46 cm, thickness from the wall 3,5 cm) white colour, it is constituted by an oval aluminium plate of 3 mm linked to the plant with a recessed system| by Antrax IT, design by Simone Micheli
- "Cristal" Sommier is made of Swiss hardwood, springs and organic cotton 100% | by Elite
- "Ambre" Mattress (thickness 24 cm) with its heart of pocket-springs, it is 100% natural stuffing: Swiss-wool and silk guarantees an excellent thermal regulation and its reinforced sides maintain their original shape: European Certification Ecolabel | by Elite
 - Mattress Topper "Emeraude" has a core of miniature pocket-springs and it is stuffed with natural materials | by Elite
- "Moon" headboard is composed of wooden-padded discs, created ad a modular ensemble: the discs can be freely assembled in terms of composition and colours| by Elite, design by Simone Micheli
 - "Noball" design led fixture, spherical aluminium body, adjustable recessed 9W – 250mA, 1100lm, 3000°K, matt white, dimmable | by Glip
 - suspended washbasin (190cm x 55cm, h. 30cm) with front towel-rack and Krion® shelf, white colour, with Gettacarta 2009 G- Boxer by Gedy | by Porcelanosa Grupo, design by Simone Micheli
- White varnished wooden bath furniture (120cm x 60cm x h.70 cm), it includes Minibar for hotels and the small Icemaker by SnoWhite; strongbox with electronic combination (42 x37,2 x 20 cm) and a managing code which allows to open the strongbox if you forget of the code; Led Display and 4 tassels for the anchoring to the wall, by W.M.P. | by Si.Fra, design by Simone Micheli

- “Lounge” line, mixer tap of washbasin, bidet, bath/shower, with chromed finishing | by Noken-Porcelanosa Grupo, design by Simone Micheli
- Maxi white Krypton® shower plate, acid and blots resistant, it is not modified by chemical substance by Porcelanosa Grupo, design by Simone Micheli
- Covering and laying inside the bath area, of the Candia white marble Mosaic made with 32x100 tiles, with the reproduction of the image of a swan. Used technique is the patented “Rainbow Stone”; completely natural production process, without the use of acids and solvents and with no entry of polluting gases | by Postumia
- Assistance to the Mosaic laying and supplying of Elastorapid adhesive for concrete, highly malleable and with high performances | by Mapei
- Ultracolor Plus cement with DropEffect and mould resistant with BioBlock technology | by Mapei
- Ultrabond P909 2K adhesive for parquet | by Mapei
- “Cucciolo” and “Pisolo” cedar tree wood furnishings (h. 40 cm Ø 45 cm, Ø 30cm) | by Riva 1920, design by Simone Micheli
- TV- furniture with table: MDF strip-structure shiny white RAL 9016 varnished, white Krypton® table surface by Porcelanosa Grupo and TV-carter covered with mirror by Spazio 08 | by Si.Fra, design by Simone Micheli
- Container furniture, with metal hooks (h. 200 x 60 cm x 60 cm)“Outline” line by Gedy, dressed with mirrors by Spazio 08 | by Si.Fra, design by Simone Micheli
- Printed forex lettering | by Sign System
- Plexiglas descriptive system of the suite | by Sign System, design by Simone Micheli
- Suspended vase e bidet “OH” collection with coverings realized with white vitreous china | by Simas, design by Simone Micheli.
 - Glass wall with swan digital printing | by Spazio 08, design by Simone Micheli.
 - Photo-frame screens with silver glass circular lights and blue led | by Spazio 08, design by Simone Micheli
 - Glass sliding door in the bath area | by Spazio 08, design by Simone Micheli
 - Circular mirrors with white led lights | by Spazio 08, design by Simone Micheli
 - Transparent glass safety parapet (h 90 cm) | by Spazio 08
 - White veil polyester curtain, fire resistant | by Texilia
 - Polyester dimming curtain, fire resistant | by Texilia
 - Curtains holder with aluminium motorised trail | by Texilia
- White wall, texture belonging to “Stratificazioni” classification | by Oikos
- White colour, Ultrasaten highly resistant and washable wall varnish | by Oikos
- Bath accessories with chromed finishing of “Outline” series | by Gedy, design by Simone Micheli



SWAN ROOM map

Scheda Fornitori

Adrenalina

Adrenalina is dynamic company that, from the time it was born, has interpreted the forms and methods of contemporary living. Eclectic, visionary and irreverent, for fifteen years Adrenalina has been mixing design and great "Tailor made" quality with a pinch of divertissement and imagination and in many cases it has proven to be a pioneer.

its mission: to open the locks and flood the world of creativity!

p.o. box 99 - 47841 Cattolica (Rn)

t. +39 0721 208372 pressoffice@adrenalina.it www.adrenalina.it

facebook: [adrenalina.wearedifferent](https://www.facebook.com/adrenalina.wearedifferent)

Antrax IT

Radiators, towel warmers and fireplaces: warmth enters the home in numerous ways and in innovative forms that are expressions of research, engineering and design.

Via Boscalto 40 - 31023 Resana TV

t. + 39 0423 7174 www.antrax.it antrax@antrax.it

Elite

Elite is a swiss historic company based in Aubonne by the Lake of Geneva. It is a manufacture of high quality mattresses and boxspring since 1895. Elite's constant research has always been aimed to the well-being and comfort of sleeping.

Today, as always, quality, tradition, know-how and eco-friendly materials are the core of Elite's philosophy. Still nowadays the entire production processes takes places in Switzerland, at Elite's headquarter In Canton Vaud, using only the finest, most natural and healthiest materials.

En Roveray 198 Case postale 54 , CH - 1170 Aubonne

t. +41 21 821 17 20 elite@elitebeds.ch www.elitebeds.ch

Filippo Uecher – Fine Natural Fabrics

The Filippo Uecher Collection has been launched in January 2015 during the DECO OFF in Paris.

The brand stands out for the choice of natural fibers, for the high quality yarns and for its elegant style, suitable for decorating delicate and enchanting interiors. The wise weaving, made with the excellent craftsmanship of the renowned Biella Area, enhances the beauty and simplicity of pure linen and pure wool.

The design is charmingly italian: the chosen colors enhance the harmony of textures of wool and linen which evoke an irresistible softness.

Via Q. Sella 20 - 13856 Vigliano Biellese BI

t. +39 015 8976271 info@filippouecher.it www.filippouecher.it

Gedy

Gedy has been operating since 1953 in the market of bathroom accessories.

From the very beginning Gedy characterized its presence in the market with a product identity and customer service where quality, originality, innovation and design have been the constant target of its activity.

Via dell'Industria 6 - 21040 Origgio VA Sede legale: Via Mascheroni 1 – 20123 Milano

t. +39 02 969501 info@gedy.com www.gedy.com

Glip – The Lighting Partner

GLIP interprets light by shaping new generation fixtures with an original vision of style and innovation. The firm combines design with the use of high performance energy - saving technologies.

GLIP handles the entire process of creation, from the concept to the production, applying the LED in every possible stylistic form and customizing LED fixtures for innovative, personalized solutions.

GLIP by S.I.L.E. Via Luigi Scattolin 5 - 31055 Quinto di Treviso TV

t. +39 0422 470614 info@glip.it www.glip.it

Mapei

Mapei Group, made by 68 associated companies and 64 establishments around the world, is the leader in production of adhesives, sealants, chemical products for building, with its 15 lines of products.

Mapei SpA Via Carlo Cafiero 22 - 20158 Milano

t. + 39 02 376 73 1 f. + 39 02 376 73 214 mapei@mapei.it www.mapei.com

Oikos – colore e materia per l'architettura

Bespoke finishes for the creativity of designers, for domestic and public spaces, in full respect of the environment.

Via Cherubini 2 - 47043 Gatteo Mare FC

t. +39 0547 681412 info@oikos-group.it www.oikos-group.it

Parentesiquadra

Tuscany fashion and design company, Parentesiquadra produces tailored objects as asked by clients and with the possibility of defining details, finishings and colours to realize a unique and exclusive product.

Parentesiquadra house is ironic, exclusive and well-refined, full of objects that give emotions and make you smile and dream.

Via Montalbano 380 - 51039 Quarrata PT

t. +39 0573 736214 pq@parentesiquadra.eu www.parentesiquadra.eu

Porcelanosa Grupo

Firm leader in the sector floors and coverings in monoporosa, gres and gres procellanato, with a big variety of finishing touch and formats. Characterized by the technological innovation and versatility for a long time of design.

Via Regina Pacis 210 - 41049 Sassuolo MO

t. +39 0536 809093 porcelanosagruppo@porcelanosa.it www.porcelanosa.com

Postumia - italian mosaic revolution

Postumia produces since 2001 mosaics of natural stone. In 2012 we introduced Rainbow Stone, the new concept where decorative sign, image and matter merge to become distinctive element for decoration of natural stone coverings in various fields of architecture. Postumia 100% Made in Italy.

Via E. Torricelli 1 - 37066 Caselle di Sommacampagna VR

t. +39 045 8582069 info@postumiasrl.it www.postumiasrl.it

Riva 1920

Riva 1920, company qualified in the production of solid wood furniture, is characterized by the use of American reforestation wood and re-used woods like Kauri, millennial wood from New Zeland, Venetian Briccole and scented cedar wood from Lebanon.

Riva 1920 products challenge time by respecting the nature, telling a story to generation to come about the excellence Made in Italy.

Riva Industria Mobili, Via Milano 110 – 22060 Cantù CO

t. +39 031 733094 info@riva1920.it www.riva1920.it

SI.FRA

SI.FRA. is an interior general contractor, working in synergy with designers and builders he supports and assists client from the early stages of the project, provides and works with specialized staff to furnish and make functional, dwellings hotels residence, flats. Strength of the company is its network of craftsmen, working in project and creating bespoke, as well as the leading brands tiles for floors and walls, sanitary and spa zone equipment of whic SI.FRA. is dealer.

Via Zanca 21 - 13040 Alice Castello VC

t. +39 0161 909761 info@sifraitalia.com www.sifraitalia.com

Sign System

Interior Decoration - Restyling: The use of films, coating and panelling to persolanise any kind of interiors and spaces.

Via di Colleramole 11 - 50023 Bottai-Impruneta FI

t. +39 055 3985181 posta@sign-system.net www.sign-system.net

Simas

Architectural projects for WC and surrounds. Italian creativity in ceramic sanitary fittings since 1955, 100% authentic made in Italy certified by the " Ceramics of Itali" trademark.

Via Falerina km 3 - 01033 Civita Castellana VT

t. +39 0761 518161 simas@simas.it www.simas.it

SnoWhite

SnoWhite produces Minibar with absorption system. Today you see the new models with no noise system, with glass door, led light inside and with different capacity from 30 lt to 50 lt. The ICEMAKER fis also mini for complete demand to take drink in the room.

A.C.C. ITALIA, Via Morazzone 5 - 21100 Varese VA

t. +39-0332 289405 info@snowwhite.it www.snowwhite.it

Spazio 08 – Glass & Design

Spazio 08, a real boutique of glass, with the ability to design, build and install structures furnishings and objects: the ideal partner for architects, interior designers and builders.

Sede operativa e show room: Via Respighi 232 - 41122 Modena MO

t+39 059 574112 info@spazio08.it www.spazio08.it

Texilia

Texilia is a company who produces textiles and curtains with the aim of offering to clients the best of services and quality.

Via GianLorenzo Bernini 1/a - 20020 Solaro MI
t. +39 02 9679701 info@texilia.eu www.texilia.eu

W.M.P. World Market Place

WPM has been one of the leader in the import sector for more than 25 years; we personalize your brand.

Via Stazione 6 - 21029 Cimbri di Vergiate VA

t. +39 0331946891/ 0331942344 info@wmpitalia.it www.wmpitalia.it

Simone Micheli Architetto



Simone Micheli ha fondato l'omonimo Studio d'Architettura nel 1990 e nel 2003 la società di progettazione "Simone Micheli Architectural Hero" con sede a Firenze, Milano e Dubai. È curatore di mostre tematiche, "contract" e non solo, nell'ambito delle più importanti fiere internazionali di settore. Rappresenta nel 2007 l'interior design italiano partecipando al "XXX Congresso Colombiano de Arquitectura" a Baranquilla in Colombia e nel 2008 alla Conferenza Internazionale di Architettura per il contract ad Hannover in Germania. Firma nel 2008 la mostra "La Casa Italiana" nel Museo della Scultura "Mube" a San Paolo in Brasile; del 2009 sono le mostre presso il Museo "Franz Mayer" di Città del Messico e nel "Centro de las Artes" a Monterrey. È docente presso il Poli.Design e presso la Scuola Politecnica di Design di Milano. La sua attività professionale si articola in plurime direzioni: dall'architettura all'architettura degli interni, dal design al visual design passando per la comunicazione; le sue creazioni, sostenibili e sempre attente all'ambiente, sono connotate da forte identità e unicità. Numerose sono le sue realizzazioni per pubbliche amministrazioni e per importanti committenze private connesse al mondo residenziale e della collettività. Tra i riconoscimenti nazionali e internazionali si ricordano: il "Best Interior Design" e il "Best Apartment Italy" con il progetto "Golfo Gabella Lake Resort" nella competizione "Homes Overseas Award 2007" - Londra (premio internazionale riservato ai migliori sviluppi immobiliari residenziali nel mondo); l'"International Media Prize 2008" - Shenzhen nella categoria "Annual Public Spaces Grand Award" e l'"International Design Award 2008" - Los Angeles nella categoria "Interior Design" con il progetto "New Urban Face" per la Provincia e il Comune di Milano; l'"Interior Designer of the Year" agli "International Design Award 2008" - Los Angeles; il "Best of Year 2010" nella categoria "Beauty, Spa e Fitness", premio organizzato da Interior Design Magazine - New York, Usa e l'"International Media Prize 2010" nella categoria Annual Club Space Award, organizzato da Modern Decoration Magazine a Shenzhen, China con il progetto Atomic Spa della Boscolo Hotels; il "Tre Number One Award 2011" - Venezia per l'interior design e il "Contemporary Spa Award 2011" nella categoria "Best Future Spa" - Bologna con il progetto "Marina Verde Wellness Resort" - Caorle, Venezia; "Best of Year Honoree 2012" nella categoria "Hospitality" organizzato da Interior Design Magazine, New York, con il progetto B4 Hotel (adesso Barceló Milan). L'ultimo premio conseguito è l'"Iconic Award 2014" - Francoforte, nella categoria "Interior Winner" premio internazionale organizzato dal German Design Council, con il progetto "uffici e showroom" per Rubens Luciano a Strà, Venezia. I suoi lavori sono stati presentati nell'ambito delle più importanti rassegne espositive internazionali e ha tenuto conferenze e lectio magistralis presso università, istituti di cultura, enti e istituzioni di varie città del mondo. Molte sono le pubblicazioni su riviste italiane e internazionali e le interviste realizzate. L'ultima monografia Simone Micheli From the Future to the Past, edita nel 2012, rappresenta una selezione di 20 anni del suo fare progettuale. www.simonemicheli.com

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