

# GLOBAL PLANNING ARCHITECTURE

DESIGN THAT WORKS



BROCHURE 2015  
COMPANY INTRO

GLOBAL  
PLANNING  
ARCHITECTURE

# Who We Are



## Giuliano Azzinari



From a “Clementine”  
to large buildings.

Giuliano Azzinari is an entrepreneur, raised in a family of entrepreneurs. Giuliano Azzinari is an architect. Giuliano Azzinari is a manager who learned his trade by observing and experiencing the world. His studies and curiosity led him from Calabria (southern Italy) to Milan, and from Italy to the United States.

Global Planning Architecture is the synthesis of his career path: an international vision, Anglo-Saxon management skills and American planning with an all-Italian flavour. Like that of the Clementines (Mandarins) that his family still grows, combining the human touch of the farmers with the business skills of someone who exports worldwide.

Global Planning Architecture is his company, which started life in a small office, organised from the outset like the great Anglo-Saxon teams. Taking one step at a time, with an eye on the future, is what has enabled Global Planning Architecture, client by client, to become one of the most respected Italian design firms.

## The Firm

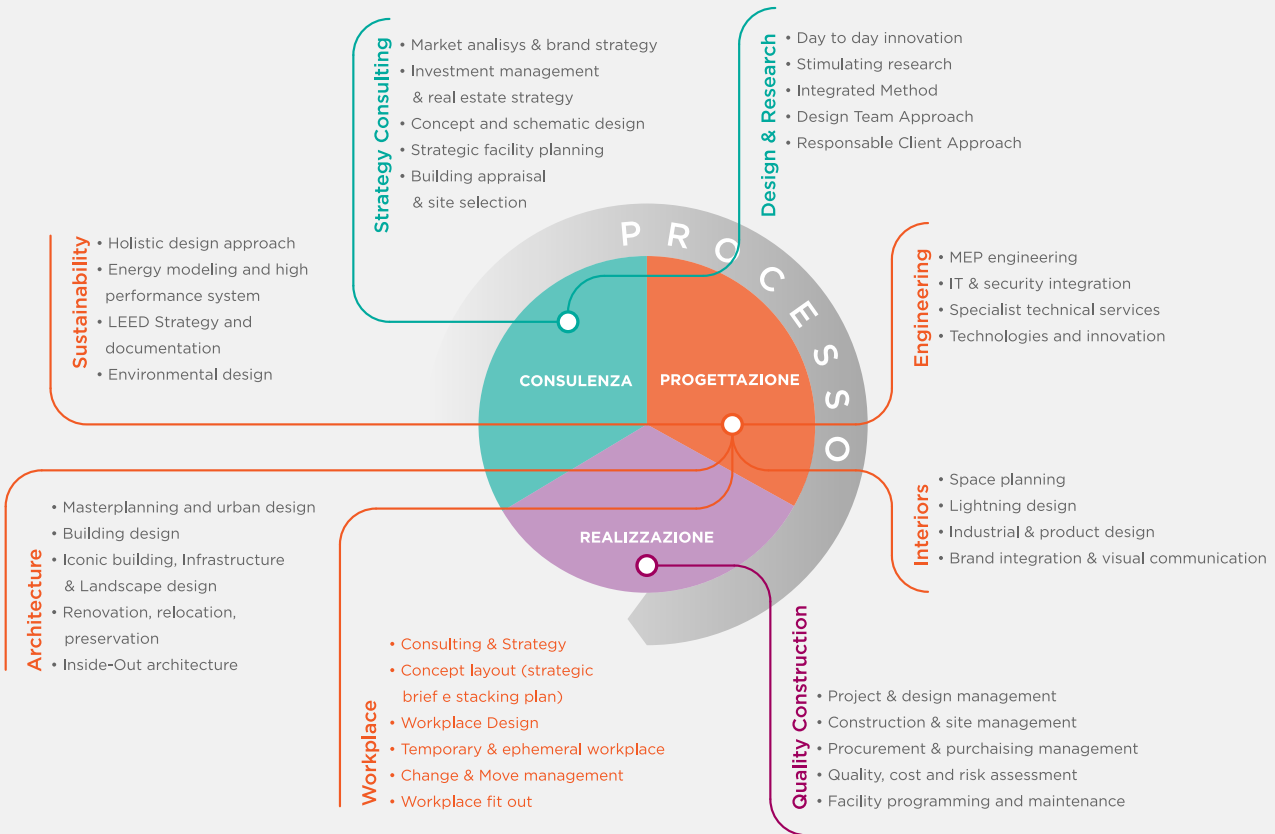
# GLOBAL PLANNING ARCHITECTURE

International soul with an Italian heart.

We believe in passion, in ideas, in design. We are an Italian integrated design studio, founded in 1996 and specialising in architecture, workplaces, interior design, strategic consulting, masterplans and project and construction management. In more than twenty years of history, we have become a point of reference in the office and retail sectors. And we continue to operate on a great scale: in 2012, we created a global network of ideas. This is an international project which, besides our headquarters in Milan, also involves five studios in Dubai, London, Bogotá, Moscow and New York, which share our vision of architecture.

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# OUR SERVICES



# Key Clients

ABB SPA  
 ADRIATIC DREAM  
 AIG ASSETT MANAGEMENT  
 AMARC TECNOLOGIE  
 AMERICAN SCHOOL OF MILAN  
 AMGEN  
 BANCA POPOLARE DI MILANO  
 BASF  
 CAI CHEUVREUX ITALIA  
 CALYON  
 CESI  
 COGNEX INTERNATIONAL INC  
 COMUNE DI PARELLA  
 CREDIT AGRICOLE INDOSUEZ  
 DIAGEO ITALIAA  
 DEUTSCHE BANK  
 ENEL RETE GAS  
 ERNST & YOUNG  
 FASTWEB  
 FUJIFILM  
 GALOTTI  
 GAZ DE FRANCE-SUEZ  
 GENERALI PROPERTIES  
 GIORGIO ARMANI

GRUPPO ITALCOGIM  
 HILTI ITALIA  
 HOLIDAY INN  
 INAZ PAGHE  
 ITALCOGIM RETI  
 ITT FLIGHT  
 LAFELTRINELLI  
 LINEA  
 MEDIOSIM/BANCA DI ROMA  
 RENORD/RENAULT  
 SCHLUMBERGER  
 SHEARMAN & STERLING  
 STI SINERGIE TERRITORIALI  
 SUPERFUND  
 SOLVAY  
 TELECOM ITALIA  
 UNICREDIT  
 VISA EUROPE  
 VODAFONE OMNITEL  
 WASTE ITALIA  
 WELLA  
 ZAMBONINI

**We believe in method, we reject dogma.**

Our strategy supports the aesthetic choices and economic realization. A holistic approach that translates into integrated design philosophy, which focuses on the full support of the customer along each stage of the project.

**Holistic Approach.**

Our holistic approach towards the design of the architecture makes the synthesis of thought and vision; from concept to construction.

# INNOVATION BY DESIGN: NEW WAYS OF LIVING AND DESIGN.



Designing the most beautiful end result and knowing how to achieve it. Always.

First of all: we believe that aesthetics and design are the elements that give meaning to our work. The “beauty” generates economy when its aim is to communicate the values of a company, to improve internal organisation and efficiency, to contribute to the welfare of the people living there. But in order for everything to work, today, design is not enough. What is needed are specific skills, project management tools, a pragmatic approach aimed at optimising costs and time, focused on the end result.

*Design that works*

Giuliano Azzinari

DESIGN THAT WORKS

## Corporate Office



FELTRINELLI HEADQUARTER

AN EVER-CHANGING VISION  
OF THE OFFICE.

Society changes, technology changes, the workplace changes. And strategic consulting services are updated. Ongoing dialogue with clients and management transforms their needs into added value, something concrete and quantifiable. At Global Planning Architecture, design and beauty are completely at the service of corporate objectives: this is the cornerstone of all our Corporate Office activities.

The result is an architecture able to improve the way we work with multifunctional, effective, informal and above all stimulating spaces. The offices that we create are designed to encourage the circulation of ideas, team spirit and corporate evolution. All objectives in line with the business plan from the client, whether that is the end user or the developer.

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# Retail & Luxury

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## ARMANI BOUTIQUE

FROM RETAIL OUTLET TO  
ATTRACTION.

A retail outlet can no longer limit itself to merely displaying products. It must involve, interest, entertain and captivate.

Our projects aim to transform a retail outlet into an attractive destination, where the architecture is key in telling the story of the brand and increasing the inclination to purchase.

From strategy to budget, from study of flows to finishes, from brand enhancement to packaging: there are many aspects needed to create a purchasing experience. Global Planning Architecture's holistic approach provides clients with a complete package, bringing everything together to create a touchable brand.

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# Hospitality & Culture

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## GUGGENHEIM HELSINKI

WELCOMING MEANS BEING  
ABLE TO SURPRISE PEOPLE.

Giving strength to hospitality, making it more attractive, safe, efficient and profitable. Strengthening it with brilliant projects and amazing accomplishments. Our goal is to design spaces that enhance social interaction and business, from city hotels to resorts, from luxury hotels to budget motels, from boutique hotels to large conference centres.

At the heart of all this comes the definition of concept designs which respect and integrate into the local culture, always guaranteeing guests memorable experiences and managers efficiency and a return on their investment.

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# Residential & Public

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## PIAZZA DELLA SCALA

WE GIVE SPACE TO THE NEW  
DIMENSION OF LIVING.

The desire for sustainability has changed the residential design scene. The top priority in every Public & Residential area is to promote welfare and facilitate collaboration, even in those areas that, quite simply, we call "home".

Global Planning Architecture's goal is to create high-quality contemporary buildings, public areas where people can meet each other, get to know each other and, why not, have fun.

EXPERTISE



# Projects Case Study

1

ERNST & YOUNG  
HEADQUARTERS

2

GIORGIO ARMANI  
CANNES

3

LA FELTRINELLI  
HEADQUARTERS

4

CHEUVREUX  
CRÉDIT AGRICOLE

5

PIAZZA DELLA  
SCALA MILANO

6

GAZ DE FRANCE  
- SUEZ

# 150 CLIENTS NETWORK OF IDEAS



Projects  
Case Study

1

FASTWEB  
HEADQUARTERS

2

BAUHAUS DESIGN  
MUSEUM DESSAU

3

SUPERFUND

4

TELECOM

5

GUGGENHEIM  
MUSEUM  
HELSINKI

6

PROGETTO  
FLAMINIO - CITTÀ  
DELLA SCIENZA

30 SPECIALTIES  
4 EXPERTISE



FASTWEB HEADQUARTERS



BAUHAUS DESIGN MUSEUM DESSAU



SUPERFUND



TELECOM



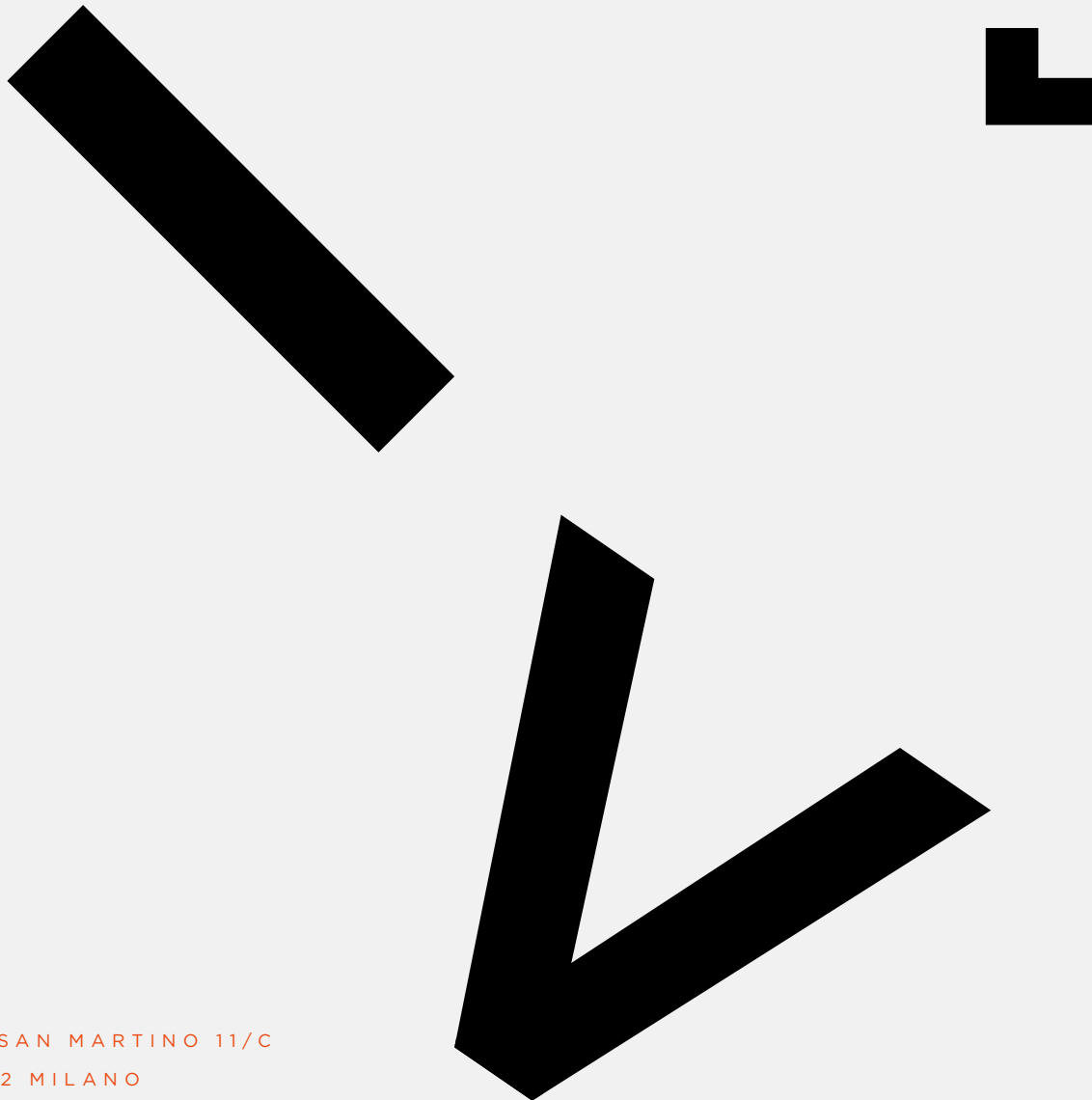
GUGGENHEIM MUSEUM HELSINKI



FLAMINIO PROJECT

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