

# CASA | MILANO

DESIGNED BY **The One Atelier**

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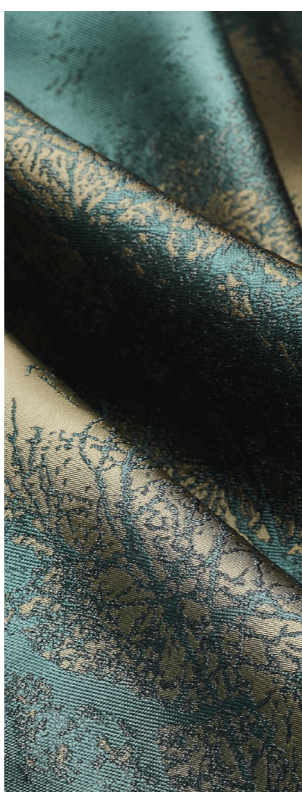
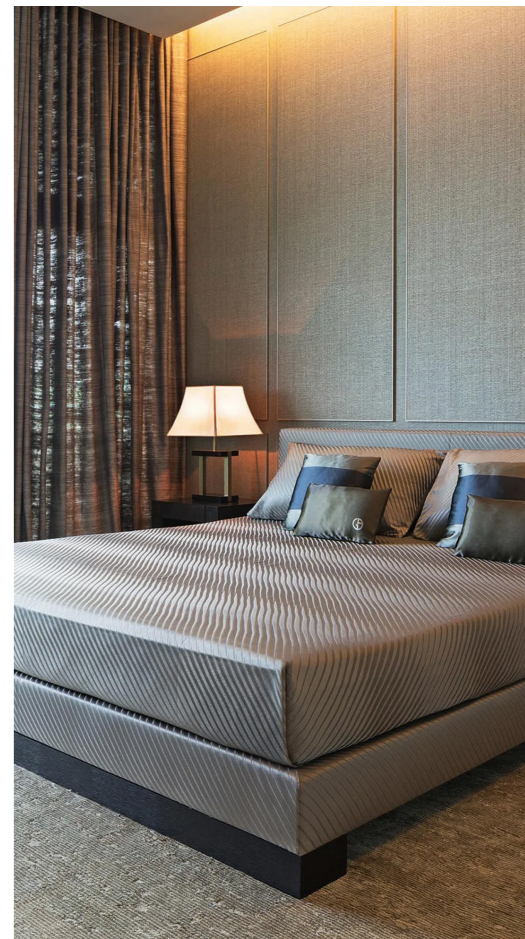


## THE ARMANI/CASA VISION

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Born in Milan, Armani/Casa is the purest expression of Giorgio Armani's philosophy: timeless sophistication defined by balance, proportion, and serenity. Each collection reflects Italian craftsmanship – exquisite materials, tactile finishes, and understated elegance.

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# TIMELESS ITALIAN ELEGANCE

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For the first time in Shenzhen, a residence fully crafted with Armani/Casa furnishings and materials brings the unmistakable language of Italian design to life. More than a home, it is an atmosphere where refinement, proportion, and harmony create an enduring sense of beauty.

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## THE ONE ATELIER: INTERPRETING A LIFESTYLE

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The One Atelier has translated Armani/Casa's world into a complete living experience. Interiors are both immersive and harmonious. Refined environments where design becomes a bridge between personal identity and lifestyle.

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# AN EXCLUSIVE DEBUT IN SHENZHEN

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This residence introduces the complete world of Armani/Casa in its most authentic form. Not only the furniture, but every finish and material has been inspired by the Italian Brand, including the selections of precious stones, chosen for their subtle elegance and timeless appeal. As the connective element of the design, they unify the interiors into a seamless whole. This project offers Shenzhen an unprecedented opportunity to experience the essence of Italian luxury living, brought to life by The One Atelier.

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# THE CITY'S MOST PRESTIGIOUS NEW DISTRICT

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Shenzhen Bay Super Headquarters Base is an iconic waterfront district where global business, culture, and design converge. Featuring visionary architecture, expansive green boulevards, and world-class cultural spaces, it sets the stage for a lifestyle of sophistication and international flair. Within this landmark setting, Casa Milano designed by The One Atelier offers interiors that reflect the same spirit of refinement—seamlessly uniting the prestige of the district with the timeless elegance of Italian design.

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# LOCATION

This dynamic neighborhood offers unparalleled connectivity and convenience, with renowned landmarks, retail centers, green spaces, and leisure attractions all within easy reach.

PARKS & BEACHES:

- 1. Window of the world Park
- 2. Ma Ya Shui Gong Yuan Park
- 3. Shenzhen Bay Haiyun Park
- 4. Yelin Sand Beach

MUSEUMS:

- 5. He Xiangning Art Museum

GOLF CLUBS:

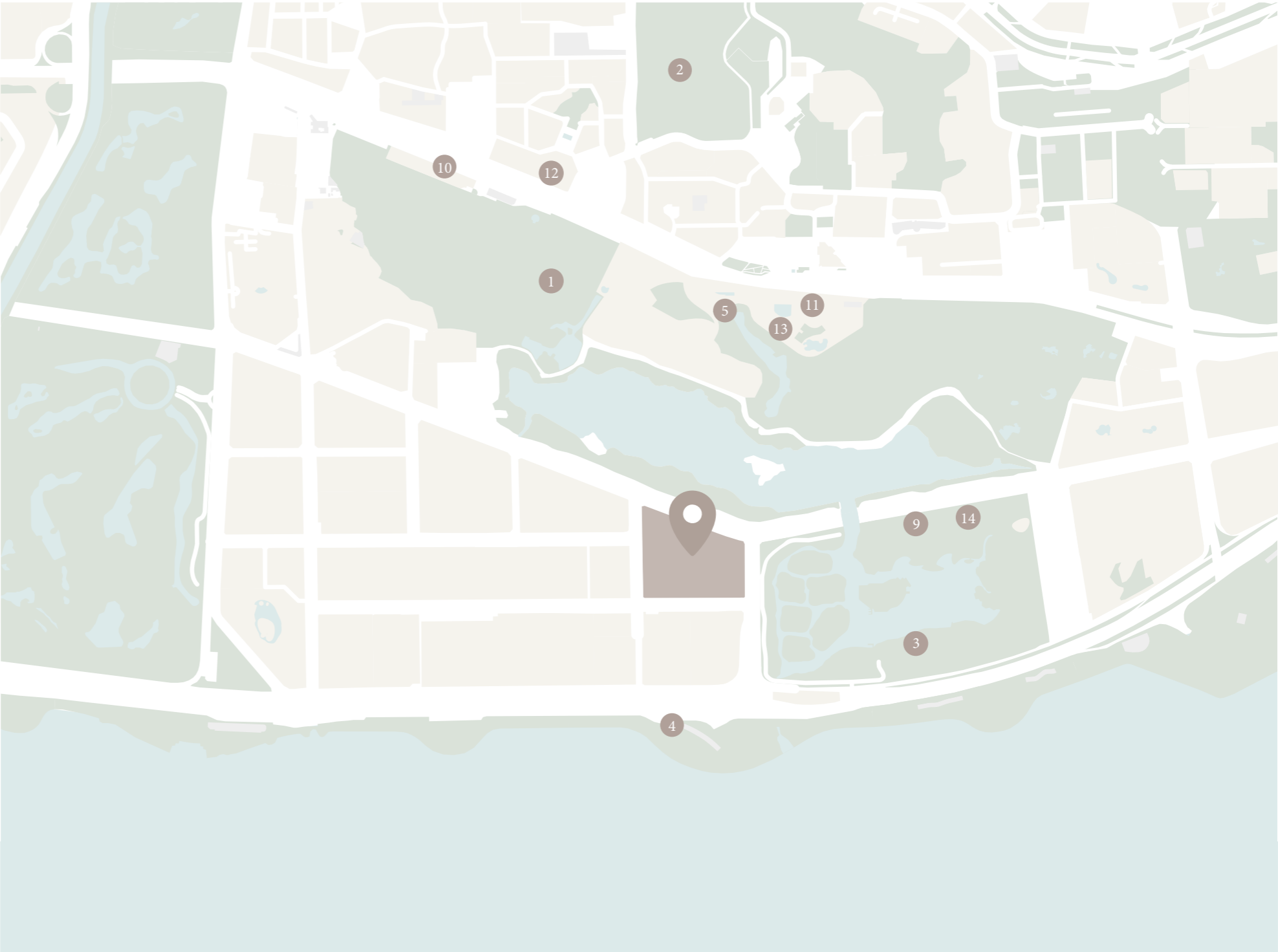
- 6. Noble Merchant Golf Club
- 7. Palm Springs Golf
- 8. Shahe Golf Club

MALLS:

- 9. Happy Mall
- 10. Century Holiday Plaza Reith Center

LUXURY HOTELS:

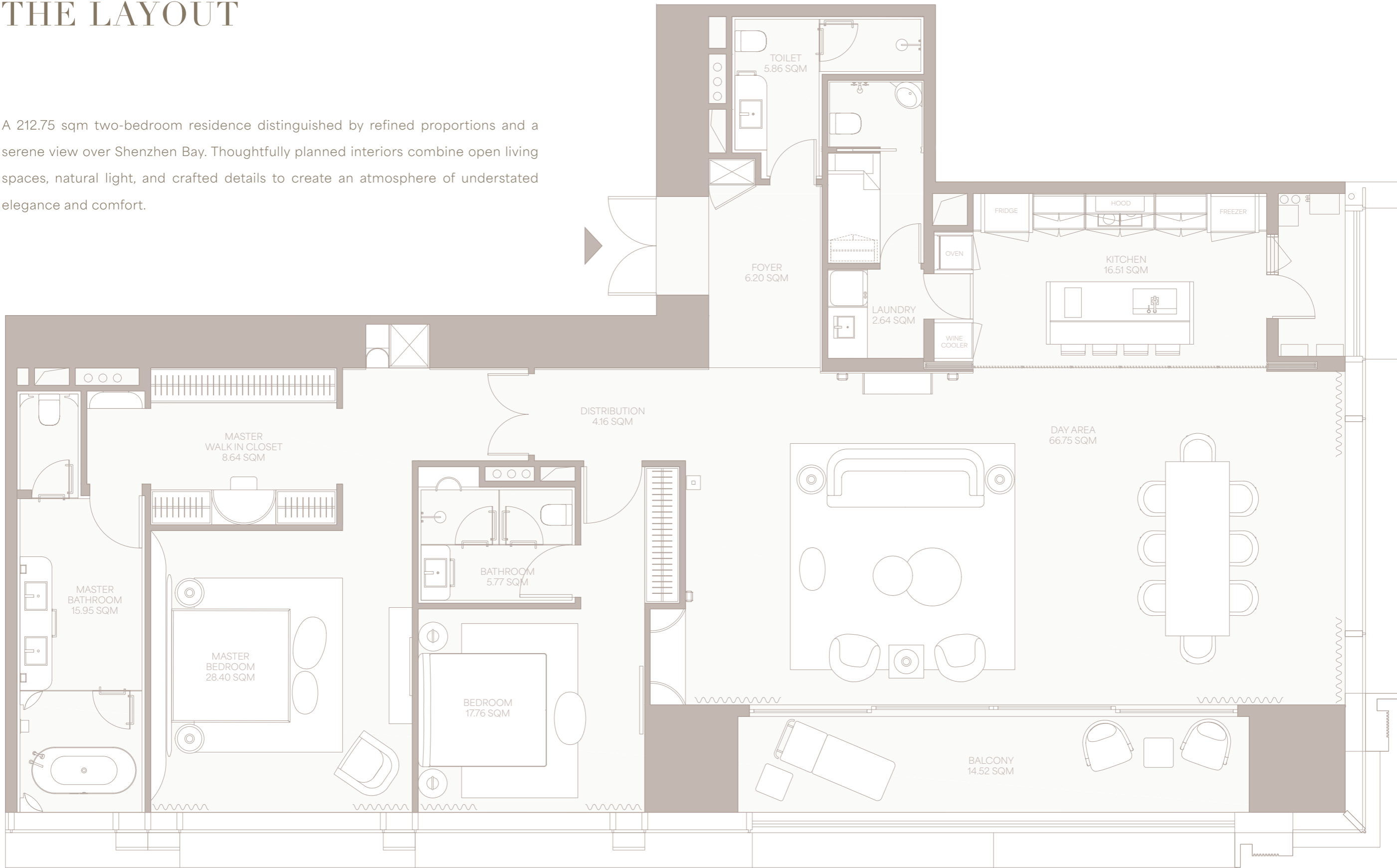
- 11. Inter Continental Shenzhen
- 12. The Westin Shenzhen Nanshan
- 13. Shangri-La Xueyu
- 14. The Oct Harbour, Marriott Executive Apartments





# THE LAYOUT

A 212.75 sqm two-bedroom residence distinguished by refined proportions and a serene view over Shenzhen Bay. Thoughtfully planned interiors combine open living spaces, natural light, and crafted details to create an atmosphere of understated elegance and comfort.



# MATERIALS & COLOR PALETTE

At Casa Milano, color and material converge to create a sense of warmth, elegance, and timeless beauty. Soft shades of beige, cream, ivory, sand, and light blue form a serene, luminous backdrop, enriched by subtle accents of black and gold. Precious surfaces - Taj Mahal marble, mother-of-pearl mosaics, oak, walnut, and brushed metals - combine with Armani/Casa silks, wallpapers, and exquisite fabrics to evoke tactility and refinement. Every detail transforms the space into a harmonious, luminous environment where material richness and color sophistication elevate daily life into an experience of understated luxury.



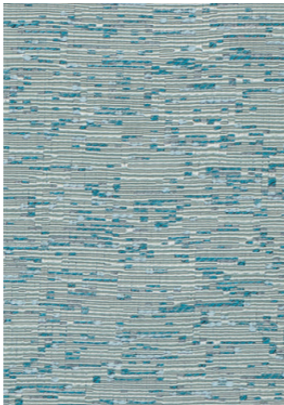
Marmorino  
Paint



Armani/Casa  
"Palermo" Fabric



Armani/Casa  
"Gaby" Fabric



Armani Casa  
"Vilnius" Fabrics



Armani/Casa  
"Brera" Wallcovering



Armani Casa  
"Edmonton" Fabric



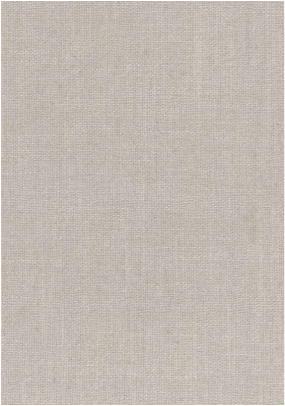
Armani Casa "Versailles"  
Wallcovering



Taj Mahal  
Quartzite



Bronze Tinted  
Mirror



Armani Casa  
"Oulu" Fabric



Satin Light  
Brass Finish



Armani Casa  
"Rivoli" Fabric





DAY AREA





DAY AREA



DAY AREA



DAY AREA



KITCHEN



POWDER ROOM



MASTER BEDROOM



MASTER WALK-IN CLOSET



MASTER BATHROOM



BEDROOM



BATHROOM



## THE ONE ATELIER'S PHILOSOPHY

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At Casa Milano, The One Atelier brings Italian savoir-faire to life with artistry and precision. Renowned for translating the vision of the world's most iconic brands, the studio seamlessly interprets Armani/Casa's language of distinction into interiors of timeless elegance. Every finish, furnishing, and material reflects a deep understanding of design as culture, transforming spaces into living expressions of refinement.

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# INTERVIEW WITH

## *Michele Galli*

CEO of The One Atelier



1. Could you provide a brief introduction to your organization and your design philosophy?

The One Atelier is a design and consultancy studio specialized in branded residences and luxury hospitality. Our philosophy is rooted in the belief that a home is not simply a space to live in, but an experience to be lived. We bring together heritage, innovation, and functionality, shaping environments where design becomes a bridge between personal identity and lifestyle. Every project starts with listening – to the brand, to the client, and to the context – and evolves into spaces that are both aesthetically refined and deeply personal.

2. Is this your first high-end property project in China or Shenzhen? How do you feel about the city of Shenzhen and our project in particular?

This is not our very first project in China, but it is indeed a milestone for us in Shenzhen. The city represents one of the most dynamic and forward-thinking hubs in the world—a place where creativity, technology, and global culture converge. Working here with Liantai and Armani/Casa has been an opportunity to engage with an environment that is fast-moving and cosmopolitan, yet very attentive to quality and detail. Shenzhen feels like the perfect stage for expressing a new vision of branded living, where Italian elegance meets the vibrant energy of contemporary China.

3. As an entity with experience in collaborations with numerous luxury brands, how do you define the true essence of luxury?

Luxury today is no longer just about rarity or excess. It is about well-being, personalization, and resonance. True luxury is when a space makes you feel recognized, comfortable, and inspired at the same time. It is about creating an atmosphere where materials, craftsmanship, and services align to enhance life in subtle but powerful ways. In our work, we see luxury as the ability to combine beauty, authenticity, and functionality, while offering an experience that remains memorable and deeply human.

4. How did you approach designing our project, and what kind of outcome were you aiming for in terms of the final product?

Our approach was guided by two main forces: the identity of the Armani/Casa brand and the cultural and urban context of Shenzhen. We wanted the show flat to be more than a demonstration unit – to become a statement of lifestyle. We focused on creating spaces that are immersive and harmonious, where the elegance of Armani's aesthetic meets the expectations of an international, design-conscious clientele. The outcome we aimed for was a residence that feels at once timeless and contemporary, combining the comfort of a private sanctuary with the emotional resonance of a luxury brand experience.

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