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BESPOKE DESIGN DIALOGUES: I TESTIMONIALS

Conversations on Product Personalisation as the New Frontier of Luxury
8–10 aprile 2025 | Bang & Olufsen Milano Matteotti, Corso Matteotti 3.

Milan, April 2025 – Leading the discussion on personalisation as the new frontier of luxury, Simona Finessi, editor-in-chief of *Platform Architecture*, has invited a selection of designers whose work is redefining the very concept of uniqueness in design.

Architects, designers and founders of established studios—united by their ability to transform personal visions into tailor-made experiences—will give voice to a collective reflection that spans materials, languages, technologies, and contemporary sensibilities. An exceptional line-up of speakers has been called upon to share ideas, practices, and insights on how personalisation can now represent not just an added value, but the beating heart of a new idea of luxury: intimate, narrative, and identity-driven.

Here are the 25 selected speakers.

Alberto Nespoli - Eligo Studio



Eligo Studio is an interior architecture and design practice founded in 2011 by Alberto Nespoli and Domenico Rocca, with a diverse and cross-disciplinary portfolio of projects carried out across Europe, North America, and China.

What sets Eligo Studio apart is its distinctive ability to blend traditional Italian techniques with contemporary design to shape new, modern spaces. Each project is thus unique, imbued with the charm of an Italian lifestyle. This core concept is carried through every design challenge—whether hotels, retail spaces, trade fairs, set designs, shop windows or private residences. The approach is one of bespoke design, where every detail is carefully drawn and considered. From the Latin *eligere*: to choose with care and elegance. It reflects a sensitivity to selecting reference archetypes and, from these, developing a new, superior-quality design—merging aesthetics, ethics, passion, local culture and tradition into a seamless whole. Eligo's products bring together the centuries-old expertise of Italian workshops and manufacturers, reinterpreting design through a contemporary lens, yet always inspired by historical and often forgotten models.

Eligo Studio has conceived set designs and projects for clients including Gucci, Antonio Marras, Van Cleef & Arpels, Vacheron Constantin, Première Vision Paris, Merci Paris, Yoox, Roger Vivier, Fondazione Cologni dei Mestieri d'Arte, Richard Ginori, Homo Faber, Dior, Cartier, Loro Piana, Poltrona Frau, CC-Tapis, Michelangelo Foundation, Curiel, Institut Français de la Mode, NABA, Borsalino, Vispring London, Santa Margherita Wines, Tenute Masciarelli, Tenute Murolo, Decorex International London and many others.

In 2015, Eligo Studio was awarded the prestigious **Milan Design Award** for the set design "*Il sentiero dei nidi di ragno*" created for Antonio Marras. Other accolades include: *L'Empreinte de l'année 2015* in Paris from *Les Talents du Luxe et de la Création*; *ADI Design Index – Eccellenza Lombarda 2019*; *Best Design Company – Altagamma 2019*; *AD Special Interior Design Issue – Top 100 Best Interior Designers* in 2019. In 2020, Eligo won the *BIG SEE Interior Design Award* in the Hospitality category and *Architecture and Design as Experience*.

Alberto Nespoli and Domenico Rocca earned their Master's degrees in Interior Architecture and Design from the Politecnico di Milano in 2007. Prior to that, Alberto studied Interior Architecture at Kyushu University in Fukuoka, Japan, and at Queensland University of Technology in Brisbane, Australia. Both have worked with various design and architecture studios in Milan, Amsterdam, New York, and Berlin.

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Anna Barassi - I.a.barassi architettura



I.a.barassi architettura was founded through the collaboration of two sisters, Anna and Ludovica Barassi, and later expanded with the addition of other female partners. With over twenty years of experience across London, Milan, São Paulo and Luxembourg, our studio has built a broad and international expertise.

Our philosophy centres on the creation of unique spaces that meet both the aesthetic and functional needs of our clients, while maintaining a strong commitment to sustainability and the quality of the materials used.

With a focus on interior design for both residential and office spaces, and a passion for the regeneration of urban environments, every project—no matter how large or small—is seen as an opportunity to explore new, creative, and innovative solutions. At the same time, each project tells a story: one of a design conceived to enhance the quality of life for those who inhabit it.

www.labarassi.com/projects/

Beatrice Gianni - BLUAttitude



BLUAttitude is a multidisciplinary practice founded by architects and designers Beatrice Gianni and Dennis Schiaroli, operating at the intersection of architecture, design and art. With an innovative language in form, expression, and representation, the studio seeks to find and achieve the right balance between sociology, ecology, and technology in every project—creating a journey of research and experimentation capable of fusing the imaginable with the real.

Beatrice Gianni earned her Master's degree in Architecture with distinction from the University of Genoa, where she also qualified as a registered architect. Following a formative experience in Savona with Marco Ciarlo Associati, she moved to Rome to join Fuksas Architects, where she worked for over ten years as Project Leader and Project Manager, ultimately becoming an Associated Partner. Beatrice managed and contributed to international competitions and projects alongside architect Massimiliano Fuksas, from concept to realisation, overseeing major construction sites in Europe, Asia and the United Arab Emirates. She has also spoken at several high-profile international conferences, including as a keynote speaker at ACO Academy in Hamburg (2019), Triennale Milano (2019), and Istanbul Technical University (2018).

Dennis Schiaroli holds a degree in Architecture from the University of Applied Arts Vienna – *Die Angewandte*. He was awarded several scholarships, including the prestigious Fulbright Scholarship, which enabled him to complete a Master's in Architecture at the Southern California Institute of Architecture (SCI-Arc) in Los Angeles. He later worked as a designer and project architect at renowned international studios, including Zaha Hadid Architects in London and Fuksas Architects in Rome, contributing to large-scale international projects such as airports, museums, and skyscrapers. His work has been published and exhibited internationally, including at UCLA Los Angeles (2019), the MAK Museum in Vienna (2017), the Vienna Biennale (2017), the Tallinn Architecture Biennale (2017), and the Venice Architecture Biennale (2016).

Clara Bona – Studio 98



An architect and journalist, **Clara Bona** was born in Milan, where she has always lived and worked. Twenty-four years ago, she founded **Studio98**, a small, all-women studio specialising in apartment renovations, interior design, and restyling.

The aim is to create homes that are all different—homes that respect their setting and context, but above all, reflect the personality of the people who live in them.

Clara Bona also writes about interiors and design, which are her great passions. She runs an Instagram page where she shares a daily story. She loves to find beauty in everything—always. In homes, in travel, in people.

www.studio98.it

David Morini – Pelizzari Studio



Born in Brescia in 1984, after completing art school, he graduated in Architecture from the Politecnico di Milano in 2011.

Following a brief internship at an architectural design studio, he joined **Pelizzari Studio** in 2012—a practice founded by Claudia Pelizzari in 1991.

His professional training continued in 2014 when he was awarded a scholarship at the **Superintendency of Archaeology, Fine Arts and Landscape** for the provinces of Bergamo and Brescia, where he specialised in conservation restoration projects and those located in protected landscape areas.

Since 2014, he has served as **sole director and technical manager** of Pelizzari Studio, working alongside Claudia Pelizzari, who is currently the studio's creative director. In 2015, he completed a workshop in Architecture and Management at **SDA Bocconi** in Milan, focusing on the management of architectural practices.

In 2024, he enrolled in the **Executive Master in Finance** at SDA Bocconi, specialising in Real Estate.

Each day, he dedicates himself to understanding clients' desires and works closely with the studio's project managers to strive for excellence in every project.

Diego Paccagnella – Reveria



Diego Paccagnella is one of the founders—together with **Laura Delfina Sari**—of **Reveria**, a design studio specialising in architecture, interiors, and styling projects.

The collaboration between the two designers began in Venice during the interior design of **Casa Flora**, a bespoke boutique hotel-apartment conceived and created in partnership with the finest local artisans. The project was recognised by *Condé Nast Traveler*, earning a place on the prestigious *Hot List* of the world's 100 best new hotels.

Reveria's design style is driven by a deep passion for detail and a refined, contemporary aesthetic. The designer duo is currently working on several projects in Italy, including the redesign of select villas at the **Mandarin Oriental, Lake Como**, and residential projects in both Milan and Venice. They are also engaged in the United States on a high-profile office project located on Broadway, just steps from Times Square in Manhattan.

Elena Tomlenova – Archventil



Elena Tomlenova is a designer, entrepreneur and CEO of **Archventil**, an interior design studio based in Milan since 2012. Born in Moscow, her educational and professional journey represents a fusion of art, design, and entrepreneurial vision.

After ten years of studying musical composition, she earned a degree in Literature from Moscow State University, later deepening her interest in the arts through an internship at Roma Tre University. She then completed a year of Environmental Design at the Moscow Institute of Architecture, marking her first steps into the world of interior design.

In 2010, she moved to Milan and enrolled at the **Politecnico di Milano**, where she obtained a degree in Interior Design. She began further studies in Product Service System Design but did not complete the course, having already launched her own studio and welcomed her first daughter in 2014.

In 2012, Elena founded **Archventil** with a clear vision: not simply to design spaces, but to generate emotion, energy, and value. The growth of the studio has always been closely linked to her personal life, reflecting a dynamic balance between professional and family challenges.

In 2016, following the birth of her second daughter, the need to streamline management and develop stronger leadership skills became apparent. This led to the creation of new online design services and the implementation of a turnkey process—structured and innovative compared to traditional methods.

In 2019, Archventil became a **limited liability company**, solidifying its business structure. Today, Archventil is a well-established firm with a team of nine employees and collaborators, and a portfolio of over 300 projects across Italy and Switzerland. More than just an interior design studio, it is a full-service contractor capable of delivering turnkey solutions—from concept to completion.

Emilio Tenca - Studio Tenca & Associati



Founded in Milan in 1945 by **Emilio Tenca**, who held dual degrees in Civil Engineering and Architecture, **Studio Tenca & Associati** combines functionality with aesthetic vision. A pioneer both in Italy and abroad, the studio has completed iconic works, including the only Catholic church in Kuwait: the **Cathedral of the Holy Family in the Desert**.

Today, under the leadership of **GianPiero and Emilio Leonida Tenca**, the studio functions as a creative atelier, where bespoke projects take shape through dynamism and passion—transforming spaces into true *“machines for living in.”*

www.studiotenca.it

Federica Poggio – Icona Architetti Associati



Federica Poggio is an architect and co-founder of **Icona Architetti Associati**, a Milan-based practice established in 2013 together with Marco Orto. She graduated in 2010 and obtained a PhD in Architecture and Design in 2016 from the Politecnico di Genova.

Federica has developed international experience in China, where she collaborated with **Archea** in both Beijing and Shanghai on major projects such as the **UBPA B3-2 Pavilion** for Expo 2010, **Parkour-Beijing**, and the **Li Ling World Ceramic Art City**.

Following a research period in Hong Kong, she returned to Italy in 2011 and continued working with Archea in Genoa and Milan, contributing to projects including the **Perfetti Van Melle factory**. In 2012, while working on the **Colle Loreto Residences** in Lugano, she began her collaboration with Marco Orto, with whom she would go on to found **Icona** the following year.

In 2013, she also specialised in the design of **Healing Gardens** at the University of Milan. After a teaching period at the Faculty of Architecture and Design in Genoa, since 2016 she has dedicated herself fully to the development of **Icona Architetti Associati**.

www.iconaarchitetti.com

Francesca Neri Antonello - FNA Concept



Born in Lima, Peru, **Francesca Neri Antonello** grew up and was educated across Washington, Bologna, Milan, and Lugano. She has collaborated with prominent architecture and design studios, gaining significant experience in her field. This has enabled her to master all the materials central to architectural design—from construction elements to fabrics, decorative features, furnishings, and finishes.

Today, she leads her own practice, **FNAConcept**, based in both Switzerland and Italy.

www.fnaconcept.com

Gerardo Sannella - Mygg



Gerardo Sannella graduated in Architecture in 1998.

In 2000, he began collaborating with **CTA Studio** in London, carving out a role in the field of **Feasibility Design**. With the same practice, he went on to open the **Milan office** in Piazza Duomo, where he took on the role of **Creative Director**, focusing on projects ranging from urban masterplanning to retail and urban regeneration.

In 2012, he co-founded the **Mygg studio** in Milan with two partners, working on a wide range of projects—from high-end residential to retail, hospitality, and exhibition design, with occasional forays into product design. In 2023, he was awarded the **Eccellenze Lombarde** prize by the **ADI Design Index**.

www.mygg.it

Giampiero Panepinto Architetto



Giampiero Panepinto, architect and interior designer based in Milan—where he grew up and earned his degree in Architecture at the Politecnico—is renowned in the field for his innate creative talent.

Designing interiors for hotels, restaurants, offices and luxurious residences both in Italy and abroad, his work goes far beyond the simple design of a space. His meticulous attention to detail stems from a desire to craft refined and unique environments.

Scents, music, furnishings, fabrics, floral and botanical compositions, and artistic installations are all used to enhance spaces and engage every sense.

He is more than just a designer—with his authentic touch, he brings a complete and harmonious vision to every project.

www.giampieropanepinto.com

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Giorgia Longoni – Giorgia Longoni Studio



Giorgia Longoni is an Italian architect with a passion for interiors, refined details, and carefully selected materials. She embraces a contemporary way of living in which elegance and practicality go hand in hand: a space or a beautiful object must also be functional, vibrant, welcoming, and versatile.

Having grown up in the heart of Italy's furniture district, she has a strong connection to artisan culture. She creates bespoke pieces and has developed her own furniture line, which brings together a range of objects she has designed over the years.

After studying at the **Politecnico di Milano**, she collaborated for several years with renowned fashion brands and worked on projects in various international locations.

She now runs her own studio in Milan and places great value on her team, made up of designers and architects from diverse backgrounds, all united by their shared passion and creativity.

www.giorgialongonistudio.com

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Guido Valtorta – Nauta



Guido Valtorta is Director at **Nauta**. Founded in 1986, Nauta develops overall concepts, exterior and interior design for yachts of all types and sizes—both custom and production models, whether sail or motor.

Working with a design language rooted in elegance and simplicity, Nauta is now internationally recognised for its mastery in blending form and function.

Nauta carefully interprets the needs of each owner, designing yachts that embody a luxurious, modern, and functional lifestyle on board, enhancing the overall experience for both owners and their guests.

www.nautadesign.com

Lucio Micheletti – Micheletti + Partners



Lucio Micheletti was born in Milan in 1961, the city where he currently lives and works. An architect and designer, he graduated from the **Politecnico di Milano** under the guidance of **Marco Zanuso**, a leading figure in Italian design. In 1987, he founded his own practice, **Studio Micheletti Architettura**, which operates in the fields of architecture, design, and bespoke project development.

In 2009, he expanded the studio's activity by launching a division dedicated to the nautical world, through which he embraced and evolved a handcrafted, tailor-made approach—designing unique vessels for a discerning international private clientele.

His architectural vision is rooted in a strong poetic and sensory dimension: each project is conceived as a space where one can pause to listen to the heartbeat of things, the sounds of the city, and the nuances of silence.

Over the years, he has developed projects in various countries including the United States, Russia, and China—designing hotels, theatres, palaces, shopping centres, and residential spaces. His architecture strikes a balance between functionality, beauty, and deep sensitivity to context, with the ability to evoke genuine emotional experiences.

michelettipartners.com

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Marco Donati – Storagemilano



STORAGEMILANO is an architecture and design studio founded in Milan in 2002 by **Barbara Ghidoni**, **Marco Donati**, and **Michele Pasini**. The studio is known for its ability to work across various design scales—from architecture to product design—while maintaining a consistent focus on composition, detail, materials, and form.

Their approach is grounded in the continuous pursuit of innovative aesthetic and spatial solutions, tailored to clients' needs and capable of combining design rigour with conceptual expression. Architecture, design, fashion, and art form the core areas of exploration for the studio, with an interest that spans from volumes to space, from materials to shapes.

STORAGEMILANO collaborates with international brands and private clients, delivering projects that range from shops, showrooms and offices to private residences, buildings, products, and installations.

www.storageassociati.com

Marijana Radovic - m2Atelier



Marijana Radovic, together with architect and designer **Marco Bonelli**, founded **m2atelier**—a dynamic design studio based in Milan. Born from the merging of their previous experiences, **m2atelier** blends architecture, interior, and yacht design, coordinating complementary skills, diverse perspectives, and multidisciplinary ideas. Their extensive research spans various scales and contexts, including residential, fashion retail, hospitality, and product design—with a particular affinity for and focus on the nautical sector. Over the past 20 years, **m2atelier** has built long-standing collaborations with prestigious brands, renowned shipyards, and private clients.

Marijana holds a degree in Architecture from the **University of Belgrade** and a Master's in Yacht Design from the **Politecnico di Milano**. Milan marked a turning point in her professional career: by choosing luxury yachting as her area of focus, she developed a lasting bond with the Lombard capital. In 2005, she moved to Rome to work with **Lazzarini Pickering Architects**, and subsequently relocated to Geneva and then Athens to collaborate with the **Latsis Group**, managing shipyards and high-profile projects.

In 2006, she founded her own studio, **Standby**, with offices in Belgrade and Athens. In 2009, she returned to Milan, broadening her vision and expanding her work to include residential, product, and even aeronautical design.

Michael Vincent Uy– MVUY



Dopo i suoi anni di formazione al Politecnico di Milano, Michael Vincent Uy ha sviluppato il suo stile lavorando con prestigiosi studi di design internazionali e presso la casa di moda di lusso Dolce & Gabbana. Ha progettato e collaborato con i principali marchi di design italiani come Olivari, Buzzi&Buzzi ed Ekinex, ed è ora direttore creativo di Agglotech. Attualmente sta lavorando a due torri – hotel e redisence - di lusso per il gruppo Mandarin Oriental hotel, ma spiccano nella sua carriera i progetti per lo storico ristorante il Foyer alla scala e ville di lusso a cernobbio e forte dei marmi. La sua esperienza al crocevia tra architettura, design e moda si riflette nella sua cura per i dettagli e in soluzioni su misura. estremamente diversificato, il suo portfolio bilancia sottili richiami storici con il contemporaneo, dettagli raffinati che migliorano l'esperienza, armonia spaziale contrastante, dinamica con un tocco di staticità, e suggestioni uniche dell'oriente intrecciate con il savoir-faire del design occidentale.

Sarah Gabaglio – Studio Marco Piva



Sarah Gabaglio is co-founder of **Studio Marco Piva** in **1992**. From the very beginning, she has overseen research, project development, and the coordination of trade fairs, events, and exhibitions. She also serves as **Director of the Style and Design Office**, where she creates moodboards and is responsible for the selection of suppliers, materials, products, and finishes for all interior design projects, as well as the styling of private residences.

In addition, she supervises the **Marketing, Communication, and Administration departments**. More recently, she founded **SMP Design for Life**, a division of the studio dedicated to the development of solidarity-driven projects. She leads initiatives focused on social improvement, from sustainability and territorial promotion to broader themes such as gender equality and support for vulnerable members of the community. Key projects she has contributed to (listed in chronological order, from most recent):

- Syre, Milan
- Private Villa, Lake Garda
- *Princype*, Milan
- *Domus Aventino*, Rome
- *La Suite Hotel*, Matera
- *Pantheon Iconic Hotel*, Rome
- *Tour Odéon*, private apartment, Monaco
- Private Villa, Tirana, Albania
- *Excelsior Hotel Gallia*, Milan
- *CityLife*, private apartment, Milan
- *Bulgari Window Concept Design*, Worldwide
- *T Hotel*, Cagliari
- *UNA Hotel*, Bologna
- *Port Palace Monte Carlo*, Monaco
- *Anantara Luxury Hotel Suites*, Rome
- *Laguna Terminal & Laguna Palace*, Venice

Selina Bertola - Nomade



Nomade Architettura e Interior Design by **Selina Bertola** is an architecture studio based in Milan. Founded by Selina Bertola in 2010, the studio operates in the fields of architecture and interior design, both in Italy and abroad. Its main areas of focus are **residential and commercial/retail design**.

A significant portion of the studio's projects are located internationally—including the **Caribbean, Congo, the United Kingdom, France, Germany, and Switzerland**—as well as across Italy, making the studio's name all the more fitting. **Nomade** is an all-female, international team of architects and interior designers whose varied backgrounds reflect the unique, strong, and diverse character of the studio.

Nomade or No-made? It's pronounced both ways! *Nomade* as in architecture that moves, that travels, expressing a desire to explore and to leave a mark in different corners of the world. At the same time, *No-made* as in "not yet made"—symbolising everything that does not yet exist but will be brought to life by Nomade, inspired by the studio's passion for exploring the endless possibilities of contemporary living.

The studio handles a wide variety of projects—from residential homes to office spaces, commercial developments to retail design. At the heart of their work lies a clear objective: **to understand what the client truly wants**. Their greatest strength is their ability to interpret the client's needs, guiding them step by step through the realisation of their vision. This is the most delicate phase—the foundation upon which all other steps are built.

Once the client's needs are clearly identified, the team moves on to **concept development**. In this phase, they translate everything the client has shared—stylistic preferences, spatial needs, and functional requirements—into a clear and expressive design vision.

After conducting site inspections and technical surveys, and once the concept has been approved, the studio enters the **design development stage**: this includes defining the works to be carried out, identifying the necessary permits, and drafting the bill of quantities. Nomade manages each project meticulously—regardless of the country—overseeing everything from concept to on-site execution, thanks in part to a trusted network of collaborators based around the world.

Finally, the team proceeds with the **executive project**, the most accurate representation of the client's vision—defining finishes and all aspects of the interior design. The outcome is never the product of a single mind or profession, but a **blend of skills, creativity**, and—above all—the most faithful expression of the client's wishes and desires.

www.nomadearchitettura.com

Silvia Galbiati – Silvia Galbiati Architetto



Silvia Galbiati is a Milan-based architect with a solid academic background from the Politecnico di Milano, enriched by international experience in London and New York, where she collaborated with renowned firms such as Perkins & Will and SITE – Architecture and Environmental Design Group. Driven by a deep passion for the intersection of architecture, art, fashion, and design, she founded her own Architecture and Design Studio in 2001, based in Monza. Her practice is distinguished by a bespoke approach that blends elegance, functionality, and meticulous attention to detail.

Her design philosophy is grounded in pure lines, a careful balance between functional and scenic spaces, and a refined selection of materials, colours, and textiles. Each project is the result of attentive listening and empathy with the client, aiming to create spaces that speak, tell a story, and respect the spirit of their surroundings.

Specialising in high-end renovations, Silvia Galbiati works both in Italy and abroad, collaborating closely with her family's construction company, Ing. Galbiati S.p.A., where she leads the design of significant residential and industrial projects. In addition to architectural design, she creates bespoke furniture and one-of-a-kind pieces, including the "Capsule Manouche" collection, showcased during Milan Fashion Week and featured in leading publications such as AD, Interni, Ville e Giardini, and The One Yacht & Design.

With a constantly evolving vision and timeless aesthetic, Silvia Galbiati pursues a refined form of research inspired by the harmony between tradition and modernity, beauty and function.

www.silviagalbiati.it

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Silvia Porro – Silvia Porro Architects



The philosophy of **Silvia Porro Architects** is founded on the core belief that **Space is a reflection of the Soul** of those who inhabit it. Silvia's work is the result of a **holistic approach**, born from the fusion of her two great passions: **Architecture and Yoga**.

By translating thought into physical form, her design process is guided by simplification and the removal of the superfluous, with the aim of each project being the search for and expression of the **Essential**.

Silvia graduated in Architecture from the **Politecnico di Milano** in 1997. She immediately moved to **New York**, where she began her career at **Material Connexion**, the leading international research centre for innovative and sustainable materials and production processes.

She then moved to the **Grenadines**, where she oversaw the development of **Canouan Island**, working as Project Leader on the construction of private villas, hotels, a casino, and beachfront sports facilities.

After returning to New York, she founded **Mimosa International Ltd.**, developing new *Made in Italy* products for the international market—interior materials that led her to work on major projects in **California and Florida**.

In 2000, she returned to Italy and began collaborating with **DStudio**, specialising in the decoration of hotels, private homes, and offices.

In 2007, she founded her own practice, **Silvia Porro Architects**.

Simona Dentone Architetto



In 1992, she fulfilled her lifelong dream of becoming an architect, graduating from the **University of Genoa**, where she began her professional career. She first worked in the practice of architects **Carlo Cillara Rossi** and **Luca Clavarino** in Genoa, and from 1995 she moved to **La Spezia** as co-founder of **Arredo Service**, a company specialising in the design and contract furnishing of retail spaces throughout Italy.

In 2010, she took a major step by relocating to **Milan**, where she co-founded the **Moodismilano** studio with fellow architect **Fabio Magri**, and also collaborated as **Head Designer** with **New Store Europe Italia**, delivering retail spaces for prestigious national and international brands.

Increasingly involved in Milan's dynamic professional scene, in 2015 she established her own practice, **Simona Dentone Architettura e Design**. Drawing on her experience and ongoing research into social dynamics, she has since worked on high-profile projects for **Vodafone**, **SKY Italia**, **Amplifon**, **Boero Vernici**, **Nuncas**, and with **Zeiss Group** and **Politecnico di Milano** on the design of the "*New Optical Centre of the Future*."

Her multifaceted personality and deep knowledge of materials and construction techniques—enriched by tireless study, including an international degree from the **Imperial School of Feng Shui**—inform her approach to space as both geometry and a place of emotional connection. With the support of a flexible network of professionals, she has successfully taken on significant projects in recent years, ranging from **residential renovations and new builds** to **hospitality and restaurant design**, both in Italy and abroad.

Since 2019, she has also proudly served as **Exhibition Design Director** and co-founder of **Magister Art**.

Simonetta Cenci – Atelier(s)Femia



Architect and urban planner, **Simonetta Cenci** is Managing Director and Partner at **Atelier(s) Alfonso Femia**. She has been collaborating with the practice (formerly 5+1AA) since 1998. She is responsible for the planning and urban development sectors and coordinates participation in design tenders and architectural competitions, primarily in the Atelier(s) of Genoa and Milan. From 2017 to 2022, she was a member of the Executive Board of the Municipality of Genoa, serving as Councillor for Urban Planning, Major Projects, and Private Construction. Her portfolio included Urban Regeneration Projects, both general and implementation-level Territorial Planning Tools, Private Building, the Implementation of major infrastructure and urban regeneration projects, relations with the Port Regulatory Plan, and the management and promotion of the Maritime State Property.

During her tenure, she contributed to key projects such as the Masterplan for the Parco del Ponte and the "Cerchio Rosso", both focused on soft mobility and the creation of pedestrian and cycle paths in the area beneath the new bridge.

She has also collaborated in teaching Architectural and Urban Design at the University of Genoa. She is a speaker at international architecture conferences.

In 2024, she was Director of SOU x Genova, an architecture school for children, and is co-creator (with Alfonso Femia) and curator of *Inside The Whale x Children*, an educational project for children about the city and architecture, currently underway in 2025.

She is a member of the Steering Committee of *La Biennale dello Stretto* and contributed to the development of the 2022 edition, with a particular focus on female empowerment in territorial regeneration, and to the 2024 edition, dedicated to young architects and academic education in architecture.

At present, Simonetta Cenci continues her professional work as Partner and Managing Director at Atelier(s) Alfonso Femia, contributing to significant projects both in Italy and abroad.

Tatjana Grgic – A2T



An architect graduated from the **Politecnico di Milano**, **Tatjana Grgic** founded the **A2T** studio in Milan in 2009, together with **Andrea Ciccarelli**, following extensive experience gained in various architecture practices. Since then, she has led the studio with vision and sensitivity, pursuing a design approach that combines architectural rigour with a tailor-made attention to detail.

A2T's work spans both national and international contexts, encompassing **architecture and interior design**, with a strong specialisation in projects with a high experiential value: luxury hotels, showrooms, private residences, and executive aircraft interiors.

Tatjana is the creative mind behind many of the studio's interior design projects, known for her **refined, tactile, and timeless style**, always attentive to the context and to the client's identity. Her ability to listen and interpret desires translates into spaces with strong character, designed to be experienced with both intensity and comfort.

With **A2T**, Tatjana Grgic continues to carve out a distinctive path in the contemporary architectural landscape, where **personalisation, functional elegance, and spatial balance** are the cornerstones of every project.

www.a2tmilano.com

Tito Canella Architetto



Tito Canella was born in 1969 in **Milan**, where he graduated in Architecture from the **Politecnico di Milano** under the supervision of **Enrico Mantero**, including an *Erasmus* placement at the **Faculty of Environmental Engineering** at **Southbank University**, London.

In 1995, he completed an internship at **Richard Rogers & Partners** in London; in 1996, he contributed to the architectural magazine *Zodiac*, publishing two interviews with **Peter Eisenman** and **Machado & Silvetti**. From 1996 to 1999, he worked in New York with **Carrano & Wickenburg Architects** and **Bauhaus Construction Corporation**. Between 1999 and 2004, he was part of **Canella & Achilli Architetti**, and since 2005 he has been running his own independent practice focused on architectural and interior design.

He contributed to the curation of the exhibition “*Disegni di architettura, cinque storie italiane*” and edited the publication “*Guido Canella, disegni 1955–2005*” (Federico Motta Editore, 2005). His work has been featured in various books and architecture and interior design magazines.

He has taught the English-language course “*Project 2 – Shop Design*” at the **Istituto Europeo di Design (IED)** in Milan. He is currently a lecturer in *Interior Design* at **Raffles Milano – Istituto Moda e Design**.

Viola Simoncioni – Studio18milano



Born and raised in Milan, **Viola Simoncioni** graduated in Architecture from the **Politecnico di Milano** in 2000. After an initial professional experience in her home city, she moved to **London**, where she collaborated with internationally renowned architecture firms such as **David Chipperfield Architects**, **Claudio Silvestrin Architects**, and **Universal Design Studio**, specialising in **luxury retail projects**.

Upon returning to Milan, she founded her first practice, **Viola Simoncioni Studio**, in 2009. In 2019, this evolved into **STUDIO18MILANO**, expanding its scope to include **set design** and **furniture design**.

STUDIO18MILANO is a **multidisciplinary studio** based in Milan, founded in 2019 by architect **Viola Simoncioni**. The team is made up of a collective of creative minds who share a common aesthetic vision and a rigorous professional ethic. The studio's design approach is rooted in a pure formal language, with a focus on the integration of **natural materials**, **sophisticated colour palettes**, and the **layering of textures**, **decorative styles**, and **design references** spanning different eras.

Its mission is to create **highly curated, welcoming and captivating spaces**, capable of revealing unexpected and surprising elements.

STUDIO18MILANO stands out for its ability to combine **technical expertise**, a **deep design culture**, and a **sensitive understanding of client needs**, translating them into tangible and aesthetically distinctive spaces. With a refined design methodology and a versatile portfolio, the studio has successfully completed projects for both **private and commercial clients**, in Italy and internationally.

The studio's experience spans **architecture and design**, with projects across **retail, commercial, residential, and hospitality sectors**. It also extends its creative vision to **bespoke furniture and lighting design**, **set design**, and **brand identity**.

Recently, the studio has completed two major residential projects in Milan, featured in leading Italian design magazines. Current work includes a **new hotel with 17 luxury residences in Saudi Arabia**, the **renovation of a prominent hotel in Milan**, and several residential projects between **Milan and Turin**.

www.studio18milano.com

PLATFORM

Kresten Bjørn Krab-Bjerre – Creative Director for Bang & Olufsen Atelier



Kresten Bjørn Krab-Bjerre is the Creative Director for Bang & Olufsen Atelier, the brand's ultimate expression of design and artisanship. Bang & Olufsen Atelier offers clients the opportunity to create custom-made products in collaboration with its master artisans in Struer, Denmark.

Kresten oversees Atelier Bespoke, working directly with clients to create custom product incorporating materials or specific colours to create one-off creations. He is also responsible for pushing boundaries through material exploration and experimentation within audio design.

Kresten holds 28 years of experience within design, engineering, and concept management. Prior to his current position, Kresten played a key role in the start-up and creative development of Bang & Olufsen's business within the Automotive industry, creating advanced sound systems for Audi, Mercedes, Aston Martin and BMW while maintaining the company's CMF quality. In the past, Kresten has been responsible for managing iconic products in Bang & Olufsen's portfolio such as Beolab 90, Beolab 50, Beolab 18, Beolab 28, Beosound 2.

Kresten is a member of the Design Committee at Confederation of Danish Industry (DI). Since 2020, Kresten is a member of the Committee of Representatives at the Design School in Kolding, Denmark (Designskolen i Kolding).

André Poulheim – Founder NOTO Design



André Poulheim (*1974) is a creative force in the world of design and founder of the German design studio Noto. His journey began not at a desk, but at the workbench — with a hands-on apprenticeship as a model maker. He later honed his design thinking at the Koeln International School of Design, where the idea of crafting experiences instead of just objects took root and continues to define his work today.

Driven by a passion for innovation and a deep respect for craftsmanship, Poulheim founded Noto in 2001 in Cologne. Since then, the studio has been creating smart, meaningful products for global brands and bold startups alike. From its base, the team of around 15 designers works with clients across Europe, Asia, and North America — always with an eye for detail and a heart for ideas that matter.

Beyond the studio, Poulheim shares his experience and perspective as a lecturer at the Aachen University of Applied Sciences. He has also lent his critical eye to the design world as a juror for awards such as the iF Product Design Award and the Austrian State Prize for Design.

PLATFORM

Marta Armijo - Global Head of Brand Management Bang & Olufsen



Marta Armijo is the Global Head of Brand Management at Bang & Olufsen, a position she has held since September 2024.

She studied Business Administration in Madrid, completing her academic journey in Rome, where she first nurtured her deep passion for brands and the emotions they evoke through exceptional customer experiences. This passion led her to pursue an MBA in Fashion Business Administration, which opened the doors to the LVMH Group after gaining initial experience in the field of communication & sales.

Marta began her journey at Benefit Cosmetics, where she was immersed in a culture rooted in boldness, disruption, and thinking outside the box—while enjoying the ride. During her nine-year tenure, she played a pivotal role in expanding the business in Spain, growing its presence from 3 to 150 doors.

She then moved to Kenzo Parfums to spearhead the launch of their second fragrance line, Kenzo World—a bold and challenging project that marked a new era for the brand. Later, she took on a strategic role in E-Retail and CRM for both Kenzo and Givenchy, launching innovative projects such as an online makeup application and a loyalty program, further enhancing customer engagement in the digital space.

In 2021, Marta transitioned into the world of technology, joining Bang & Olufsen Iberia to lead Marketing and PR. She quickly fell in love with B&O's exceptional craftsmanship, attention to detail, and the culture of excellence she encountered at the company's headquarters in Struer, Denmark.

Since joining the Global HQ, Marta has been instrumental in the launch and expansion of Atelier, B&O's Customization Program, bringing it to life in a broader, more elevated, and flawless way. Under her leadership, Atelier has introduced a series of limited editions that represent the pinnacle of luxury, design, and uniqueness—a true dream for those passionate about aesthetic innovation and individuality.

Marta also enjoys sharing her knowledge and experience as a guest professor at EAE Business School, where she teaches in the MBA in Luxury Management program, inspiring the next generation of brand leaders.