

WORLD FURNITURE MAGAZINE



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Introducing MMA projects, where architecture and genius loci merge

MMA Projects is an architecture and interior design studio internationally known and recognized as a reality that promotes Made in Italy in the countries where it is present, through excellent synergies, skills and specializations in the main areas of architectural design, from villas and luxury residential compounds to retail, from corporate headquarters to conference halls and high end hotels.

VOCATION TO BEAUTY AND CONTINUOUS GROWTH

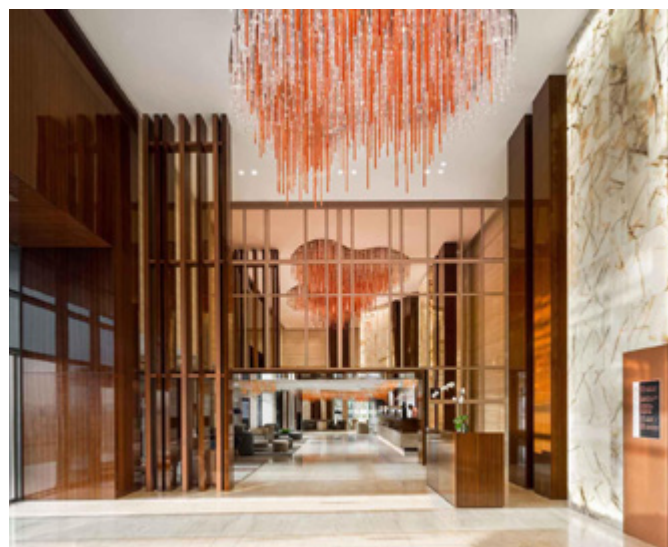
A press meeting organized by OGS Public Relations & Communication allowed to review the most significant projects of the studio based in the hinterland of Milan and born in 1999 from the encounter of Marco Mangili, Dorotea De Simone and Alessandro Vaghi, who constitute the central nucleus around which a continuously growing group has developed, made up of 40 collaborators, including architects, designers, engineers and researchers, who work in synergy to provide the customer with integrated solutions.

MELTING POT OF CULTURAL MOULDS

The presence of different cultural moulds in the MMA Projects studio allows projects to be enriched with aspects that arise from an original approach to shapes and materials and are developed through constant attention to the specificities linked to the place and culture for which the project is intended.

Examples include the reference to the mashrabiya, the natural forced ventilation device typical of the architecture of hot countries and to the grills, originally made up of inlaid wooden elements assembled according to a complex scheme or, again, the presence of a formal area divided into majilis, the place of Arab hospitality and conviviality, as well as the presence of textures and decorative bas-reliefs referring to local traditions.

The Genius loci approach thus translates into projects with a unique vision.



Hotel Millennium Place, Dubai, 2018

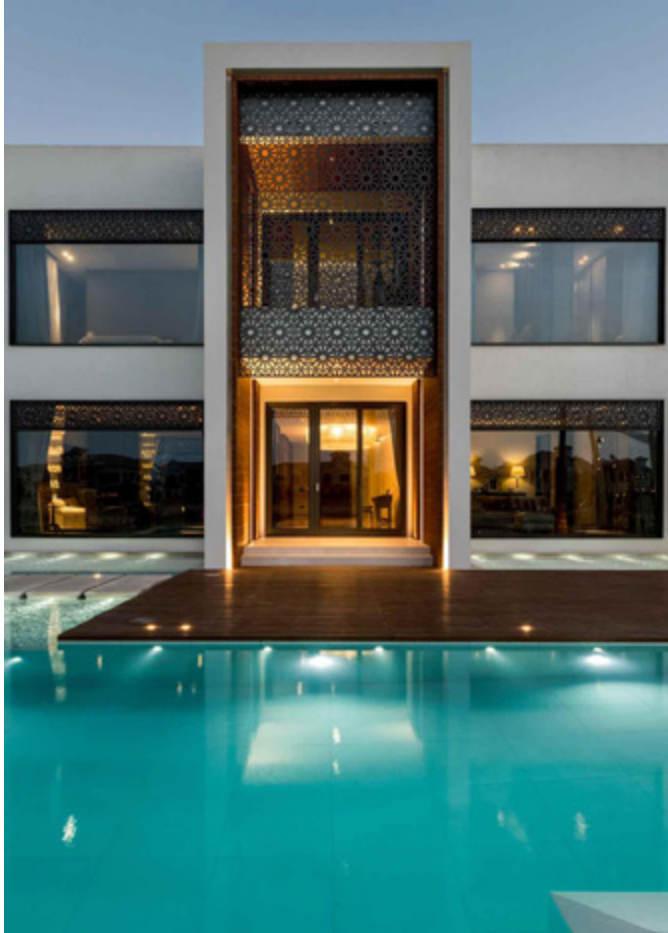
CREATION OF FUNCTIONAL AND POETIC SPACES

The imprint of a sculptural architecture is strong in the creations of MMA Projects, where the play of volumes and reflections of light define the architectural spaces in an amazing game of lights and shadows, full and empty spaces. As underlined in the studio's presentation: "MMA Projects is the elaboration of contemporary styles and expressions in which the dialogue between design and scenography, architecture and technology, is applied to the context and needs of the client, for the creation of functional and poetic spaces. The creative code of the minds that characterize the team is a high visual and aesthetic approach, which combines with practicality, functionality, precision and 'sartorial' attention to detail, leading to the search for excellence."

FROM THE MIDDLE EAST TO CHINA

Over the years, important projects have contributed to the growth and expansion of MMA Projects in Italy and towards

Right: Pozzoli Headquarters, Italy, 2007
Left: Villa AZ, Dubai Palm Jumeirah, 2018/2022



On the sustainability front, the studio shows excellent skills and sensitivity, which are expressed, for example, through the application of cogeneration systems, the extensive use of photovoltaic panels, the use of recyclable materials and low energy consumption lighting, as well as the application of home automation control systems of the newest generation.

international markets, particularly in the Middle East and China. The studio boasts a multi-year presence in Dubai, where it operates with a local consultant, while in China it benefits from the consolidated partnership with a local developer.

For the development and implementation of projects, the studio works with a network of Italian professionals, who offer the technical skills, high craftsmanship and level of customization required to cover each step of the project. The materials - marble, natural stone, king size ceramics, crystals, metals, precious woods, fabrics and leathers - come mainly from Italy, as do the decorative lighting and technical lighting fixtures. This implies a first-level logistics organization, capable of managing the entire supply chain and the handling of materials from the place of origin to the onsite construction sites. Having good relations with local working teams is also part of a successful project implementation.





Left: Villa AB, Jumeirah, Dubai, 2017
Above (from left): Marilena Puppi, CEO OGS Communication,
Dorotea De Simone, Marco Mangili, Alessandro Vaghi, Studio MMA
Projects
Below: Axiom Telecom Headquarter, Dubai Silicon Oasis, 2018

