



Iper Monza Maestoso

The New Urban Market

AMD L CIRCLE project 'Iper Monza Maestoso' recreates the lively atmosphere of urban markets by creating an indoor marketplace covered in a newly built architecture with a unique identity.

"The scents and voices is what makes stralling through food markets a special experience, even if it is just to admire the diversity of colours or to sit and drink a good coffee".

(Angelo Micheli, AMD L CIRCLE Director)

Iper Monza Maestoso is a New Urban Market. Set in a residential area of Monza, Italy, it was built on the grounds previously occupied by a former cinema, the Maestoso (Majestic), placed in the proximity to the park of Villa Reale.

The abandoned area has been renovated and made attractive by a new urban market- which natural purpose is to favour human interaction.

The metal and glass structure takes inspiration from the iconic 19th century buildings destined to the service industry: train stations, pavilions, galleries, and of course urban markets. The latters were erected during the Industrial Revolution to perform as new social and commercial meeting points. Their characteristic appereance makes them recognizable even from afar.

At first sight, the structure of Iper Maestoso is apparently simple. Wide iron windows reduce the overall visual weight and visual impact. Two long escalators run all the way on the main the façade : a technical feature has been converted into a decorative element. The overall cover is sustained by four pillars, their height defining the entire court volume. The visual impact of the pillars is reduced at minimum. All levels converge into the indoor courtyard space, allowing visitors to get a sense of the whole building with one gaze only.

The ground floor is dedicated to food products shopping: it has been coincevied as an exhibition space for all food wonders, as well as a meeting place for customers. The floor above is dedicated food court. All graphic work and interior design has been curated by AMD L CIRCLE. The visitors can taste meals freshly made meals on custom-designed tables. All the different food stalls are defined by a trillage structure, hanging from the ceiling: each department is characterized by different colours and interior design. An external terrace completes the floor.

The top level is dedicated exhibition path that will be destined to conferences and events related to the world of food.

From the ground floor, visitors can gaze at the entire architecture. The central void runs through all levels and culminates in a four-sided lantern, with glass walls and a wooden coffered ceiling. Pre-made beams are the technological and contemporary version of the traditional solution used on architectural covers.

The natural light enters thanks to the voids and naturally fills the empty space. The outdoor artificial lighting has been designed to transmit that attractive look typical of urban markets at night.

The somehow audacious choice of a green exterior wants to pay homage to urban markets, of which Iper Maestoso is a new interpretation.

The nearly total absence of barriers wants to recreate and favour that typical human interactions of the markets, where there are no walls separating vendors and buyers, and where scents and perfumes can circulate freely.

This is the New Urban Market, a place for all, where it's nice to meet.

About AMDL CIRCLE

AMDL CIRCLE is an architecture and design studio who chose the Circle as a symbol to celebrate the design heritage of Michele De Lucchi and to involve a new generation of talents. Michele De Lucchi is part of AMDL CIRCLE. AMDL CIRCLE, like number 0, cannot be divided.

Founded in the early 1980s and with more than thirty years of international experience, the practice today is based in Milan, Italy, and comprises 40 staff that develop architecture, interiors and design for public and private organizations. The studio undertakes in-depth research into matters relating to contemporary society, industrial and craft production and the never-ending need to find a balance between technological innovation and a humanistic approach to architecture.

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