



A COMPLETE AND CONSCIOUS DESIGN PRACTICE

THE ARCHITECT
DUO FROM PEIA
ASSOCIATI,
GIAMPIERO PEIA
AND MARTA
NASAZZI DISCUSS
GIVING A SECOND
LIFE TO PROJECTS
AND WEAVING A
STRONG STORY
OF AESTHETICS
THROUGH THEIR
BODY OF WORK.

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CONTEXTUAL FOCUS
Left: the Centre for peace Ikeda in Milan. Below: The Shanghai Towers and the Coca Cola pavilion at the Expo Milano 2015.

While every married couple's dynamic is unique, Giampiero Peia and Marta Nasazzi represent a husband and wife collaboration that is changing the traditional definition of architectural partnerships. Giampiero has been in the architecture and design industry for many years, studying his craft alongside luminaries such as Ignazio Gardella and Piero Lissoni. He has worked on a multitude of projects ranging from retail, hospitality and residential.

He was nominated by Casabella magazine as one of the best 40 Italian "under 50" architects. Marta, on the other hand, is an interior designer and has always had that special eye for style and good taste. As husband and wife they have had the luxury of time together and after realising that their combined wealth of experience could develop, create and sustain a business that would fulfill their design expectations, they have now cemented their partnership with Peia Associati. Covering areas of architecture, interiors, industrial design, master planning and product design services, the firm was started in 1995 in Milan and has now diversified with varied projects scattered in many countries across the globe. Fuelled by a spirit of constant transversal research in different fields of design, this duo likes to say that their artisanal approach is more an ethos than a style. Their spaces are atmospheric with

emphasis on detailing and intelligent use of materials, and reflect a sense of belonging.

Context plays a big role in the design practice of Peia Associati. "Our projects are born out of a direct relationship to space and materials. What we are trying to create is honest architecture. Because of that, in terms of material compatibility and being sustainable, it becomes an experiential process in and of itself," says Giampiero. The couple love what they do and it is reflected in their designs. These days, the practice is primarily involved



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SIMPLY UNIQUE
Peia Associati's signature is the patterns that they create exclusive for each project. Above: A private villa in Doha and the Qatar Chamber. Left: The Coca-Cola pavilion at the Expo Milano 2015.



travels and books but also from Giampiero's love for cinema. He says, "cinema is the closest thing to architecture. We are like movie directors, from coordination to execution we are involved in all the disciplines. If you read the biography of Stanley Kubrick, he was a maniac for details. This is the same wisdom we share with our students as well".

Their varied palette of interior projects includes the new Italian Centre I.B.I.S.G.

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with residential and hospitality projects. To make a residential design perfect, every detail needs to be specifically designed according to the client's needs and so, by default, they become an extension of the Peia family. "It is about long-term relationships and blurring the lines between architecture and interiors, so that there is complementary vision," Marta explains. The projects are all about textures. I love working with different materials in all my projects".

Distinct from an architectural firm, the couple is less concerned with planning, designing, and building physical structures than with developing an architectural language that is autonomous, intuitive, and everlasting. In the duo's work a physical structure arises from a narrative that engages the design by telling stories.

"For me, importance is more on the richness of architecture and expression of the space. Details relating to the culture, understanding of the natural surroundings, doing research with artistic creativity, etc., is imperative when taking up a project. We try to apply a style that is subtle with elements from different cultures. Our signature is the geometric patterns that we create exclusively for each space," says the architect.

Inspiration for these artistic minds comes not only from their extensive



in Corsico-Milan, a complex for cultural and conference centre including new and ancient buildings; the Coca-Cola Pavilion for Expo 2015 in Milan and suites in Shanghai. The prominent projects in Doha include: The Oyster at The Pearl; the 62-storey Kempinski Residences and Suites and its new Z lounge (the tallest bar in Doha) and Alfaridan Towers which offers twin offices and residential towers, the BMW showroom and the Guerlain Spa, winner of the 2008 Middle East Spa award. "We also work as consultants for Qatar Rail, infrastructure and interiors to help public and private companies. The new showroom and office for Lexus is under construction. Hospitality is our core business. We have designed residential projects such as private villas for many influential clients. Peia



VARIED PROJECTS
Centre: A luxury hotel in the Maldives which is the duo's upcoming project. Left: The Guerlain Spa at the Alfaridan Towers. Below: The Z lounge, Doha by night

Associati has also been shortlisted for the competition for a new Qatar National Bank headquarters on the Corniche and the Doha Yacht Club Hotel and Marina," says the proud couple.

The firm believes in giving a second life to any project they work on, that is the idea of approaching design as an operation of re-assembly, by taking parts from one world and transferring them into another. To exemplify the current dimension of reuse, Giampiero feels that the focus should be shifted from a single result of the design assemblage to a strategic creative process of infinitely possible solutions, where the attention is focused on the concept of manufacturing.

"Architecture now has become more environmentally conscious. Interiors

are less durable but for the time that has to be used, we as architects have a responsibility to create an environmentally-friendly project. I do not believe in the term 'wastage'. Every architect should keep in mind not to waste material irrespective of the budget one works with. We believe ecologic is economic."

"Quality is the only thing that matters, be it by signature architects or not," says Giampiero. With a new resort in the Maldives under construction, the future looks interesting for this design duo. Their combined passion for design and each others interests ensures that the two spheres of work and play merge seamlessly by re-interpreting their roots with a contemporary and sustainable vision based on experiences. ♦

