

PRO FILE



MIGLIORE + SERVETTO
ARCHITECTS

Ico Migliore and Mara Servetto, co-founders of Migliore + Servetto Architetti Associati, create, together with an international team of architects and designers, projects on various scales: **from architecture to urban design, from interiors to communication**, where places are interpreted as **active interfaces, tools of elective communication between companies / institutions and the public.**

Among the numerous awards received, in 2008 they were awarded with the prestigious **XXI ADI Compasso D'Oro** for the urban design project "Look of the City" for **Torino 2006 Winter Olympic Games** with Italo Lupi, with more than 250 urban installations and the corporate image of the city.

Migliore+Servetto Architetti Associati studio designed the permanent exhibition of the **Chopin Muzeum**, opened in Warsaw in March 2010. The project is the result of an international competition held under the patronage of the Minister of Culture and National Heritage won by the studio in 2008.

Together with Italo Lupi, they conceived a new communication graphic design and a specific urban dress for the **150th Anniversary of Italy's unification** of Torino together with the bright installation of white, red and green light on the **Mole Antonelliana** becomes a strong resumptive symbol (with Philips).

On the occasion of **Expo 2015** they have been commissioned, with Italo Lupi, to conceive an urban installation representing the Nations that joined the international event.

Among the recent projects, Ico Migliore and Mara Servetto designed the **Savings Museum** for Intesa Sanpaolo Bank, the concept store "**Experience Space**" for Bticino in Milan, the exhibition layout, coordinated image and catalogue graphics of the great itinerant retrospective "**Coats! Max Mara 55 Years of Italian Fashion**", in Berlin 2006, Tokyo 2007, Beijing 2008 and Moscow 2011 for the 60th anniversary.

For their research, they have been invited to participate in exhibitions and competitions in Italy and abroad, among which there are: the IX Venice Architecture Biennale "**Metamorph**" in 2004, the exhibition "**Vuoto x Pieno**", held at Milan Triennale in 2005 and the exhibition "**Architects exhibition designs**", hosted by Pavillon de L'Arsenal in Paris in 2006, to present a selection of the exhibition design projects created by the most important architects at an international level.

The solo exhibition "**Space Morphing. Migliore+Servetto Temporary Architecture**", dedicated to a number of their international design projects, is traveling throughout the world: after Tokyo 2007, it has been hosted in Turin 2008 and in 2010 in Korea on the occasion of "Seoul World Design Capital". It goes along with the homonymous book published by 5 Continents Editions in 2007.

In 2010 the solo exhibition "**Chopin Muzeum. Observer / Participer / Expérimenter: l'architecture et le design au service de la musique**" opened at the International center for urbanism, architecture and landscapes (CIVA) in Brussell.

Ico Migliore and Mara Servetto are teachers at Polytechnic University of Milan where, until 1993, they worked alongside Achille Castiglioni. Ico Migliore teaches at the Design faculty in Milan and is also a visiting professor at Tokyo Zokei University and Kuwazawa Design School in Tokyo. Mara Servetto teaches at the Architecture faculty in Milan and is also a visiting professor at Joshibi University of Tokyo.

AWARDS •

MIGLIORE + SERVETTO
ARCHITECTS



COMPASSO D'ORO ADI

1 AWARD

2 HONORABLE MENTIONS

6 ADI DESIGN INDEX SELECTED
PROJECTS



reddot design award

5 AWARDS



2 AWARD

5 NOMINATIONS



1 AWARD

2 NOMINATIONS



1 AWARD

EXHIBITOR MAGAZINE'S 20TH ANNUAL
Exhibit Design Awards

1 AWARD



EXHIBITION DESIGN OF THE YEAR
1 AWARD

COMPASSO D'ORO (ITA)

2008 "TORINO 2006. LOOK OF THE CITY" Urban Design / XX OLYMPIC WINTER GAMES - Torino

2011 "SEEING THE LIGHT" Exhibition / The New York Times Style Magazine - Milano

2008 "WALLPAPER* EXPRESS" From Beijing to Shanghai with Bombardier, Exhibition - Milano

2012 "TORINO + LUCE + TRICOLORE", MOLE ANTONELLIANA LIGHTING INSTALLATION 150th Anniversary of Italy's unification - Torino

2011 "SLIM AND WHITE AXOLUTE CODE", BTicino - Milano

2011 CHOPIN MUZEUM - Warsaw

2009 "LA RUOTA. CIRCUS WHEEL" Geodesign - Torino

2009 "SEEING THE LIGHT" Exhibition / The New York Times Style Magazine - Milano

2008 "SPACE MORPHING" Exhibition

RED DOT DESIGN AWARD (GER)

2011 CHOPIN MUZEUM Permanent Exhibition - Warsaw

2011 BTICINO CONCEPT STORE - Milano

2009 FIAT EXHIBITION STAND - Paris, Genève, Bologna

2009 "SEEING THE LIGHT" Exhibition / The New York Times Style Magazine - Milano

2009 "COATS! MAX MARA, 55 YEARS OF ITALIAN FASHION" Exhibition - Berlin, Tokyo, Beijing, Moscow

FX INTERNATIONAL INTERIOR DESIGN AWARD (UK)

2012 A WHEEL FOR PEDRALI Exhibition - Milano

2009 "SEEING THE LIGHT" Exhibition / The New York Times Style Magazine - Milano

2012 A DI ALCANTARA® PAVILLION - Firenze

2011 CHOPIN MUZEUM Permanent Exhibition - Warsaw

2011 "URBAN DRESS" for 150th Anniversary of Italy's Unification - Torino

2009 FIAT EXHIBITION STAND - Paris, Genève, Bologna

DESIGN AWARD OF THE FEDERAL REPUBLIC OF GERMANY (GER)

2010 "TORINO 2006. LOOK OF THE CITY" Urban Design / XX OLYMPIC WINTER GAMES - Torino

2013 CHOPIN MUZEUM Permanent Exhibition - Warsaw

2013 BTICINO CONCEPT STORE - Milano

IDA - INTERNATIONAL DESIGN AWARD (USA)

2011 "TORINO + LUCE + TRICOLORE", MOLE ANTONELLIANA LIGHTING INSTALLATION 150th Anniversary of Italy's unification - Torino

GOLD AWARD - 20th ANNUAL EXHIBIT DESIGN AWARDS (USA)

2006 WALLPAPER* MAGAZINE EXHIBITIONS from 2000 to 2005

"Wallpaper* Express, From Beijing to Shanghai with Bombardier"

"Wallpaper* New Wave" - Wally Yacht

"Wallpaper* Urban Addition" - Hogan

"Wallpaper* + Giorgio Armani, 60 architecture models" - Politecnico di Milano

ASAL EXHIBITION DESIGN OF THE YEAR (ITA)

2003 "WALLPAPER* URBAN ADDITION" Exhibition / Hogan - Milano