

**PLACES: spatial design and interaction
with people, time and technology.
Lualdi encourages discussion about the function
of everyday living spaces and the role of design**

Milan, 11 July 2023

Lualdi, which has always followed the evolution of design and architecture, and not strictly in terms of aesthetics and function, has witnessed a profound shift in the way spaces are being designed, with a greater emphasis on the interaction between people and the places where they live and work.

A physiological change dictated by several enabling factors. Accessible technology, a focus on personal well-being, environmental awareness, and dialogue with the context.

In this new scenario, the designer's work must examine several variables also tied in with social and relational changes.

Lualdi seeks to further explore these themes by involving architects, designers and multidisciplinary figures able to offer different perspectives and approaches to create a discussion rich in unorthodox ideas.

Four talks that offer a broad overview of the relationship between people and places, exploring different aspects of space design, thanks to multidisciplinary panels of experts who will enrich the discussion with different perspectives and approaches.

Starting with a case study, each appointment at the Milan showroom at Foro Buonaparte 74 addresses a specific aspect of everyday life, stimulating a debate that leads to new reflections, moderated by Marina Jonna, architect and journalist.

But has the way of designing residential spaces really changed?

The answer should be sought in the difference between the ideas of "inhabiting in a place" and "being in a place". People inhabit spaces; objects are there and undoubtedly help in the interaction and create empathy with places.

The second meeting of the PLACES series investigates **PLACES OF LIVING** and the relationship between domestic spaces, people, time and technology

The case study for this event is Torre Milano, the project by Studio Beretta Associati, developed by Impresa Rusconi, which for over a century has been committed to building residential buildings designed to fit those who will live in them.

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Central, liveable and hyper-connected, Torre Milano is located between Isola and Maggiolina, not far away from Porta Nuova, actively contributing to major urban transformations and defining an idea of "home" that goes beyond the spatial boundary of the threshold. Places of living are no longer limited to traditional domestic spaces, but extend to a series of interconnected areas. New modern homes are no longer simple dwellings, but social and cultural "hubs".

According to Architect Gianmaria Beretta, "the house represents those who live in it. There are many ways of designing living, but they all have to start from the plan and functions of the space and then reach a project and a story that integrate and enrich the urban context aesthetically".

In fact, the needs and functions required have not changed so radically and we must try to accommodate them, with as little waste of space as possible.

The design inspiration comes from the Milanese rationalist current between the 1950s and 1960s. In addition to complete integration with a voice control system, the design innovation lies in the interplay between the individual units to allow the insertion of a very bright double-height living area, achieved with height difference in the slab. This, together with the projecting volumes resulting from the construction of the kitchen area, has created a pleasant movement of the façade, decorated with stoneware slabs designed to confer harmony.

The common areas are entrusted with the narrative of both functions and materials: a swimming pool with a relaxation area, a gym, a coworking area, a panoramic viewpoint overlooking the city.

This rigid approach to the project was only possible thanks to the flexibility of the developer who was able to build a sustainable business model.

However, it is necessary to dispel some false myths.

In fact, we speak of flexibility in reference to space, which by its very nature has defined boundaries. This feature is entrusted to partners such as Lualdi who, through partitions and custom systems, will interpret the internal layout.

The topic of technology also deserves consideration. What may be state-of-the-art at the time of the design, may be outdated at the time of construction.

Engineer Stefano Rusconi concludes: "The changes and the regulatory and material cost variables, which have taken over since 2020, have launched a challenge to operators, designers and the supply chain, who will have to identify new innovative and sustainable models."

The next meetings will be dedicated to:

HOSPITALITY PLACES OCTOBER 2023

the relationship between physical space and the guest's experience

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WORK PLACES NOVEMBER 2023

the relationship between physical space, production and personal well-being

INSTAGRAM

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LUALDI company profile

Founded in 1859 as a carpentry shop, Lualdi is an illustrious Italian design company specialising in interior doors, custom furniture and contract furniture, now managed by the fourth generation of the founding family. Its industrial turning point came about in the 1960s thank to a collaboration with some of Milan's foremost architects at the time. With showrooms in Milan, New York and Miami, the company currently collaborates with some of the world's most renowned architects and enjoys international acclaim. The company's core values are product and processing quality, with skilled manufacture that combines artisan tradition with the most sophisticated aspects of industrial production. Social responsibility is one of the cornerstones of its philosophy and daily commitment to protecting the environment. Its socially and ecologically sustainable use of materials and resources has led to it becoming an FSC®-certified company.

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