

LONGO PALMARINI

A R C H I T E C T U R E



Pictures: Black & White. Questions and Answers. Words and Thoughts. Ethic and Esthetic. Yesterday and Tomorrow. Job and Life. A Movie
Projects: Baie Marquet, Six Senses Residence, Residential Building, Private Villa, Mouille Point, Le Patio Marketing Suite
References: Carlo Scarpa, Aires Mateus, Ludwig Mies Van Der Rohe, Luis Barragàn, Franco Albini, Adalberto Libera, Renzo Piano

LPA STUDIO IS A RENOVATED POST-INDUSTRIAL PENTHOUSE IN THE ISOLA DISTRICT OF MILAN, 2400 M2 ON THREE FLOORS: A STUNNING VIEW OVER THE RAILWAY, THE PARK, THE NEW CITY SKYLINE AND THE BRICK CHIMNEY OF THE INDUSTRIAL COMPOUND.

GIOVANNI LONGO AND ALESSANDRO PALMARINI ARE TWO 46-YEAR-OLD MILANESE ARCHITECTS WHO HAVE BEEN “SINCE EVER FRIENDS”, AND FINALLY FOUNDED LPA TOGETHER. GIOVANNI, THE RIGOROUS AND DECISIVE TYPE, ALESSANDRO, MORE ECCENTRIC AND OUTGOING. TWO COMPLEMENTARY PEOPLE, SLIGHTLY DISHEVELED FROM TIME TO TIME, WITHOUT EVER LOSING THEIR TOUCH, INCLUDING THEIR FRENCH R. THEY CAN BE SERIOUS, RESPONSIBLE, SCRUPULOUS AND PRACTICAL AS WELL AS PASSIONATE, IRONIC AND VERY POSITIVE. THEIR SPECIFIC UNDERTAKING IS TO WORK ON PROJECTS WHICH PERFECTLY SATISFY THEIR CLIENTS’ NEEDS. THEY WORK ON BOTH INTERIORS AND EXTERIORS, USING AN EXTREMELY FOCUSED APPROACH, TERRIFICALLY HUMAN.

THEY QUOTE ERNESTO ROGERS, THE MILANESE ARCHITECT: “AN ARCHITECT SHOULD TAKE CARE OF EVERYTHING FROM THE SPOON TO THE CITY”. GIOVANNI IS THE PROJECT DESIGNER AND ALESSANDRO IS THE PROJECT MANAGER. GIOVANNI LOVES GREY AND BLUE, HE DOESN’T LIKE TO SHOW OFF, HE DOESN’T TALK MUCH BUT PROPERLY, HE IS VERY SKILLFUL WHEN IT COMES TO THE TECHNICALITIES OF HIS WORK. HE IS AN EASY-GOING KIND OF PERSON, WHO CARES MORE ABOUT THE MEANING OF THINGS THAN HOW THEY LOOK. IN CONTRAST, ALESSANDRO LIKES TO SHOW OFF, HE WEARS SOPHISTICATED CLOTHES, HE IS ELEGANT BUT NEVER PREDICTABLE. HE CAN BE VERY ENTERTAINING, IN FOUR DIFFERENT LANGUAGES, INCLUDING ITALIAN, AND SHOWS HOW CULTIVATED HE IS BY USING SPECIFIC WORDS. ENTERTAINING HIS CUSTOMERS IN THE NICEST POSSIBLE WAY, IS THE WAY TO UNDERSTAND THEIR NEEDS, TASTES AND DESIRES.

THEY ARE A WINNING TEAM READY TO EXPAND IN ORDER TO GAIN FURTHER EXPOSURE AND CONSOLIDATE THEIR BRAND IDENTITY. THEIR CONFIDENT ATTITUDE TOWARDS THE FUTURE IS PLEASANT AND SURPRISING BUT THIS ALONE IS NOT ENOUGH TO EMERGE IN COMPETITIVE MILAN.

THAT IS WHY MESSRS. LONGO AND PALMARINI HAVE DECIDED TO WORK ON THEIR IMAGE BY BOLDLY CHOOSING A PECULIAR AND UNUSUAL COMMUNICATION TOOL.

AN EXTRA-LARGE COMPANY JOURNAL ABOUT **LPA** AND ITS CREW: IMAGES AND WORDS DEPICT THE PEOPLE, THE IDEAS, THE REFERENCES AND THE PROJECTS, RESULTING IN A OVERSIZE PAPER JOURNAL, INSPIRED BY THE “**EGOISTE**”, A CLASSIC OF ITS TYPE, FOUNDED IN THE 80’S. DESPITE ITS CLOSURE IN 2015, IT HAS GONE ON TO BECOME A COLLECTOR’S ITEM. THIS COMPANY BROADSHEET WILL BE PRESENTED THIS COMING **OCTOBER** TO THE INTERNATIONAL ARCHITECTURAL COMMUNITY AS A TRIBUTE TO **NICOLE WISNIAK**, WHO LAUNCHED AND DIRECTED A NEWSPAPER ACKNOWLEDGED TO BE A PRODUCT OF EXCELLENCE: THE B/W LAYOUT, THE STRONG IMAGES, THE QUALITY OF THE WRITING AND THE ELEGANT GRAPHICS.

A QUEST FOR BEAUTY, A TRIBUTE TO A MAESTRO OR PURE ARROGANCE? THE ONLY CERTAINTY IS THAT THIS JOURNAL SHOWS CARE FOR QUALITY.



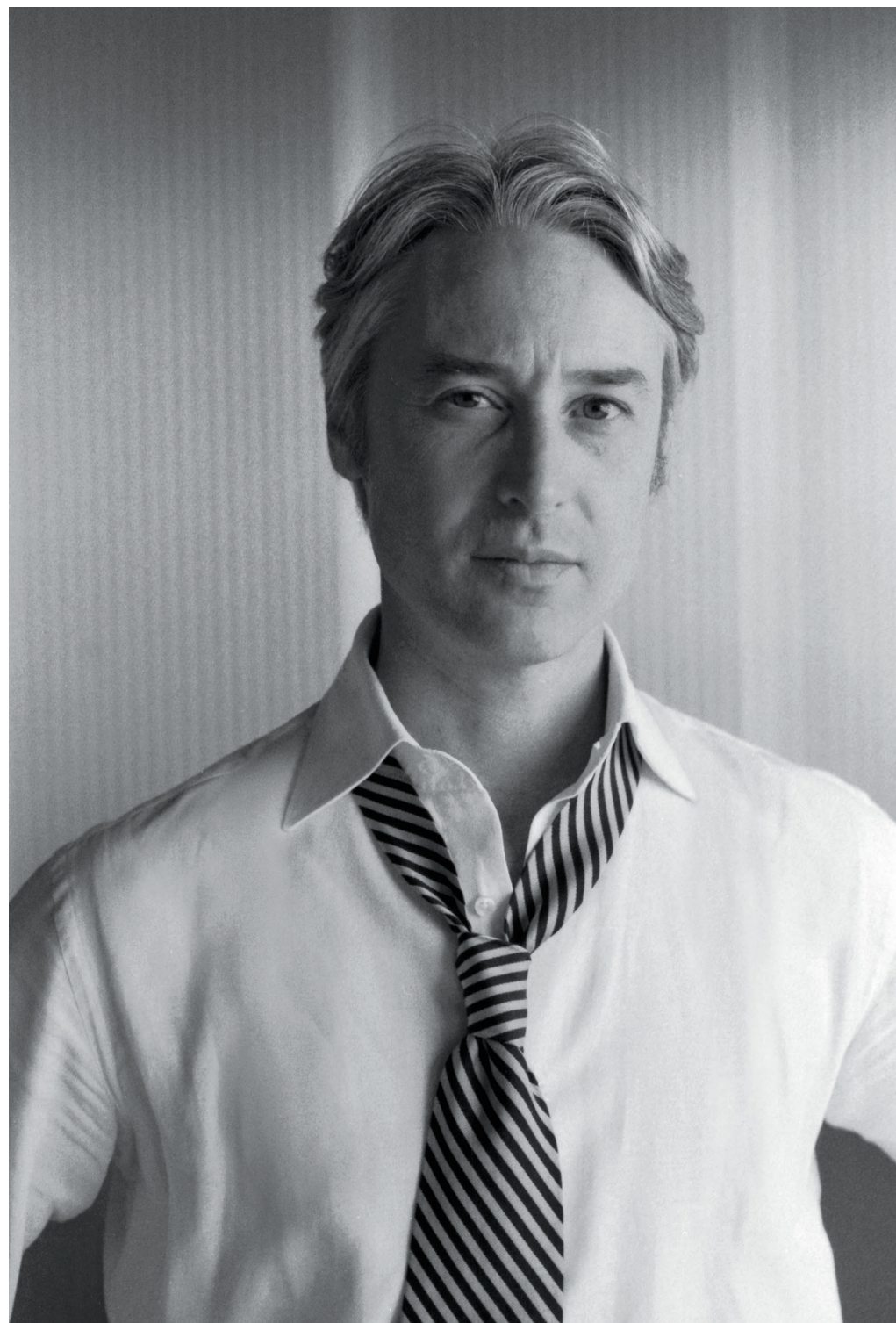


1. How would you define yourself? As a man, a professional, a son, a father, a husband, a partner, a friend.

Giovanni. I am tolerant, persistent and open to new ideas, even when they come from my children. I've got two children and it is an incredible challenge. I try to be a good person and maybe this is why Alessandro and I have been working together for such a long time. I am not over ambitious, although I enjoy achieving good results and producing quality work: quality is very important to me.

Alessandro. I am outgoing, curious about anything or anyone, I love open air activities, sports, the speed of life, which is why I became an architect in the first place. Being an architect is predominantly about thinking, but there's a lot of physical work as well. I think people like me because of my positive attitude, despite the fact I am not so reliable when it comes to relationships. As a partner, I try to be someone with whom you can talk things through, even if it means arguing a little: I am not a black or white sort of person.

Giovanni and I have been friends forever, but we haven't always seen eye to eye on how to manage our firm: if a problem presents itself, I would rather take it slowly and see what happens, because of the way I was taught to handle projects, whereas Giovanni is quite the opposite and he tends to rush into things and forestall any possible inconveniences. Maybe we are complementary. I am impulsive, I play by instinct and often I am uncompromising. I like it when new projects begin, but I am not too happy when they become all about details and precision, almost engineer-like, but I immensely value building up a good relationship with the customer.



2. What is it you value the most in a man and a woman.

Giovanni. Surely coherence. Although I think it is very important for a woman to be elegant.

Alessandro. Honesty above all. I expect a man to be altruistic, generous, open minded and a woman to be sweet, smart, understanding.

3. Name your worst defect.

Giovanni. I am too stubborn and pushy. Sometimes I can be so willful I lose track of reality and people stop following me.

Alessandro. I tend to trust my instinct and I can lose my temper sometimes. I hate injustice and I can overreact when I witness it.

4. Which comes first, personal life or work?

Giovanni. Architecture is my life and my lifestyle. Anywhere I go, anything I see, becomes

part of my work. I love what I do and I couldn't imagine my life otherwise.

Alessandro. Personal life, always.

5. How many hours a week do you work?

Giovanni. How many hours do I work? You may as well ask me how many hours I take off? Or how many hours I sleep? I can't really answer any of those questions because I don't make distinctions in my daily activities. It is all part of my life.

Alessandro. I work approximately 45 hours a week, which is not bad considering that I am self employed.

6. Why architecture?

Giovanni. It is an all-round discipline: it helps live life to the full, both intellectually, historically and socially. It is a discipline that exists only when applied and for it to be executed many different people must work together. Unlike a sculptor or a painter, who has only to account for his work of art, an architect must compromise and take the best out of the people who are helping him make his thoughts become real. Today's architect has to be like a professional football team coach, conveying creativity and functional solutions. LPA now is running for playing in "Premier League". For someone like me, this is a discipline which never bores me. So, definitely architecture.

Alessandro. I was looking for something I could do and that would give me constant feedback. I didn't want to get lost in my thoughts and I knew I wanted something practical to do. I wasn't sure whether I wanted to become a doctor or an architect, but in the end I decided not to fool myself and I acknowledged the fact that I wasn't a diligent student. Architecture allows room for mistakes and creativity, which medicine doesn't.

*TODAY'S
ARCHITECT
HAS TO BE
THE LEADER
AND THE
CO-ORDINATOR
OF A TEAM OF
PROFESSIONALS
CONVEYING
CREATIVITY
AND
FUNCTIONAL
SOLUTIONS
AT THE SAME
TIME*

THURSDAY 5TH MAY, 10 AM. ALL AT WORK FOR THE MAKING OF THE COMPANY JOURNAL. THE SHOOTING BEGINS. OUR TWO ARCHITECTS ARE READY, WELL-GROOMED AND WEARING TIES. THEY AREN'T LOOSENING UP, THEY'RE A BIT STIFF. NOW SOMEONE HAS PUT ON A BIT OF MUSIC, A FEW JOKES ARE CRACKED AND FINALLY THE ATMOSPHERE BECOMES SLIGHTLY MORE RELAXED. THEY CONTINUE WITH THE JOKES WHILE THE SHOOTING BEGINS AND SO IT GOES ON FOR A COUPLE MORE HOURS. PICTURES ARE TAKEN OF THE TWO MEN ALONE, THEN TOGETHER AND THEN WITH THEIR WORK MATES; SOME ARE CLOSE-UPS SOME ARE FULL LENGTH. THE PARTICIPANTS ARE GIOVANNI LONGO (ARCHITECT), ALESSANDRO PALMARINI (ARCHITECT), ALBERTO FACCHETTI (ARCHITECT) AND FIVE JUNIORS, ARCHITECTS AND INTERIOR DESIGNERS. BENIAMINO BARRESE (PHOTOGRAPHER AND FILM MAKER) IS BEHIND THE CAMERA AND ANDREA LEHNER (BENIAMINO'S ASSISTANT) IS HELPING OUT. WE COULDN'T HAVE DONE MUCH TODAY WITHOUT ROBERTO RAISONI (PHOTGRAPHER), WHO WORKS DOWNSTAIRS, AT OVERSTUDIO MILANO, TEMPORARY LOCATION COMPANY, KNOWS EVERYBODY AT LPA AND IS TAKING BACKSTAGE PHOTOS.

However, I am still very passionate about biology and the human body fascinates me. Architecture is more and more the result of a team work. The “principal” has to act as football team director, working on creativity and consistency. LPA has the mission to become a player in the “Premier League”.

7. Which University did you go to?

Giovanni. I read architecture at the Politecnico in Milan and it was an easy choice, because I felt lucky to have such a well-known school in my own city. To be honest, at that time I didn't really know what to do with my life and I was fortunate enough to make the right choice for the wrong reasons.

Alessandro. When I finished high school, three of my friends and I decided to go to the Politecnico. It was great experience especially because in those days the Politecnico was less institutionalized than it is today. It was a very instructive period of my life from the professional point of view, thanks to the school's strong vocation related to the Italian Rationalistic period.

8. How long have you been partners? And why?

Giovanni. Alessandro and I go back a long way and we consider ourselves friends before business partners. We went to school together and

we had lots of fun writing our final papers together in post - Ceausescu Bucharest. Why did I choose him as my partner? Because he resembles me physically and people take him for my brother. Still, we are so different we complete each other. I am lacking in some aspects of my character, Alessandro is able to help me make up for them.

Alessandro. Giovanni and I are partners and we have been since we were 14. We have been working together for 16 years and been partners at LPA for the past 6.

9. Who are your role models?

Giovanni. I don't have any. As I said, I am not over-ambitious and therefore I don't look at others as models. There are many people I admire, even clients I have learnt a lot from who I enjoy spending quality time with, but I believe role models are like superheroes, let's mention Valentino Rossi: we looked up to them as children to transpose ourselves to a different reality. Those days are over for me.

Alessandro. My role model would be Eric Tabarly: navigator, sailor and French military man. One of the most important solo navigators in history, who made his love for the sea his life and who died at sea. A hero to me.

10. Tell me about your favorite literature.

Giovanni. I've read a few of Tiziano Terzani's books and I like reading real life stories, so I often end up reading novels written by journalists telling about their experiences. I like short stories, possibly following the same lead, so that I can read them separately. Unfortunately I don't have much time to read. I recently read a book called “L'Era del Caos” by the Italian journalist Federico Rampini which I found beautiful, contemporary, fascinating.

Alessandro. Stendhal and Hemingway. *The Old Man and the Sea* is one of my favorite novels. I love the sea. I will spend my next life either under water or floating, maybe floating. I love adventure: Joseph Conrad for instance and Patrick O'Brian with “Master and Commander”. Sea stories, telling the boatswain Nostromo's story.

11. Cinema?

Giovanni. I have recently watched “Black Mass” with Johnny Depp and liked it a lot. I find him a great actor, incredibly versatile. French films are my favorite though, more surreal, reflective and with less action.

Alessandro. I am no expert but as an Italian I love Neorealism and so Rossellini, Fellini, De Sica, “Ladri di biciclette”, “Roma città aperta”. I believe this to be the cinema I can relate the best to, but as I said I am no expert in the matter.

12. Who are the women in your lives?

Giovanni. Quite a few, until the day I met the One, Patti, my children's mother and an amazingly patient woman.

Alessandro. Few important ones, maybe not more than two, one girl from high school and my wife. The former was a story of passion, which began at school and lasted all through university and the latter, my wife, was the great love story of my life.

13. Who are the children in your lives?

Giovanni. My beautiful daughters, Sofia and Elettra. The most important people in my life. They can fill dark moments with light.

Alessandro. Children are the most incredible thing in the world, the joyful moment, the blood running through the veins, the happiness a man feels when looking at his creatures.

14. The happiest day in your life?

Giovanni. The day Sofia was born: it was incredible, indescribable, I can still remember the sparkle of a magic dust in the air I would never see again.

Alessandro. Many happy days, together with those who were the women in my life or with my family. Successful moments, both professionally and personally, could be accounted as happy ones, although I have always cared

1.30 PM. EVERYBODY IS PERFECTLY ON TIME, EACH THINKING ABOUT THEIR OWN WORK ISSUES, AND SIX GUYS FROM THE CREW SIT AT A TABLE WITH THEIR TWO BOSSES. EVERY DAY, IN TURNS, TWO OF THE BOYS COOK, THE GIRLS DO THE SHOPPING AND THEY ALL EAT TOGETHER AROUND THE SAME TABLE. EVERY DAY THERE'S A DIFFERENT MENU. FAVORITE DISHES: LEEK SOUP AND SALAD. THERE IS A NICE FRIENDLY FEELING ABOUT IT ALL, EVERYBODY IS HAPPY AND LAUGHING. EVERYBODY HAD TO WRITE AN INTRODUCTORY LETTER ABOUT THEMSELVES AND IT IS IMMEDIATELY CLEAR AS WE READ THEM THAT AT LPA PEOPLE ARE NOT JUST WORKING WITH COLLEAGUES BUT ALSO WITH FRIENDS.

more about the intimate ones, which are the ones I seek and those I miss most right now.

15. The worst day in your life?

Giovanni. When I lost my dog, life and death. His name was Vlad, after Vladimir (Dracula's name), a cute puppy who bit everyone.

Alessandro. It was 1992, when I lost my best friend. I still regret not being there with him, although we should have spent the weekend together. He was friend with Giovanni as well.

16. When was the last time you cried?

Giovanni. Sometimes I get too emotional at the movies, long ago I cried because of some rough moments between friends.

Alessandro. Not too long ago.

17. A gift from Mother Nature you would like to receive?

Giovanni. I would like to play an instrument, but I am useless. It would be a nice simple way to socialize.

Alessandro. I would love to be more self controlled, less instinctive, less irascible. Sometimes I can see that I may seem arrogant because I am driven solely by my intolerance for injustice.

18. What would you change about your body?

Giovanni. Being bowlegged.

Alessandro. I really don't know. It's fine like it is, or I should change it all. All or nothing.

19. Ethics or esthetics?

Giovanni. Ethics. For someone involved in architecture harmony is a priority like esthetics but in itself it is hard to define. You can also say of a woman that she is not beautiful, not harmonic, but still terribly interesting. So esthetics is part of other characteristics. Ethics is fundamental: it can make the world and life work well. Furthermore, if you're truly beautiful inside and you behave ethically, you become esthetically valid.

Alessandro. Ethics always. The esthetic component has clearly an important value but if I must choose among the two, ethics wins.

20. An entrepreneur you admire?

Giovanni. Nobody in particular. Only people that have questioned themselves and have really tried to do something, with or without results. Someone who has reached important results is Del Vecchio from Luxottica, who was born as a "martinitt" and is now one of the most important Italian entrepreneurs.

Alessandro. In the world of finance George Soros, economist and philanthropist, because he intervenes to destabilize political systems in which justice has been badly overlooked. Also, Adriano Olivetti, an enlightened entrepreneur who led his company through innovation and wisely managed his human resources.

21. A powerful man you appreciate?

Giovanni. Leaving politics aside as unethical, I would say the Pope, maybe one of the

most powerful men ever.

Alessandro. Surely Obama who has in his DNA the characteristics to represent what the world should be. Clearly he hasn't had the chance to do everything he wanted as the lobbies that support him are not as forward-looking as he would have liked.

22. The house you would like for yourself?

Giovanni. I'd like a house in Bali open to nature.

Alessandro. I would like my house to be in Provence, in the middle of the green, at a 30-minute bike ride from the sea.

23. A woman you like?

Giovanni. Apart my wife (she might beat me), a South African model or actress. She is called I believe Charlize (Theron ed): clearly very famous, she is blond, very beautiful and probably reminds me of my daughter Sofia, blonde with those blue eyes in which you can get lost. I remember Charlize Theron covered with light, in a perfume advertisement, golden, elegant. It is hard to define elegance but in that case she was elegant, not too covered, able to show herself without showing off as so many people do.

Alessandro. The woman I absolutely like the most is my wife.

24. Your motto?

Giovanni. Keep insisting: it's what I keep telling everybody here at the studio: never give up, keep trying. Life is hard, we must insist.

Alessandro. Today I would say "per aspera ad astra"

(translator's note "To the stars through difficulties").

25. How would you like to die?

Giovanni. Going very fast, dematerializing in the air, in a thousand particles, yes. Certainly dematerializing in the air at an incredible speed.

Alessandro. A sudden death when I am old but not too old, still able to live independently. Possibly looking at a marvelous horizon, in Provence.

26. The most interesting projects?

Giovanni. "A very interesting project on which I worked is one called Provençal, which consisted of turning an Art Deco hotel on the Côte d'Azur, in the town of Cap d'Antibes, into a residential development. The British client asked me to commercialize 56 deluxe apartments and arrange over 1000 square-meters of marketing suites and sample apartments. We delivered the project in a very short time, managing to guarantee the highest quality both in materials and finishing and thus gaining a wide press coverage of more than a hundred articles in international magazines. It was a wonderful challenge to ensure the best quality available in the shortest possible time.

Another project which we were involved in concerned a residential building – once again in France, in Baie Marquet, Montecarlo, Cap D'Ail - with a peculiar history. Before being taken on by our team, the project had been assigned to a French architect, who was later dismissed by an

open minded client. When we came into the picture, the project was still in the early stages and it took him only another 24 months to redesign and deliver. On completion, I went back to the site to take some pictures and by chance I met an old man walking over the wooden footbridge outside the building. He was a retired university professor from Paris who had just moved into one of the apartments to spend the remaining years of his life and he told me that he liked to take a stroll every evening to look at his flat from the outside and rejoice just thinking about his clever investment. This made me very proud”.

Alessandro. “While working on a development in the South of France, I met a khazako client who was later to ask me to work on a project in Weybridge, Surrey, South-West of London. At the time, he was interested in buying one of the apartments I was renovating in what had been, in the 1930s, one of the most blazoned hotels on the Côte d’Azur. Unfortunately for him, he didn’t get round to buying that apartment in the South of France, but he did phone me, about two years later, and asked me to join him in London to work for him on the Weybridge project.

This was originally something the great architect Francis Terry of the London Classical Heritage Architecture Society had been working on and was therefore extremely classical from the architectural point of you. The client asked me to work on the interiors following Feng Shui precepts: a wish which was quite hard to comply with in such a neoclassical



*ARCHITECTURE
AS A SPACE
SHARED
BY HUMAN
BEINGS:
A COMMUNAL
AREA WHERE
SOCIAL
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TO WITHSTAND
CERTAIN RULES
TO GUARANTEE
THE
IMPORTANCE
OF MAN’S LIFE*

building. In order to achieve the best possible result, I was even sent to Malaysia to meet with one of the greatest Feng Shui experts in the world. Despite my fascination with the idea, I soon realized that there would be no way of obtaining the necessary permits back in London to fulfill the client’s needs and the whole project fell through as a consequence. Fortunately, I wasn’t held accountable for any of that and was satisfactorily rewarded from the financial point of view.

The VIP contest in Doha to nominate the firm to create the residence for the new heir to the throne, was an incredible challenge. Being called to

compete against the cream of the cream in the architectural world, was already a great achievement. We worked on a project to develop 100.000 square-meters of land, focusing on Italian contemporary art and using the Great Cretto of Burri in Sicily as our major source of inspiration. We wanted to create an underground city where the real treasure would be the shade. The main theme of the contest was the conservation of water through vegetation and other systems. Our project wasn’t awarded the contract but was nevertheless accepted and we never did find out which of the projects came out on top in the end.

At the moment we are working on a project in Courchevel, in the Haute Savoie, thanks to Cyril Dennis, a dear friend of mine who recently passed away. I admired him and we had been working together from 2005 until his death. This particular project, called Six Senses Residences, Courchevel 1850, France, concerns the design of a Spa for Six Senses, one of the most important luxury wellness-resort developers in the world. This job can be considered a pioneering project in the scenario of Alpine wellness. By the way, I am proud to announce that on October 27th 2016 the developer Promocour 1850 and Cain Hoy Enterprises, together with interior designers LPArchitecture, received the 5 Stars Award at the International Property Award Winners Ceremony Europe 2016, as best residential development”.

5 PM. WE ARE THROUGH WITH THE MAKING OF THE SHORT FILM. EVERYBODY IS IDENTIFYING THEMSELVES ON THE SCREEN AND ARE ENTHUSIASTIC ABOUT WHAT HAS BEEN ACHIEVED. NOW IT’S BACK TO WORK.

DONATA SARTORIO, WHO DEVELOPED THE WHOLE CONCEPT, THANKS EVERYBODY INCLUDING DAVIDE GRESPI, HER MULTITASKING ASSISTANT, WHO FOLLOWED HER LOYALLY AROUND.



Alberto Facchetti, Milan, 20/04/1970, Aries, **architect**.
 1992 Paris Fourcade Studio – 1993/1996 Master in Sustainable Architecture at EPFL in Lausanne – 1996/2002 Studio Facchetti Pagnoni Architetti Milano – 2002/2006 Studio Anna Giorgi Milano – 2006/2008 SABA Engineering Milano – 2008/today Studio A + LPA Milano (starting as an apprentice to then becoming project manager).
 I like working at LPA, with an atmosphere which is both nicely challenging and seriously engaging. I am project manager and I am in charge of all the firm’s projects in France. In ten years I see myself in a spiritual retreat somewhere in Tuscany, living in an old farmhouse renovated by me.



Silvia Lattanzi, Todi (PG), 19/02/76, Aquarius, **architect**.
 I have worked in various firms in Milan and Paris and I have focused on restoration, after gaining a master in Restoration and Consolidation of Monumental and Historical Buildings.
 I care the inside architecture of the new building La Petite Afrique in Monaco and the Six Senses SPA in Couchevel 1850. I like the every-day friendly atmosphere at LPA and the fact that we work abroad a lot, especially in France.
 I see myself in ten years living in Avignon with my family.



Claudio Carlini, 28/05/86, Frascati (RM), Gemini, **architect/visualiser**.
 I have worked as an architect at MCA Mario Cucinella Architects in Bologna, at VAS Studio in Vilnius (Lituania), at Studio 12 in Lucerne (Switzerland) and at Studio DC 10 in Milan. I like working at LPA because I have the chance to learn a lot when working on a project which ranges from the demolition of an old building to the creation of a new construction site and the delivery of the newly finished building. I am still working on such a project today, while helping designing Villa Lindi in Cannes as well. My dream in the ten years is launching my own firm and being at work on projects which are today only magnificent ideas. I don’t really mind where they are.



Francesca Meregalli, Desio (MB) in 1982, Zodiac cusp Taurus and Gemini, **interior designer**.
 Interior designer at Studio Dordoni Architetti Milano, Graphic designer at Mellina Corti Studio Milano. I like working with competent and lively professionals who are dedicated to innovative projects and who help me grow professionally. I work on projects from scratch: from the concept to the idea and the definition of the smallest finishing details. Now I am working on Mouille Point in Cape Town and Villa Lou, Vallauris, in French Riviera. I am in charge of all the graphic work at LPA and I also nourish my colleagues providing them with food and cooking some delicious titbits. I see myself in ten years on the moon. Like the Emperor Hadrian once said “Anywhere I go, even on the moon, I will find something I can do”.



Fabio Bozzetti, Milano, 1986, Taurus, **Interior designer**.
 I worked for six years in studiodelboca, one year with Arch. Giampiero Panepinto, for some time now I have been working on individual residential,commercial and graphical projects and web designing. At LPA I have found stimulating projects with the chance to follow them from a to z and a friendly atmosphere. I work in the project team of the Six Senses Spa in Courchevel, on the real-estate development in Cape Town, on the Opio Villa Lou in French Riviera and on the Petite Afrique triplex in Montecarlo. I am in charge of doing research at the beginning, of developing the concept and I take care of the layout, and images. I sometimes also do some more architectural drawings rich in details and ready for use. I see myself in ten years still thinking, analyzing, designing, creating.



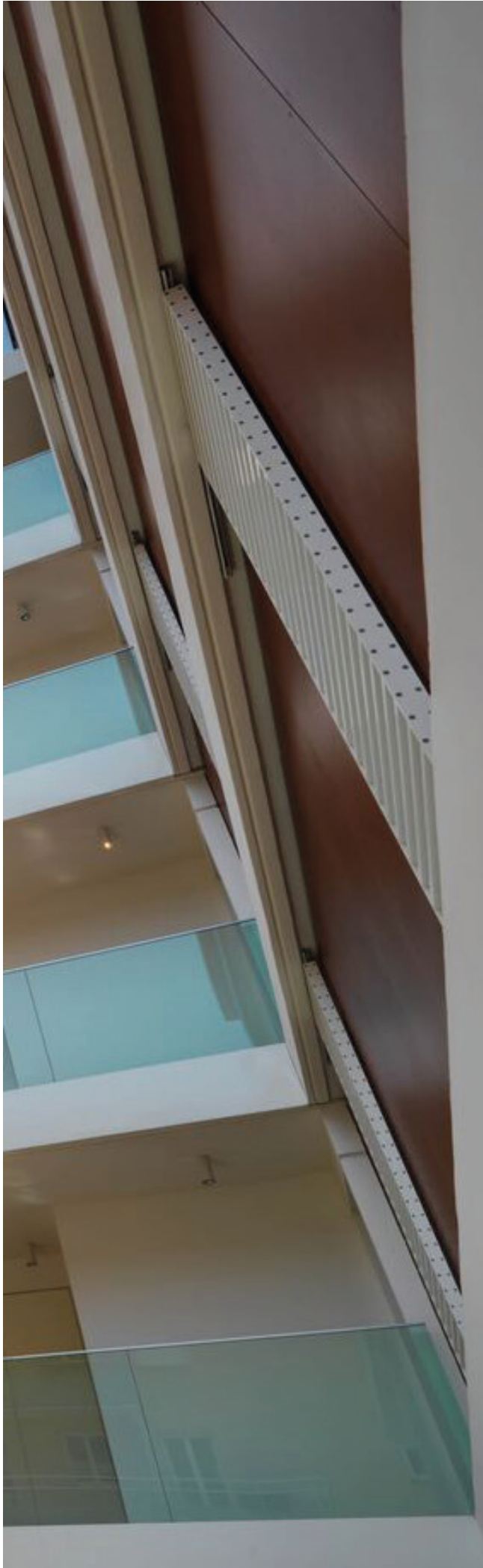
Silvia Puglisi, 24/05/1984, Desio (MB), Gemini rising Libra, **architect**.
 Experiences: Degli Esposti Architetti Politecnico di Milano: *Diagnostic Laboratory for Conservation and Reuse of Cultural Heritage* -internship in excavation site in Turkey-. I like working at LPA because of the friendly atmospheret and the opportunity to grow professionally and take part in projects in all their stages. I am working in Cannes on the Villa Lindi project in Cannes, in Cap d’Ail on the Origami Building and I work for Zanichelli Editore Spa for their private real estate. I follow every aspect of the project and I do the grocery shopping, too, with Francesca and Silvia Lattanzi on Fridays. I see myself in ten years better at my job without having lost the drive and the love have for it.





BAIE MARQUET, CAP D'AIL - NICE, FRANCE





TYPE OF PROJECT:
NEW DEVELOPMENT
SIZE DATA:
5000 SQM,
27 APARTS
5 STOREYS
4 BASEMENT
PROJECT COMMENCEMENT:
03/2009 - EXECUTED
CLIENT:
PIZZAROTTI
CÔTE D'AZUR -ENGECO
MATERIALS:
RUSTED STEEL,
VERTICAL GARDEN,
LOCALS' STONES,
WATER,
MINERALIZED WOOD





SIX SENSES RESIDENCE
COURCHEVEL 1850, FRANCE

TYPE OF PROJECT:
ALPINE SERVICED
APARTMENT CONDO
SIZE DATA:
7000 SQM
PROJECT COMMENCEMENT:
2014
UNDER CONSTRUCTION
CLIENT:
PROMOCOUR 1850





MATERIALS:
ROSEWOOD,
BRAIDED LEATHER,
SUEDE,
HORSE LEATHER,
EMPERADOR MARBLE,
BRUSHED BRASS



RESIDENTIAL BUILDING, *PAULLO, ITALIA*





TYPE OF PROJECT:
RESIDENTIAL CONDO

SIZE DATA:

1000 SQM,

8 APARTS + RETAILS

PROJECT COMMENCEMENT:

2003 - EXECUTED

CLIENT:

DANTE SRL

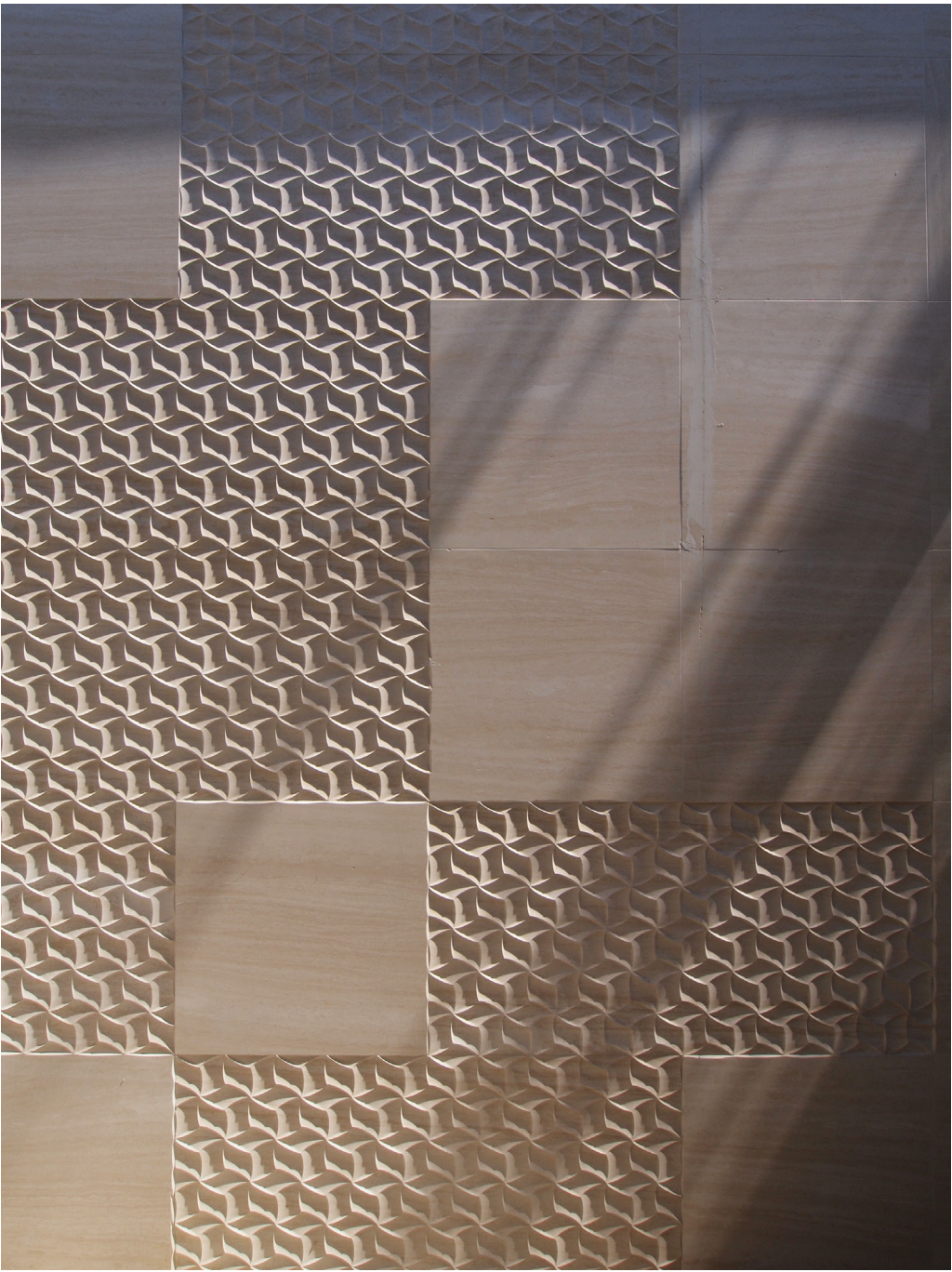
MATERIALS:

IRON,

BOTTICINO MARBLE,

LEBANON CEDAR,

GLASS



PRIVATE VILLA, *ALASSIO, ITALIA*



TYPE OF PROJECT:
PRIVATE VILLA
SIZE DATA:
100 SQM
PROJECT COMMENCEMENT:
2010 - EXECUTED
CLIENT:
PRIVATE
MATERIALS:
LOCAL STONES IN PIECES,
RUSTED STEEL,
LIMESTONE,
GREY MARBLE





MOUILLE POINT
CAPETOWN, SOUTH AFRICA



TYPE OF PROJECT:
LUXURY RESIDENTIAL
SIZE DATA:
2500 SQM
PROJECT COMMENCEMENT:
2014
UNDER CONSTRUCTION
CLIENT:
GREGGALEIGHK (PTY) LTD
MATERIALS:
AMANI MARBLE,
MARFIL MARBLE,
LIMESTONE,
ROSEWOOD,
EBONY, WALNUT WOOD,
LEATHER,
BRUSHED BRASS,
NICKEL, STEEL,
SMOKED GLASS,
STOPSOL GLASS



TYPE OF PROJECT:
MARKETING SUITE
SIZE DATA:
2000 SQM
PROJECT COMMENCEMENT:
11/2007 - EXECUTED
CLIENT:
PROVENCAL INVESTMENTS S.A.
MATERIALS:
ONYX, WATER,
METAL, SMOKED GLASS,
STOPSOL GLASS,
MIRROR GLASS,
GOLD LEAF





LE PATIO MARKETING SUITE
CAP D'ANTIBES, FRANCE

WHO DID THEY LEARN FROM?

Giovanni Longo has always looked for inspiration in the work of Renzo Piano, whom he admires immensely.

“Renzo Piano is first of all an Italian, whose creativity has never undermined his pragmatism. He is the author of masterpieces such as The Shard, which is probably the most important project carried out in London in the last few years. Everyone likes the Shard, both Brits and non-Brits, which is rare in a place like London where architects like Norman Foster and Zaha Hadid have dominated for years. He is not only a great artist, but also someone extremely human. He is open to younger people and he is definitely an example to be followed. I should name Carlo Scarpa as well and the incredible job he did for Olivetti”.

Architect **Alessandro Palmarini's** work is often inspired by Italian rationalism. “In my work, I often refer to Marcello Piacentini, Adalberto Libera and in particular to Franco Albini, both as an architect and as designer. Of course I often think about the work of the big international names in architecture like Mies Van Der Rohe or Frank Lloyd Wright, who freely revisited the precepts of architecture. The so called Portuguese School has been very important to the architects of my generation: Alvaro Siza, Eduardo Souto de Moura and Aires Mateus. All these architects were able to combine surfaces and their composition with a skilful way of defining interiors. Luis Barragàn, Mexican architect, is my model when it comes to using colors and doing architectural compositions”.

Concept: Donata Sartorio
Art Direction: Roberto Da Pozzo
Foto e video: Beniamino Barrese



1 Carlo Scarpa

*Olivetti Store,
Venece, 1958*

2 Aires Mateus

*Alcàcer do Sal,
Portugal, 2010*

3 Ludwig Mies

*Van Der Rohe
German Pavilion EXPO
Barcelona, 1929*

4 Luis Barragàn,
*Satellite Towers,
Mexico City, Mexico, 1958*

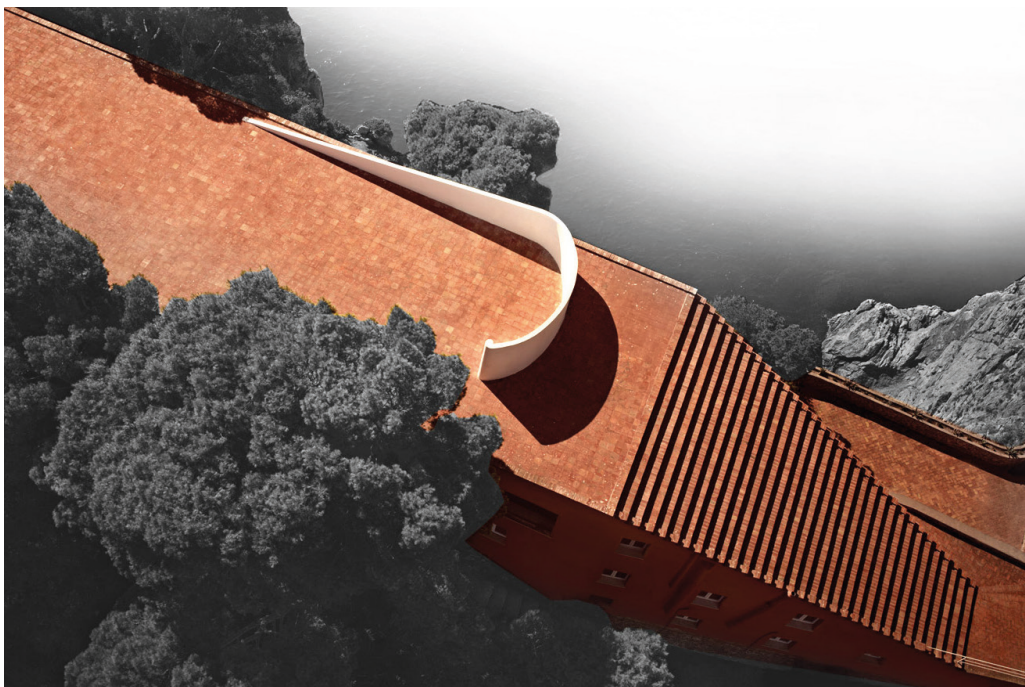
5 Franco Albini
La Rinascente, Rome, 1961

6 Adalberto Libera
Villa Malaparte, Capri, 1943

7 Renzo Piano
The Shard, London, 2012

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PRIVATE VILLA, *ALASSIO, ITALIA*

