

In an age where everything is screamed, everything is conceived with special effects, everything or almost everything is done in the name of the “market”, everything or almost everything is often done merely to impress, FirmamentoMilano wants to be the exact opposite of all this. A measured proposal, discreet, but at the same time authoritative and with a strong personality. A proposal that wants to impose itself as the result of a constant search for quality that can be found in the projects, in the products, in the relationships between artisans and industry, between our collaborators and our external partners, consultants, architects, suppliers, agents, distributors and final customers.

The Philosophy

Never as nowadays, Milan is in the spotlight of the world. Always been recognized as the capital of a powerful industrial and commercial network, it is now considered throughout the world as a very active hub of culture, of art, of creativity, of innovation, in other words of knowledge. Knowledge for Milan means to know how to study, how to know, how to search, how to experiment, how to do, how to change, how to risk. Well, the culture of our city is to never stop, to never accept the obvious, on the contrary to look in every area for new solutions to live in beauty, to pursue wealth as a way to allow oneself and others to live in generosity. This is why, having these values as reference, it is easy to understand how Milan has become home to a large number of architectural, design and fashion studios, experimental centers and new start-ups. It is easy for us to have thought, when defining our company's name, to include the name of our city as the holder of all the values that are described here above and in which we strongly believe. Just as easy the name Firmamento, because we want our company to be a summation of firmaments. Firmamento of ideas, Firmamento of yearnings, of values, of architects, of projects, of beauty, of lamps. Too confident? Maybe yes. Foolish ambitious, certainly not. With the support of prestigious architectural firms who work with us and with a remarkable group of small and medium-sized companies in our area that operate in different market sectors, We will win.

The Company

Active for more than 50 years in the business world and for more than 35 years in design, both in the distribution and in the production sectors, I decided to start this new company. Well, it can be considered a start-up of a 70 years old man. Important past work experiences in various areas and especially in distribution (Morassutti/Metropolis) and in production (FontanaArte), always in the dual role of entrepreneur and President, represent the bases on which this new challenge is founded. Values such as respect for others, for employees, for suppliers, for competitors, for collaborators, for customers and for the public have been and will always be the constant reference in our activity. They are the same values that through the years led me to take care of multiple organizations, always making sure to protect the interests of entrepreneurs. My personal past experiences, all with this strong objective, are several: from the Presidency of Assoluce to that of Cosmit (Salone del Mobile) to that of Indicam to defend intellectual property rights and fight against counterfeit, to that of Altagamma, which I created and founded, and run as Vice President for many years. Also in Firmamento Milano the values recalled are indispensable values, all those who will be called upon to collaborate will need to share them. After a few years of absence, I am back to the world of industrial design with a goal: to create a catalog with a collection of products that represent a strongly independent proposal from what the market apparently asks for. A collection inspired by a deeply rooted culture of design. I am truly convinced that to do marketing also means to put success second. To innovate means to be the first ones, sometimes even risking it. I strongly believe that this is the only way to be successful without being conditioned by the market. The support of my wife Giulia Savini, who is also engaged in other business activities, and of my friend Maurizio Magnoni, good for him much younger than me, with whom I shared a long business experience having been in charge of the entire production and logistics, are helping me in this enterprise. *Carlo Guglielmi*

Designers



Stefano Boeri

Architect and urban planner, he is Professor of Urban Planning at the Polytechnic University of Milan and teaches as guest professor in various international universities. He has been director of the international magazines *Domus* (2004/07) and *Abitare* (2007/11), from 2011 to March 2013 he was appointed Head of Culture, Design and Fashion for the city of Milan, developing projects such as Piano City Milano and BookCity Milano. Inventor of the Bosco Verticale in Milan, which won several international awards, he is working on researches and projects for metropolitan reforestation contributing to the regeneration of the environment. Stefano Boeri Architetti (SBA), based in Milan, with offices in Shanghai and Tirana, focuses on research and practice of architecture and urbanism all over the world. Among the most renowned projects: the General Local Plan of Tirana 2030 in Albania, the world's first City Forest in Liuzhou and the family of the Vertical Forests exported to Nanjing, Lausanne, Utrecht and Paris. Furthermore, the studio is active at a cultural level and takes part – also from the curatorship point of view – in several exhibitions, events and international biennials. The approach to projects of Stefano Boeri Architetti moves into the design at different levels, with multiple ideas to read the domestic, public and urban spaces. (photo by Ivan Sarfatti)



Pierluigi Cerri

He graduated from the Polytechnic University of Milan and in 1974 was a founding partner of Gregotti Associati, with whom he won many architectural competitions. In 1976, member of the Alliance Graphique Internationale, he managed the image of the Venice Biennale. In 1998 he founded the Studio Cerri & Associati. Several are his and his partners' realizations, projects and awards, such as the renovation of Palazzo Marino alla Scala and Arnaldo Pomodoro Foundation in Milan – National Ance-In/ Arch National Award in 2016; corporate identity for Lingotto in Turin, Italia '90, Pirelli, Salone del Mobile - Milan, MART Museum of Modern and Contemporary Art of Trento and Rovereto, Triennale in Milan, Prada America's Cup, Genova04 European Capital for the Culture, City Life; interiors and livery of the new NTV high-speed trains and layout of Shanghai Italian Center Pavillion at Expo 2010. Numberless are the awards: Compasso d'Oro in 1995, 2001 and 2004; the Art Director Career Award in 1994, the *Abitare il Tempo alla Carriera Award* in 2004, the *Dama d'Argento prize of the Poldi Pezzoli Museum* in Milan in 2006, the *Award for Good Industrial Design - Gold Product Design 2003* by the Hannover Industrie Forum Design and the *International Super Yacht Design Award*. In 2017 he designed the prestigious exhibition *Inside Caravaggio* at Palazzo Reale in Milan. He is the author of the redesign project of the façade of the Milano Linate Airport.



Michele De Lucchi

Degree in architecture from Florence. He was a prominent figure in movements like Cavart, Alchimia and Memphis. He designed lamps and furniture for important companies such as Artemide, Alias, Unifor, Hermès and Alessi. He designed working environments and corporate identity for Deutsche Bank, Poste Italiane, Olivetti, Telecom Italia, Intesa Sanpaolo and others. He realized residential, industrial, corporate and cultural buildings in Italy and worldwide. He also curated exhibitions for several museums as Triennale in Milan, Palazzo delle Esposizioni in Rome and the Neues Museum in Berlin. For the city of Milan he realized the Padiglione Zero for Expo 2015, Unicredit Pavillion and the new shopping center in Arese. In 2003 the Centre Georges Pompidou in Paris acquired many of his works. A selection of his objects is exposed in the most important museums in Europe, United States and Japan. In 2000 he was appointed Officer of the Italian Republic for services to design and architecture. In 2001 he was nominated Professor at the Design and Art Faculty of the University of Venice. In 2006 he received an Honorary Doctorate from Kingston University. Since 2008 he is Professor at the Faculty of Design at the Polytechnic University of Milan. (photo by Giovanni Gastel)



Carlo Guglielmi

After starting, while studying at the Cattolica University of Milan, his entrepreneurial activity in the family business (plastic injection mold design), from 1973 to 1978 he held managerial roles with increasing success in different companies. From 1979 to 2011 he was General Manager of FontanaArte – becoming through the years initially CEO and then President and CEO – where he designed, under the pseudonym of Charles Williams, the lamps Avico, Amax and Elvis. Extremely involved in associative activities, from 2002 to 2008 he was President of Assoluce and Vice President of Federlegno Arredo; from 2008 to 2012 he was President, and Chief Executive Officer since 2009, of Salone del Mobile - Milan. In 1997 he created and founded Altgamma, of which he is still Honorary Vice President. In 1999 he received the "Compasso d'Oro" award for his career and in 2011, the President of Italy awarded him the title of Commendatore al Merito della Repubblica. He was president of INDICAM from 2001 to 2013, of which he is currently a permanent Honorary Member of the Board of Directors. At present he is partner with his brother Paolo in the Azienda Agricola Vinicola San Bernardo di Gavi and President of Firmamento Milano 2017.



Benedetta Miralles Tagliabue

She studied architecture at the Istituto di Architettura di Venezia (IUAV) and currently acts as director of the international architecture studio Miralles Tagliabue EMBT, founded in Barcelona in 1994 in collaboration with Enric Miralles, with offices in Barcelona and Shanghai. Her most notable projects are the Edinburgh Parliament, the Parco Diagonal Mar, the Santa Caterina market, the University Campus in Vigo and the Spanish Pavilion at the Shanghai World Expo 2010, awarded with RIBA International "Best International Building of 2011" prize. Current studio projects include the Faculty of Economics at the Fudan University in Shanghai, the office towers in Taiwan and Taichung, the Hafen City public areas in Hamburg and the Clichy-Montfermeil underground station in Paris. In the teaching field, she has been visiting professor at various Universities, speaker at several forums and member of the Pritzker Prize jury. In 2004 she received an honorary degree from the Faculty of Arts and Social Sciences of the Napier University in Edinburgh. She received many acknowledgements as the 2005 RIBA Stirling Prize, the 2006 National Spanish Prize, the 2005 and 2009 City of Barcelona Prizes, the 2000, 2003 and 2007 FAD Prizes and the 2013 RIBA Jencks Prize. She is the director of the Enric Miralles Foundation, whose goal is to promote experimental architecture in the spirit of her late husband and partner Enric Miralles. (photo by Giorgio Possenti)



P+F Parisotto+Formenton Architetti

Aldo Parisotto and Massimo Formenton, graduated in architecture at the IUAV of Venice, founded in 1990 their own design firm P+F Parisotto+Formenton Architetti. Their research is oriented towards a range of different design themes, thus developing a profound experience on both national and international levels. In the design field they developed a collaboration with leading furniture and lighting companies such as CC-Tapis, FontanaArte, Mingardo, Minotti Cucine, while in the yacht sector the studio worked for Sanlorenzo, Cantiere del Pardo and Mylius. In 2014 they became art directors and main designers of True Design; their "Millepiedi" seating system is in the 2016 Adi Design Index. In 2017 Parisotto becomes art director of Baleri Italia. In terms of interior design their core business is the retail design where they cooperate with several important fashion, luxury and food companies. They are the authors of the Nespresso boutique concept worldwide, including the flagship stores of Paris Champs Elysée and Milano Piazza Liberty. In terms of architecture they dealt with the creation of museums, residential and commercial facilities, such as the Eraldo building and many other national and international works. In 2016 they designed for Interni Open Borders "La Stanza del Vuoto", a tribute to the architectural visions of Michelangelo Antonioni. In the retail sector, the restoration of Palazzo Ricordi is emblematic.



Park Associati

In 2000 Filippo Pagliani and Michele Rossi founded in Milan Park Associati. Listening, Experimentation, Complexity and Narration mark the architecture and design culture of the studio and the constantly changing, yet highly distinctive stylistic approach that reflects the open, transversal and scientific attitude of the two partners and their collaborators. The continuous search for new ways to combine materials and their shapes with different technologies and functionalities, gives the opportunity to Park Associati to offer original solutions to the ever-changing requirements of clients, and to dialogue with different environments, while covering a broad scale of intervention, from product design to urban planning. As a result of this approach, there are for instance the design creations for Driade, the international stores of the fashion brand Brioni, the two traveling restaurants. The Cube by Electrolux and Priceless Milano, the Nestlé Headquarters in Assago, the new Pharo Business Center in Milan, and the Salewa Headquarters in Bolzano. The urban regeneration and the restyling of the modern buildings are themes on which the work of the studio focused in recent years, as the refurbishment operations in the Milan area of "La Serenissima" or "Gioiaotto", up to the recent interventions in Piazza Cordusio and in Via Chiese.



Daniela Puppa

A versatile architect and designer graduated in Architecture at the Politecnico University in Milan, she carries out her activity in the product and fashion design world thus making style and elegance her trademarks. She started her activity working as editor for the magazine Casabella and took part in the creation of Modo. Her first design works are related to experimentations with the avant-garde groups Alchimia and Memphis. She designed for several furniture, lighting and textile design companies as Artemide, Barovier&Toso, FontanaArte, Poltrona Frau, Cappellini, Limonta and many others. Daniela Puppa has been cooperating as accessory designer with fashion companies such as Dior and the LVMH group. She teaches at the Faculty of Industrial Design at the Politecnico University, at IULM University and at Domus Academy in Milan, holding seminars and speaking about the connections between fashion and design.



Franco Raggi

He graduated in 1969 in Architecture at the Politecnico in Milan, where he now lives and works. In his role as author he has taken part in a large number of exhibitions and held conferences and seminars all over the world. In 1973, on behalf of the Berliner IDZ (International Design Zentrum) he took care of the first critical Italian Radical Design exhibition. From 1975 to 1977 he was coordinating secretary for the Visual-Architecture Arts Section at the Biennale in Venice. In 1979/80 he was in charge of the "Raccolta del Design" section at the Triennale in Milan. He designed architectures, retail areas, layouts, environments and objects for well-known international design companies such as Cappellini, Danese, Artemide, Kartell and FontanaArte. His lamp "On Off" designed for Luceplan is in the permanent design collection at the MOMA in New York. From 2001 to 2011 he has been art director of Barovier&Toso. Among his most significant architecture works there are the project for the interiors of the Humanitas Hospital in Milan, 1996, the head offices of the Fondazione Gianfranco Ferrè, 1998, and the headquarters of the company Techint, 1999. He taught at the Faculty of Architecture at the University of Pescara, at NABA and at IED in Milan, where he was responsible of the Architecture Department from 1996 to 1998.



Michele Reginaldi

In 1982 he graduated from IUAV in Venice. After graduation he moved to Milan where he has been living and working since. Collaborator of the architectural firm Gregotti Associati, he became an associate in 1990 and then partner in 1998. In 1982 he opened in Milan his Quattroassociati office and in 2012 the RDY MilanoShanghai Architecture Studio. His design activity is well documented in the various books and several magazines dedicated to his two Milanese design studios. His practice as a visual and plastic artist, that he developed since the 80s in parallel to his profession as an architect, is documented in three books published by Bolis Edizioni.



Attilio Stocchi

He graduated in 1991 in architecture at Politecnico of Milan with Vittoriano Viganò. He lives and works in Milan. His design work relates to experimental research in which speech and shade are fragments in the construction of architecture. Among the open spaces realized there is Viridis (2006) Mention of Honour "Spaces and Public Infrastructures in 2009" in the Gold Medal of the Italian Architecture. Among the metamorphosis of the monuments Librociclo for the Salone del Mobile 2012, mention of honour in Settings in the Gold Medal Triennale 2015. Among the interiors Trafitta (2002); Loft Federico Motta publishers (2003). Among the parks and gardens, ParcoLumen (2011) mention of honour Parks and Gardens 2012 at the Gold Medal of Italian Architecture. Among the Settings Attesa (2010) for the Italian Pavillion at the XXII Biennial of Architecture in Venice and Stadia (2015) for the Exhibition "EX_PO. Milan and its distance" at the Triennale in Milan. Attilio Stocchi built numerous places of art and environmental systems among which Bulbo (2008), Vergilius d'Oro Electa 2008 prize and mention of honour Culture/Free Time 2009 in the Gold Medal of Italian Architecture. He created and projected the Opening Event for the Salone Internazionale del Mobile 2015: "Favilla. Ogni luce una voce". In 2016 for the XXI Triennale he projected the Milano Pavillion Vermiglia and the Superintendence Pavillion Umbracula. In 2017 he realized Muse at Palazzo Reale for Museocity Milano.



Cino Zucchi

Born in Milano in 1955, Cino Zucchi earned a B.S.A.D. at the Massachusetts Institute of Technology (Cambridge, Mass.) in 1978 and a degree in Architecture at the Politecnico di Milano in 1979, where he is currently Chair Professor of Architectural and Urban Design. He has been Visiting Professor at the Harvard Graduate School of Design in 2013, he is regularly invited to give lectures and sits on architectural juries both in Italy and abroad. He is the author of the books "L'architettura dei cortili milanesi 1535-1706" (Electa 1989) and "Asnago e Vender. Architetture e progetti 1925-1970" (Skira 1999). In 2014 he has been the curator of the Italian Pavilion at the 14th edition of the Architecture Biennale in Venice while at present he is a member of the scientific committee of the XXI Triennale and the president of the Jury of the European Union Prize for Contemporary Architecture – Mies van der Rohe Award. Together with his studio CZA, he has designed and realized many industrial, commercial, residential and public buildings, public spaces, master plans and renewals of industrial and historical areas at national and international level. Among others, the masterplan for the Keski Pasila area in Helsinki, the Salewa Headquarters in Bozen, the new Lavazza offices and the renovation and expansion of the MAUTO Museum in Turin.

Collection 2018

Stefano Boeri

Gravità

(Coming soon...)

Pierluigi Cerri

Arachide / ceiling, table, floor

Presbitero / floor

Michele De Lucchi

Equilibrio media / table

Equilibrio piccola / table

Carlo Guglielmi

Luna tonda / ceiling

Luna quadra / ceiling

Benedetta Miralles

Tagliabue

Kate / wall, floor

Parisotto + Formenton

Architetti

Pillola / table

Pillolina / table

Park Associati

Servoluce

/ pendant, table, floor

Daniela Puppa

Etoile / ceiling, table

Franco Raggi

Newton / pendant

Trilite / table

Michele Reginaldi

Badessa / floor

Ginevra / floor

Attilio Stocchi

Pleadi

(Coming soon...)

Cino Zucchi

Stick / floor

