

June, 2015

**CASSINA CONTRACT - DIVISION OF POLTRONA FRAU GROUP, FOR THE  
NEW AND PRESTIGIOUS EXCELSIOR HOTEL GALLIA, A LUXURY  
COLLECTION HOTEL, MILAN**

Owned by Katara Hospitality, the Excelsior Gallia Hotel is an iconic point of reference in Milan and, thanks to the meticulous multi-million restoration of the historic palace which includes a new modern wing, exudes splendour and prestige. First opened as “Palazzo Gallia”, the hotel has strong links with the city’s history and from its privileged position in the up-and-coming Porta Nuova area, the new centre of Milanese life, is looking towards Milan’s future.

The work of the Milanese Studio Marco Piva, the broad architectural restructuring and interior design reconciles contemporary aesthetics with the hotel’s original “Belle Époque” style. The hotel is composed of two buildings: the completely renovated historic palace and a new modern wing with a steel and glass façade.

In the year in which Milan hosts Expo 2015, opening the city to the world, the Cassina Contract - Division of Poltrona Frau Group Contract (PFG Contract), has participated in this important and prestigious project which has revealed its true visual power to its guests and the city.

*“The Excelsior Gallia Hotel is a monumental work for the city of Milan, – said Kurt Wallner, Managing Director of Poltrona Frau Group Contract – a building capable of balancing the history of the location with the cosmopolitan modernity for which the city has always stood. This project is a symbol of the uniqueness of Cassina Contract and of its commitment to the idea of tailored design combined with the culture of Brand Italy that makes Italian style famous worldwide”.*

**CASSINA CONTRACT FOR EXCELSIOR GALLIA HOTEL**

**SUMMARY**

**> CASSINA CONTRACT FOR EXCELSIOR HOTEL GALLIA**

Fit-Out (FF&E) for 234 rooms, which include 181 standard rooms, 51 suites and the Gallia Suite (that is composed by two rooms)

**> CASSINA FOR EXCELSIOR HOTEL GALLIA**

Supply of furniture for the suites, in particular: tables, coffee tables, sofas, armchairs.

**Supply of stools for the Restaurant and Bar****> POLTRONA FRAU FOR EXCELSIOR HOTEL GALLIA**

Supply of sofas, chairs and furniture for the suites and the standard rooms. Supply of chairs for the Cigar Room and the Desk, armchairs and sofas for the Royal Suite, pouf for the SPA

Cassina Contract has worked with the Studio Marco Piva in refurbishing the Excelsior Gallia Hotel - a very extensive and prestigious project, designing and executing furnishing solutions which emphasise and underline the aesthetic potential of the "new" Excelsior Hotel Gallia, a true part of Milan's architectural heritage. A vast size and great prestigious intervention: in particular Cassina Contract supplied the complete Fit-Out, all fixed furnishings and interior décor elements for 234 rooms of the hotel, which include 181 standard rooms, 51 suites (which are divided into 5 different types), one Gallia Suite – allocated on six floors.

Cassina Contract was responsible for the made to measure bedhead, the bedside table units with a wooden structure and leather front, the television table, wardrobes, wood panelling, mirrors and other fixed decorative elements in each room.

A whole range of different materials and production processes were used in this project, in accordance with the extremely ambitious and diversified design programme. The rooms featured different types of wood essences and décor elements ranging from rosewood to Canaletto walnut veneer to tlay and a variety of different coloured lacquers specifically selected for the project. Cassina Contract manufactured and installed decorative elements of various kinds, from finishings and door intrados to coat racks, wood panelling and skirting boards. All metal elements were bronze, silver or gold plated.

An important aspect of the job was coordinating the civil works required for room decoration, for the perfect integration between the architecture and the decorative elements in the rooms. Indeed, a few of the decorative aspects combine elegant design with strong technological features. Inset sockets, LED lighting and supports for video, audio and computer systems are just a few of the features that are included in the furnishing elements.

The suites have been designed according to varying themes, offering guests different environments to suit every requirement.

The engineering and production of a furnishing element for the Art Suite is just one example of the Division's ability to come up with innovative solutions to satisfy the designer's requirements. The Art Suites are 6 rooms in total, characterized by wide floor-to-ceiling sliding panels displaying iconic photos of the historic front, adding

flexibility to the room and allowing guests to appreciate details which otherwise cannot be viewed from the square. A symbol of how history is entering and fusing with modernity, the suites are entirely glass-fronted, thus awarding a panoramic view over the extensive square, taking in the central station and the historic Pirellone skyscraper.

This type of suite includes a wall structure that separates the living area from the sleeping quarters. The intention of the Studio Marco Piva was to create a unit that would include the practical requirements without sacrificing the aesthetics. With this in mind Cassina Contract selected a laser printed melamine facing, among many other samples, the texture of which was very similar to fabric. This sheet was applied to panelling and printed with a design reproducing architectural elements of the Hotel Gallia's Art Deco façade.

The panels, 3 metres high and 2 metres wide, can slide sideways and, thanks to their artistic print, become a genuine work of art that adds prestige to the entire room. The selected material is also very long lasting and easy to clean and maintain. Cassina Contract was happy to meet this challenge and its masterly solution fulfilled all the expectations of the architectural studio.

Others types of suites are:

**Design suite:** 8 themed suites dedicated to the city of Milan, the fashion and design capital, retell the best moments of the country's craftsmanship and industrial tradition. 5 of the 8 suites, one for each floor, are dedicated to a "gentleman" of Italian design, namely: Vico Magistretti (1st floor), Achille Castiglioni (2nd floor), Gio Ponti (3rd floor), Luigi Caccia Dominioni (4th floor) and Franco Albini (6th floor). Each one has been specially designed and furnished with iconic furnishings designed by these interior design masters, in such a way that guests can understand the importance of Italian design and its attention to aesthetic and functional details.

**Signature Suite:** There are 10 Signature Suites in total. Inspired by art galleries, their use of materials, colours, artwork and lighting is theatrical. The suites face the interior courtyard and are designed in a rectangular layout with very important corridors.

**Atelier Suite:** 17 suites located in the historic building, designed as creative studios and whose leitmotiv is the attention to the materials, the colours, the textures and the details. Of these 17, the furniture and interior atmospheres in the 6 suites located in the aptly named "Poets' Corner" allude to well-known writers and poets who visited Milan: Marie-Henri Beyle, Stendhal (1st floor), George Gordon Byron (6th floor), Ernest Hemingway (5th floor), Eugenio Montale (4th floor), Alessandro Manzoni (3rd floor) and Salvatore Quasimodo (2nd floor).

**Executive Suite:** The layout of these particular suites, numbering 10 in total, is reminiscent of the metropolitan characteristic atmospheres of industrial buildings in an

elegant and conscious allusion to Milanese lofts. Most of these rooms are located in the modern area and face inwards, overlooking the historic part, whilst the others face Via Galvani with a view of the prestigious Pirelli skyscraper.

The fifth floor is home to the Gallia Suite which, thanks to an unparalleled view over the city, constitutes a highly privileged place within the hotel. Enjoying a central location in the historic building with its own balcony overlooking Piazza Duca d'Aosta, it is a truly unique suite. It comprises 160 m<sup>2</sup> subdivided by a main entrance and embellished with marble statues and internationally-acclaimed contemporary luxury design objects. The four-poster bed was designed exclusively for this suite and features prized Venetian Rubelli fabrics.

Furthermore Cassina Contract coordinated all the marble fittings in the bathrooms, including the supply of the dressing tables, the shower stalls and the wall mirrors. Lastly it supplied and installed all the hotel's 786 doors and decorated the corridors on all floors.

This complex experience has made Cassina Contract even stronger and has further proven its readiness and ability to work with top international designers in the production of collective spaces of the highest quality and prestige. Not only has the project been a successful challenge, it has also been an opportunity to demonstrate and increase Cassina Contract's credibility in the international design and architecture community, whose interpretation and understanding of the project from day one has breathed life into a luxury hotel which lies at the Milan's international rebirth.

## **ARCHITECTURE AND DESIGN**

Designed by Studio Marco Piva, the rooms and interior spaces of the Excelsior Gallia Hotel are characterized by a magnificent yet at the same time fluid atmosphere. Each area – private rooms as public spaces, are characterized by a clean and linear mood, designed with very specific features. The tactile aspect of the materials, the response of the light on surfaces, the attention to any details stand out in any single space.

From the previous layout, the central staircase has been retained, restored and embellished with a spectacular thirty metre-high Murano glass chandelier. The interiors are reminiscent of the timeless elegance and style of the Art Deco period, whilst the lighting dominates the spaces throughout the building, creating an interplay of natural and artificial light which brings the historic palace and the huge glass front to life. The final aim was to recreate a multitasking suggestion from a sensory perspective, for a synaesthetic project that includes and perfectly mixes culture, history, fashion and design.

# **CONTRACT**DIVISION



# **Cassina**

The brand Cassina is also been chosen to furnish the public areas of Bar and the Restaurant with the coffee table Cicognino designed by Franco Albini, that can be used to hang bags, and to furnish the suites with other products of its catalogue like the iconic sofa Maralunga by Vico Magistretti, the dining tables Lebeau by Patrick Jouin and Naan by Piero Lissoni, the armchair Pilotta by Rodolfo Dordoni, and the chair Luisa by Franco Albini.

Poltrona Frau has provided various types of products for the prestigious Royal Suite (sofa and armchair from the collection Bretagne, the armchair Archibald by Jean-Marie Massaud, and custom poufs and desk-chairs), the suites (including the sofas Cassiopeia and Talus 2, sofas and armchairs from the Chester collection, in production since 1912, Dezza by Gio Ponti, and San Luca by Achille and Piergiacomo Castiglioni, the poufs Aster X and Esedra, the coffee table BOB and the chairs Fitzgerald and Vittoria Big), the exclusive SPA (pouf Parco), the Restaurant on the Seventh Floor (chairs Ginger by Roberto Lazzeroni), the Cigar Room (the historical armchair Poltrona 1919, and the chairs Fumoir), the bathrooms in the public areas (pouf Parco), and custom seating for the Reception Hall.

## **CASSINA CONTRACT**

Cassina Contract manufactures high quality made to measure furnishings and interior décor for public spaces and especially for the hospitality and retail sectors. The Contract Division combines manual and craft skills with industrial scale production and technological processes. The name Cassina Contract is associated with a number of iconic 20th Century hotels and the interior design of flagship stores of many top international brands. Cassina's Contract Division is an established presence thanks to its ability to operate in very traditional historical contexts as well as in very advanced, experimental and futuristic architectural projects. Whatever the requirements, Cassina Contract works to create a partnership and turnkey service that is completely compatible with the designer's philosophy and gives shape to all different kinds of spatial conception.

> Images available by request

Press Contact  
Emilia Gozza  
emilia.gozza@cassina.it  
T +39 0362 372554

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