

# CONFORT

interior  
design

magazin

REDEFINING THE CONCEPT OF LIVING  
"HOME IS WHAT YOU LIKE"

THE NEW MODERNISM  
REDEFINES THE  
CONCEPT OF LIGHTING

SALONE DEL MOBILE.MILANO 2025  
A REMARKABLE FUSION OF TRADITION,  
INNOVATION, AND SUSTAINABILITY



THE PERFECT BALANCE BETWEEN FREEDOM AND  
FORMALITY FOR OUTDOOR COOKING • TRENDS AND  
DISTINCTIVE HAUTE COUTURE ELEMENTS IN INTERIOR DESIGN  
A STUNNING BATHTUB WITH A STRONG AESTHETIC IMPACT

SPECIAL BATHROOM AND ACCESSORIES



# Terrazza Aperol in Milan:

a new interior  
architecture

Project: Vudafieri-Saverino Partners,  
Tiziano Vudafieri e Claudio Saverino  
Project director: Elena Pessina  
Design Team: Caterina Mancuso, Irene  
Sobrino  
Photo: Santi Caleca

Ready for the vibrant energy of Milan  
Design Week, the quintessential location

for an aperitif in Piazza Duomo presents a  
stylish new look.  
Terrazza Aperol, the historic Milanese  
venue overlooking Piazza Duomo, reopens  
with a new look designed by the Vudafieri-  
Saverino Partners architects studio. Thanks  
to its new form and aesthetic expression,  
design of the proposed layout now  
embodies the very meaning of

togetherness so characteristic of the Aperol  
brand, resulting in interiors where every  
detail is designed to foster the essence and  
pleasure of socialising.  
The lively, welcoming atmosphere is an  
invitation to live in the present, with a smile  
on your lips and an optimistic outlook, in a  
spirit of sharing and spending time in  
company.





The interior architecture project fits beautifully into the architectural context of Piazza del Duomo, creating a visual connection between indoors and out. Together with the large windows, this new design affords simultaneous perception of every corner of the piazza and the majestic Duomo. With its fluid lines, the layout plays with the natural light, accentuating its relationship with the vast emptiness of the square and turning the venue's architecture into a contemporary extension of this Milanese cityscape.

On the first floor of the Mercato del Duomo, access to the Terrazza is via the Motta-Autogrill entrance. After designing the first Aperol venue in Venice in 2021, Claudio Saverino and Tiziano Vudafieri have taken on a new challenge in Milan, with an interior design project for the city's most symbolic location, overlooking Piazza del Duomo. From the moment they enter, guests are transported into the Aperol world, where socialising begins as soon as they cross the threshold. A wall clad







Photo: Santi Caleca

in a pale hammered gold that reflects the orange of the opposite wall in corrugated recycled polycarbonate, recalls the colours of the sun as it sets over the Venetian lagoon. The choice of recycled plastic lends an organic dynamism to the wall and also conveys a message of sustainability and innovation. This same material is repeated, in different shapes and sizes, in the spaces that follow, creating a common thread that runs through the entire location.

Guided by the idea of somewhere that fosters sharing, conviviality and interaction, Claudio Saverino and Tiziano Vudafieri came up with interiors where every detail is designed to be experienced. The central element of the project, the bar, becomes a place for aggregation and dialogue, while the interior layout encourages socialising, connecting and the discovery of a story all about belonging and authenticity. Made of the same recycled 3D-printed corrugated plastic as the bar in Venice, the one in Milan has been coloured a glossy orange

that is so Aperol and a natural focal point. The distinctive atmosphere of Milan's most important square inspired the use of a well-known technology, in this particular case used quite ingeniously to produce a low-key yet high-impact design, with craftsmanship as the distinctive touch highlighting uniqueness. The main challenge was the recycled polycarbonate, as it tends to lose its given shape, but this was solved thanks to a holistic solution consisting of material, design, technology, and craftsmanship.





Behind the bar, a series of niches for bottles, with gilded mirrors and glass and pale gold metal shelves add perspective depth and dialogue with the reflective surfaces to amplify the natural light, creating effects of light and shade that change with the passing hours. The choice of materials tells of a contemporary design approach that sees aesthetics and sustainability side by side. Papered in a wave pattern, the walls meet the porcelain stoneware surfaces of the Sensi collection by Florim. Used here in

the sand brown shade and made partly from recycled glass, this material becomes a contemporary carpet: around the bar, as a tribute to the parquet in Milanese palazzos, the herringbone design is surrounded by a frame, again in shades inspired by the grainy texture of the earth. On the wall next to the bar, a series of images designed by Vahram Muratyan rework landmarks in Milan. Each one, with its combination of bright colours and stylised shapes is a creative story-telling of this iconic aperitif,

emphasising the brand's distinctive character. The panoramic terrace, furnished with tables and chairs in earthy colours, has been conceived as a seamless natural extension of the indoor spaces. The furnishings define it without being overbearing and allow guests to visually embrace the marble forest, with its hundreds of spires that is the symbol of the Lombardy capital city. Views of the square from any point on the terrace are all-encompassing, and the city's hustle and bustle, sounds and colours, can be

fully enjoyed without disturbing its intimacy. The concept of conviviality is amplified: it is not just about sharing a moment with friends or colleagues, but about being part of a collective experience that feeds on the city itself. The terrace becomes a privileged viewpoint where the gaze of each and every guest helps to tell the story of today's cosmopolitan, constantly evolving Milan, as they watch the city in motion and participate, wordlessly in narration of its everyday life. The interior

designproject addresses the functional needs with a layout that facilitates the natural flow of guests. Each area has been designed to adapt to the changing needs throughout the day, going from a day bar to a meeting place for an aperitif or evening events. The new concept reflects the Aperol idea of togetherness and speaks a language of vibrant colours, bold shapes, and a dynamic atmosphere. „Our intention with this project was to create a place that was a true invitation to conviviality, where architecture becomes a

bridge between the experience of space and the pleasure of being together“, say architects Claudio Saverino and Tiziano Vudafieri. “We worked with reflective surfaces to amplify the light and dialogue with the outside, transforming every detail into a sensorial experience. Thanks to warm colours and perspectives, the atmosphere is designed to celebrate the ritual of the aperitif in a context that pays homage to Milan, emphasising its history and contemporary spirit.”

