

Singapore, il top bar è “made in Brianza”

Aziende top. La cabiatese Mascheroni riceve l'incarico per il completamento degli arredi del celebre “The Atlas” Un locale con soffitti a 15 metri, una “torre dei drink” alta 12, affreschi barocchi e tanto artigianato italiano

CABIATE
MARIA GRAZIA GISPI
L'azienda Mascheroni di Cabiata ha ricevuto incarico di completare l'arredo di un ampliamento di The Atlas Bar di Singapore, tra i Top 4 World's Best Bar al mondo. Il locale si trova all'interno del Parkview Square Building, realizzato dal magnate immobiliare di Hong Kong C.S. Hwang, appassionato dell'architettura americana anni '20 che ha voluto evocarne lo stile dall'altra parte del Pacifico con un mix di influenze art déco e art nouveau, tanto che l'edificio è stato soprannominato “Batman Building” perché accostato alle immagini di Gotham City. All'interno c'è un locale opulento, con soffitti a 15 metri, affreschi barocchi e tanto artigianato italiano. Anche la cucina è guidata da un italiano: lo chef stellato Daniele Sperindio. Il locale lavora dalle colazione fino a notte inoltrata.

Il progetto
L'originale torre dei drink alta 12 metri contiene oltre un migliaio di bottiglie di gin e champagne con circa 250 etichette, alcune risalgono al 1910 come l'Heidsieck 1907, lo stesso spumante servito sul Titanic. L'arredo interno di The Atlas Bar, mobili poltrone e diva-

no rimandato al termine della pandemia. Il lockdown prolungato ha creato qualche difficoltà alle strutture esposte sulla clientela internazionale. La Mascheroni di Cabiata si è ritagliata una clientela nella fascia lusso. «Abbiamo scelto di evitare una rete commerciale capillare, crediamo che per la nostra clientela internazionale di alto livello sia più opportuno avere relazioni discrete, personali, dando garanzia di massima qualità per pezzi ricercati e realizzati su richiesta. Si tratta di trovare il giusto equilibrio tra notorietà ed esclusività».

«Ci siamo già occupati nel 2015 di una prima fornitura per il locale. A gennaio di quest'anno è arrivata una seconda richiesta per una parte di rinnovo e ampliamento del bar. Il desiderio espresso è stato di mantenere lo stesso stile in continuità - prosegue il titolare dell'azienda di famiglia Mascheroni - abbiamo quindi realizzato un'ulteriore quarantina di sgabelli bar con lavorazione capitonné, realizzati con i nostri legni. Ora è stata effettuata la consegna e i pezzi, in questo momento, sono in viaggio in mare».

Un ampliamento che era previsto da tempo ma che è sta-

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Che ritorno di immagine

Una strategia che ha delle ricadute positive anche in termini di immagine.

Tanto che da quanto Bernard Arnault, fondatore, presidente e amministratore delegato di Lvmh, gestisce il suo portafoglio di marchi del lusso seduto sulla Congress 135, uno dei modelli di poltrone da ufficio di Mascheroni gli ordini per le sedute Mascheroni si sono incrementati. «In marzo è uscita la notizia sul portale americano Robb Report e da quel momento abbiamo visto crescere le richieste proprio dal mercato Usa, dove storicamente non avevamo mai raccolto ordini significativi. Questi riscontri costituiscono una



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Top companies. Mascheroni from Cabiata receives the assignment to complete the furnishings of the famous “Atlas Bar” A room with 15-metre ceilings, a 12-metre high “drink tower”, Baroque frescoes and lots of Italian craftsmanship

Mascheroni company of Cabiata has been commissioned to complete the furnishings of an expansion of the Atlas Bar in Singapore, among the Top 4 World's Best Bar in the world.

The venue is located into of the Parkview Square Building, made by real estate tycoon of Hong Kong C.S. Hwang, passionate about architecture American 1920s who wanted to evoke its style across the Pacific with a mix of art deco influences and art nouveau, so much so that the building was dubbed “Batman Building” because pulled over to the images of Gotham City.

Inside there's an opulent room, with 15m ceilings, frescoes baroque and lots of Italian craftsmanship. The kitchen too is led by an Italian: the starred chef Daniele Sperindio.

The project

The original drink tower 12 meters contains over a thousand of bottles of gin and champagne with about 250 labels, some date back to 1910 as the Heidsieck 1907, the same sparkling wine served on the Titanic.

The interior furnishings of the Atlas Bar, furniture, armchairs and sofas leather, were partly supplied by Mascheroni. “Was directly Mrs. Vicky Hwang, grandson of the founder Hwang, who manages the palace, to contact us” says Silvio Mascheroni, owner of the furniture company su measure of Cabiata, founded by Piero Mascheroni in 1973. Today it has about twenty employees and a turnover that is realised

70% abroad and the half of the remaining 30% Italian half of it is intended for studies of architecture that follow projects in other countries.

“We have already dealt with the 2015 of a first supply for the venue. In January, this year came a second request for a part renewal and expansion of the bar. The expressed wish was of keep the same style in continuity - continues the owner of the Mascheroni family business- we then realized another forty of bar stools with workmanship capitonné, made with ours driftwood.”

Mascheroni of Cabiata has carved out a clientele in the luxury band. “We

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MASCHERONI

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What a return of image

A strategy that has repercussions also positive in terms of image.

So much that since Bernard Arnault, founder, president and managing director of LVMH, manages his own portfolio of luxury brands sitting on Congress 135, one of models of office chairs of Mascheroni, the orders for the Mascheroni sessions, yes incremented. *«It's in March news on the American magazine Robb Report and by that moment we saw grow your own demands from the US market, where historically we had never collected significant orders. These feedback constitute a great satisfaction,»* he concludes.

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MASCHERONI

ABOUT MASCHERONI:

Founded by Piero Mascheroni in 1973, Mascheroni has been able to evolve while keeping intact its love for tradition, family, craftsmanship and leather. Although almost fifty years have passed since its birth, Mascheroni continues to maintain a respectable role on the international scene, mixing innovation and loyalty to its origins.

A single production site, in Italy, in Cabiato on the outskirts of Milan, a great know-how acquired over the years thanks to the collaboration in the contract sector with some of the major architectural firms at an international level, allow us today to offer a highly tailor-made service. made and customized, with direct support to architects during the entire design phase.

Over the last ten years, MASCHERONI has managed to obtain, through the hard work and trust of its customers, some prestigious contracts in the contract sectors at the government level, furnishing embassies, ministries, conference centers, presidential palaces, up to 2019 to furnish an entire parliament.

Minister Of Foreign Affairs Riyadh, Minister of Foreign Affairs of Qatar, Ministry of Interior Abu Dhabi UAE, National Bank of Oman Muscat, Minister of Defence Italy, Princess Nora University Riyadh, Bayan Palace Administration Building, Kuwait, International Conference Center Algiers, Royal Diwan Riyadh, Brussels Belgium, Al Salam Building Jaddah Saudi Arabia, Sheikh Jaber Al-Ahmed Cultural Center Kuwait, National Assembly Luanda Angola,

In addition to the government sector, other very important world-famous brands have chosen our services over the years and constantly renew their trust in our team.

Jacob & Co flagman boutique 57th Street - New York, IQ Tower Business Centre - Moscow Russia, Hotel Shangri La / The Shard Tower London, Faberge Museum San Pietroburgo, Four Seasons Hotel Egypt, Bakrie Tower Jakarta, Shaza Kempinski Hotel - Doha, Kempinski Hotel Aqaba - Red Sea Jordan, The Reverie Saigon Hotel, VTB Bank Minsk, NUCB University Nagoya, Japan, Gazprom Moscow Russia, Flames Towers Baku Azerbaijan, Raushskaya Bank Moscow, Arzahn Health point Abu Dhabi, sono alcuni degli ultimi progetti realizzati per gli attuali clienti.

Then there is the attention to quality, the almost maniacal care of craftsmanship, which thus become not only the flag of the product, but a concrete imprint against market logics that engulf the planet. In our products there is no polyurethane foam, in our drums it is not used honeycomb, but solid wood. The hides commonly used in our sector, because they are less expensive and easier to work with, are about 1.1-1.2 mm thick. these common skins are not part of our collection. The thinnest leathers we use are about 1.4 mm and this is the starting point. And since "luxury is what you can repair", the "fight against planned obsolescence" also passes through our customers, who after twenty years send us cushions with padding to replace, because often this is enough to give new light to a Mascheroni object.

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