Flexform Flagship Store, Via Moscova 33

Milan, Italy

Lindner



Lindner

Project Description

Coinciding with the start of the sixtieth Salone del Mobile 2022 in Milan – the world's leading furniture fair – the new Flexform Milan furnishing store was opened at Via della Moscova 33. The showroom in Milan city centre was designed as a flexible and reconfigurable showroom that offers an all-round insight into the furnishings and style of the Italian premium furniture brand Flexform.

ACPV ARCHITECTS Antonio Citterio Patrica Viel was responsible for the design of the project. The architecture studio has come up with an innovative concept for a particularly flexible space that is easily transformable and aims to offer an authentic and immersive brand experience. The 800-m² showroom space spreads over two floors with large window fronts that dialogue with the urban landscape. Beyond the entrance threshold, the space opens up to visitors like a tour, presenting all the novelties of the 2022 collection.

To allow the furniture and furnishings from Flexform to unfold their full effect, simple yet modern system products were required. Lindner therefore supplied the suspended ceiling system LMD expanded metal in the deep matt powder coating MOODline in the colour lava grey with a colour-matched and supporting metal substructure for the integration of lighting and other systems (e.g. curtains, displays, flags,...). The ceiling impresses not only with timeless elegance, but also with maximum functionality regarding load-bearing capacity and revision options.

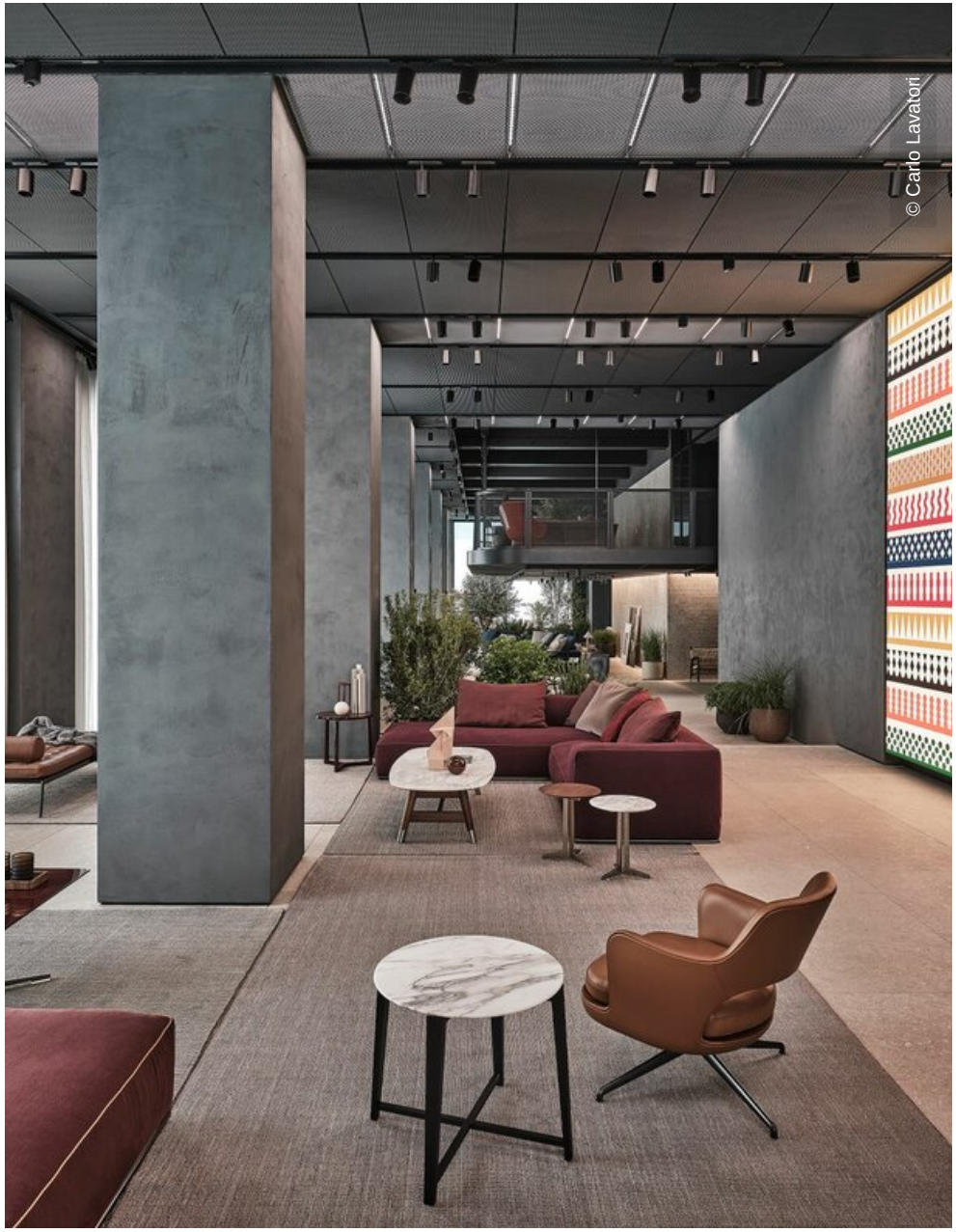
General

Building Type	Exhibition
Company Division	Lindner SE I Interior Product Supply
Completition	2022
Architect	ANTONIO CITTERIO PATRICIA VIEL
Client	Flexform S.p.A.

Completed Works

- **Ceilings**

  Heated and Chilled Expanded Metal Ceilings
  Plafotherm® St 213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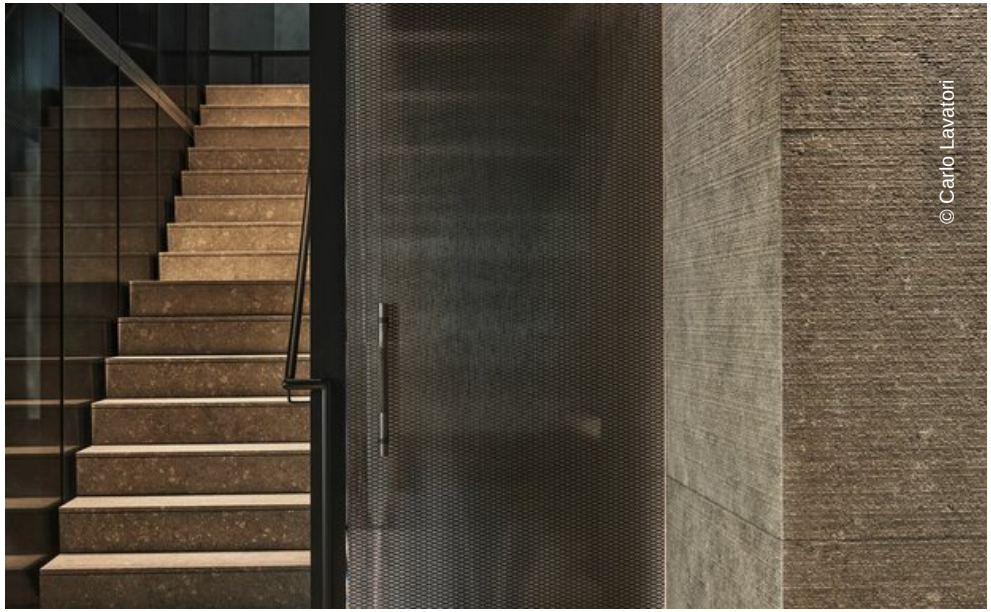
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