COMPANY PROFILE

MPA – MATTIA PARMIGGIANI ARCHITECTS

MPA Italy
985 int 6 via Emilia Est 41122 Mo
T +39 059 366029
E parmiggiani@mparchitects.it
W www.mparchitects.it

MPA Moscow – Manfriday
Москва, Кутузовский проспект д.3, офис 5.
T +7(499) 243-5198
W www.manfriday.ru
E info@manfriday.ru
Mattia Parmiggiani was born in Modena. He currently lives in Bologna. (ITA) in 2010 Member of « Building Control Authority » of Modena municipality. (period 2010/14) in 2009 Member and Chartered Architect of « Royal Institute of British Architects » (RIBA) London UK. Member since 26/3/1997 of« Modena's architects board» with n° 418 in 1995 He has a degree in Architecture from the University of Florence (ITA) with his final thesis in London: “A Metropolitan Greenhouse - A Glasshouse and Climatic Wintergarden.”.

FOREWORD

One of the MPA objectives is to support the delivery of good design projects and spaces that are innovative and add values. Our aim is to help our clients to achieve this goal.

DESIGN PHILOSOPHY

Basically the MPA’s work is a profound commitment to finding innovative concept design solutions, with the dedication to contemporary projects and the potential of materials. This is achieved with the help of a working methodology and a spirit of curiosity an experimentation.

MPA offers innovative concepts blending italian Style with local traditions of different countries. MPA is a flexible and efficient partner in challenging projects with a dynamic and multidisciplinary team.
CLIENTS

TETRA PAK • MOTOROLA • UNILEVER
ALGIDA • UNILEVER FINDUS • LUCIANO
PAVAROTTI • CERAMICHE ATLAS CON-
CORDE • FAP CERAMICHE • CAESAR
CERAMICHE • CONFINDUSTRIA CERAMICA
• REFIN • FERRARI SPA • MCDONALD’S
• RAS ASSICURAZIONI • AZIENDA OSPEDA-
LIERA DI MODENA • GRUPPO CAPITALIA
BANCA DI ROMA • MEDIO CREDITO CEN-
TRALE • APRICA • BANCA INTESA •
TELECOM TIM • VODAFONE • GALLERIA
DE’ FOSCHERARI • COOP ESTENSE •
CONAD • COMUNE DI MODENA •
COMUNE DI BOLOGNA • COMUNE DI
REGGIO EMILIA • ALLIANZ BANK • DARC
DOMUS ACADEMY • DOMUS IT • STONE &
GLASS • MARTINI LUCE • COMUNE DI
VENEZIA • FREESOUL • NIKKEI -TOKYO •
COMUNE SHIODOME, TOKYO • COMUNE DI
TAKADANOBABA • DAEILM COREA • FERR-
RARINI GROUP • VITRA • COMUNE DI
AUBIGNÉ, FRANCE • TRIENNALE DI
MILANO • ITALON KGZ MOSCOW • RCS
MEDIA GROUP, GRUPPO RIZZOLI CORRIE-
RE DELLA SERA • MANDARINA DUCK •
ARDACO IMAGEMUSIC • GOLD MANTIS
CHINA • W&A MUSEUM LONDON • WEST-
FIELD LONDON • T4 BRITISH AIRWAYS •
ROME RUSSIAN EMBASSY • MOSCOW
GOVERNMENT • COCA-COLA COMPANY •
LA MODA.RU • YRMK.UMMC EKAT CITY •
MULTON • KOKUYO • FIDERES UK •
AMBASCIATA D’ITALIA A MOSCA •
ABOUT US

MP is the Owner and Director of MATTIA PARMIGIANI ARCHITECTS: an Italian architectural studio, specializing in architecture, interior design, spatial innovations, exhibition design and brand communication. MPA is based in Italy (Head Office) with a Branch Office in Moscow and it has been working in Russia since 2004. Mattia Parmiggiani has almost 20 years of experience across most sectors of the building construction, Interior design and design research. Much of this experience has been international.

MP is Art Director for Atlas Concorde group, one of the leading tiles manufacturers in Italy, looking after their corporate image, trade fair exhibitions, events and communications strategies. He is also Art Director for the Russian company Italon Zao Keramogranitnij Zavod, and for the Italian company Play+, a line of soft design furniture for children. His work includes creating innovative concepts for public and private companies, interior and vision design, exhibition design, corporate image brand design and building site management.

MPA is partner of Manfriday-MPA Moscow, design and communications company, in partnership with MPA Italy, with representatives in Moscow who manage and develop projects in Russia. MP Currently is the principal design architect for the new HQ Coca Cola in Moscow. His professional work encompasses various areas of project development, from town planning to architecture and design. He is currently working on projects in Tokyo, Seoul, Shanghai, Beijing and London, as well as in Italy. Since 2004, he is been working in Moscow.

1. Design and Interior approach for luxury apartments at Iset tower.
MP Architects 2013 Ekaterimburg [Russian Federation]  
Concept design for three different styles: Classic Style, Modern Style, High tech style
ARCHITECTURE

MPA design approach is driven by the desire to deliver buildings which are as functionally efficient and high-performance as they are visually innovative. Our core business is to develop architectural design mainly of public and private buildings and commercial areas as shopping centres, hotels, retail, schools, concept stores, commercial buildings, showrooms and sustainable architecture.

INTERIOR + INDUSTRIAL DESIGN

MPA interior design and image coordination work involves the development of innovative projects for private and public companies, corporate offices, trade fair, stands, exhibitions, flagship stores and the interior design of shops and private homes. In the field of industrial design, MPA focuses on the development of furnishing systems and also offers customized contracts and made-to-measure furnishings.

ADVERTISE

MPA is an architectural studio blended with a communication agency integrated. We produce advertising and other marketing communication support for our clients, by using design approach. We offer services including design strategy, brand identity, graphic and corporate design, creative events, marketing consultancy, brand experience strategy, mixing design and communication outputs, that’s in our DNA. It’s the key to making the brands we work with distinctive and smarter.
THINK THANK

MPA think thank approach offers Integrated project delivery from the concept to the completion. Research is the essential ingredient of our core business that allows us to create innovative and creative proposals. Our team is our greatest asset, we promise to deliver design excellence with innovative, creative and functional solutions to suit our clients from low budget requirements to even the most complex design challenges with the same level of services.

Alongside his professional work, MP also does research, both personally and with institutions like Domus Academy Research Center (DARC), Politecnico di Milano, Reggio Children and other organizations. His research involves the study and definition of new forms of design for living and residential areas, identifying product groups with innovative characteristics. The fruits of this approach range from new trend concepts to architectural invention.

PARTNERSHIP

Our methodological approach has been developed and incorporates partnership and collaborations with leading specialists in other disciplines. Numerous projects in association with many architectural and design agencies: Toyo Ito, Arata Isozaki & Associates, Andrea Branzi, Alessandro Mendini, C+M and others groups.
1: Lounge for business clients
MP Architects 2013 [Italy]
Exhibition trade fair for Atlas Concorde's tiles company
MP Architects 2014 [Italy]
Exhibition trade fair for Fap Ceramiche Italian tiles company
MP Architects 2014 [Italy]
Exhibition trade fair for Italon KGZ Moscow, tiles company
MP Architects 2013 [Italy]
Exhibition trade fair for Italon KGZ Moscow, tiles company
MP Architects 2013 [Italy]
1: ITA-KGZ Heritage Retail
MP Architects 2013 Moscow (Russian Federation)
AWARDS


2012 - 1° Prize for “Coca Cola HQ Wow Office_ Inspirational office for the future “ (competition on invitation) 2,100 sqm offices. Russian federation. (build).

2012 – Finalist with “mention” for an International competition “New Monza’s Library”. Competition entry by invitation. Italy. (mention).


2011 - 1° Prize for Italon KGZ. “best concept design” at “Mosbuild” in Moscow. Russian federation (build).
2009 - 1° Prize “Children’s school” for the municipality of Tacadanobaba Japan. (build).

2009 - 1° Prize for Atlas Concorde “best american trade fair stand” in Chicago, USA. (build).

2006 - 1° Prize for Italon KGZ “best russian trade fair stand” at “Mosbuild” in Moscow, Russian Federation. (build).

2003 - 2° Prize in a national competition run by Modena city Council for the Modena north area: new residential area and entrance hall for the new train station in Modena, Italy.

2000 - 1° Prize for the International Centre in Reggio Emilia, with labs, conference rooms, research centres, infant school, restaurants, etc. Italy. Competition. (build).

2000 - Project selected in the International Competition for the ex-Ansaldo area – City of Cultures (Milan) Italy. With Andrea Branzi, Studio Mendini, Arata Isozaki & Associates (Competition entry by invitation)
1: KGZ Store
MP Architects 2013 Moscow [Russian Federation]

2: Concept for “La Moda.ru” headquarter–Manager Office
MP Architects 2013 Moscow [Russian Federation]

3: Concept for “Ambasciata d’Italia”–office spaces
MP Architects 2014 Moscow [Russian Federation]
1: Fideres offices. Building conversion. Private apartments and offices at Borough Market. MP Architects 2013 London [United Kingdom]


3: Drink Bar. F.A.P. MP Architects 2010 Bologna [Italy]
TEACHING AND CONSULTANCY WORKS

2014 lecture at «Experience Design » design conference in Modena, Italy.


2012 lessons in “Visual Marketing “ refresher courses for AC. Italy.

2007- Speaker at the “Architectural Metronome” Design Conference , Tel Aviv Israel, with DA.


2007- Joint speaker at “I 7 vizi capitali” (The 7 Capital Sins) Palazzina dei giardini Modena. Italy.

Since 2006: Art Director at Atlas Concorde for trade fairs, Company strategies and high profile events.

Since 2006 he has been Art Director for the Russian company Italon .Russian Federation.

2006 – Speaker at the conference entitled “Colors” at Parma Trade Fair. Italy.

2006- Coordinator of the workshop entitled “Natuzzi” at Domus Academy. Italy.

In 2003 he developed “Vision”: a tile product for Fap Ceramiche, which won the award for the best product of the year on the American market.

Since 2000 he has been Art Director for PLAY+, a line of soft furniture for young children.

In 2002- Organizer and strategic designer for the Fantoni workshop, “super-sight summer” Italy.

Since 2000 he has been Creative Consultant for Fap Ceramiche


In 2000 he was Coordinator of the project “Dimora del Vuoto” Bologna 2000, City of European Culture – exhibition of sculptures by M.Abramovic(NL), Silvia Guberti (I), H. Naga-sawa (Jap).

In 1998 he has been selected at Ettore Sottass exhibition _Sala della Faggeria Sassuolo. Italy.
MPA Studio has worked in many countries, with a wide range of commissioners, clients, authority and in a variety of regulatory environments. Through this experience, the Studio has acquired a high level of expertise and experience in the design and realisation of innovative projects.
“If you’re thinking about building an architect is the best investment you can make.”