



IOWA STATE UNIVERSITY
College of Design

ROME PROGRAM
LECTURES SERIES
FALL 2019

urated by
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PiuArch

Fashion Brand identity and Architecture:
a perfect balance

Wednesday Oct 23th, 2019

► **15:00 PM**

piuarch.

via Palermo, 1 - 20121, Milan
www.piuarch.it



**Piuarch
Studio**

Founded in 1996 by Francesco Fresa, Germán Fuenmayor, Gino Garbellini and Monica Tricario, Piuarch works in the field of architecture, ranging from the design of office and retail buildings to the development of residential complexes and cultural recovery and urban renewal works, with attention constantly given to the values of environmental quality and the relationship with the context. Piuarch is internationally known for its collaboration with some of the major fashion brands, alongside of which it has always experimented with social projects. The winner of the "2013 Italian Architect of the Year" prize and of two Gold Medals for Honorable Mention at the Milan Triennale, the studio has been exhibited several times at the Venice Biennale of Architecture and obtained numerous publications and dedicated monographs. The Gucci Hub project has won several prizes such as Archmarathon Awards 2018, Wallpaper Design Award 2019 and Archdaily's Refurbishment in Architecture Award 2019.