

Miroglio

PIAZZA DELLA SCALA

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PRESS RELEASE

MIROGLIO PIAZZA DELLA SCALA STORE INSPIRED BY MAURITS ESCHER

The spaces of the Miroglio flagship store reinterpret the works of the famous Dutch artist.

From the start of Milan Fashion Week through to mid-October, the **Miroglio Piazza della Scala** store is transforming its windows into a surreal space, creating a visual rebus with a strong artistic and creative element.

The inspiration is **Escher's** "Relativity" (1953), in which the artist imagines an environment where chess-like figures move and live, and where a wall becomes a floor and the stairs change direction depending on how they are interpreted.

In the same way, the geometries of all of the windows of the Miroglio Piazza della Scala store have been revisited in a unique and unusual architectural parallel. Flights of terracotta-coloured stairs form three-dimensional features within the space creating a fragmented and conceptually endless journey. This unique catwalk, travelled by lines of mannequins ascending or descending the ramps, unexpectedly continues into the interior of the Piazza della Scala store to present and enhance the Autumn/Winter 2015 collections of **Caractère**, **Elena Mirò**, and the Group's other brands.

The creative project was overseen by **BBMDS**, a design studio founded on the ideas and the continual experimentation with new design horizons. The company's previous work ranges from interior spaces and exhibit design to everyday products, for Italian and international brands.

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