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1. THE INNER COURTYARD OF PALAZZO CORTILE DELLA SETA IN MILAN, OVERLOOKED BY THE FRONTS OF LORO PIANA'S RENEWED HEADQUARTERS 2. THE NEW LORO PIANA INTERIORS MILANO STORE, AN INTEGRAL PART OF THE COMPLEX.

This story of timeless yarns and textiles began overseas in 2020, when the VVDA practice headed by Vincent Van Duysen designed the Loro Piana store in the Meatpacking District, New York. It continued in 2022 at Via della Moscova in Milan, where the Maison has established its headquarters, uniting functions and spaces, offices and boutiques, and asked the Belgian architect to imagine its chosen home in the Cortile della Seta, a complex built in the second half of the 19th century for storing and marketing rolls of silk. It was then rebuilt and extended by Luigi Caccia Dominioni after World War II and finally redeveloped in 2021 by Asti Architetti, which redesigned the street

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Loro Piana's refined new Milan headquarters are set in a historic building in the center, where Vincent Van Duysen Architects with UniFor have styled the interior design of spaces and furnishings reflecting the identity of a Maison projected towards the future

front and the large internal courtyard embellished with a new glass roof. With the earlier buildings in the complex now certified LEED Gold, Vincent Van Duysen as always creates an extremely graceful dialogue with them, interpreting them with a grammar of purified restraint and sensuous richness capable of restoring a sense of permanence resistant to fashions. "I wanted to recreate spacious entrances that would give a composite view of the interior, guiding the gaze towards



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becomes the theme of a search for protection, symbolic and real, industrially perfect execution and a craft approach. In a collage of details, this is exemplified in the suspended screens that trace fluid paths, creating private breakout spaces in the offices, encouraging people to interact. Or the hammered glass that configures partition systems with an elegant mood and a historical Milanese aura. Undulating boiserie was a must-have, the brand's identitarian matrix used by VVDA in the New York store mentioned above. Here they have been updated in combination with a textile latticework, enabling the reuse of more than a kilometer of end-of-series fabrics. And a logic of sustainability is also embodied in the flooring, unusually made from recycled fishing nets: the expertise of an accomplished setting that looks ahead to the future. ■ Antonella Boisi

1. DETAIL OF THE UNDULATING WAINSCOTING COVERING THE WALLS DESIGNED BY VVDA.
2. VIEW OF A CONVIVIAL BREAKOUT SPACE.
3. VIEW OF AN OFFICE SPACE: A ROW OF ISLANDS WHERE THE DESKS AND CHAIRS ARE RIGOROUS, LIGHTWEIGHT ELEMENTS IN NATURAL OAK AND IVORY-COLORED METAL. DESIGNED BY VINCENT VAN DUYSSEN, THE FURNISHINGS ARE MADE BY UNIFORM.

lantern-shaped chandeliers or other furnishings," he explains. In this way the design integrates different levels into the white and neutral box of the building, while making it a mirror of the brand's philosophy and heritage, running like a unifying thread through its pure and tactile material qualities, restrained and refined, given form in an integral construction. It is his architectural equivalent of a tailored suit, with harmony and poise dressing a body with brilliant light. The choice of natural oak, ivory-colored metal and kummel fabrics for furnishings and finishes, recalling the shades of the collections designed by Loro Piana Interiors, enhances the balance between the parts and the whole. The customized design of rigorous screens, desks and chairs with light and slender lines – developed by UniFor, which produced almost all the furnishings –

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