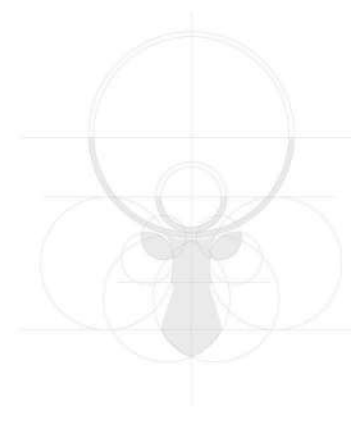




COMPANY PROFILE

GruppoC14



GRUPPOC14



www.gruppoc14.com

Via Morimondo 26, 20143 Milan

T. +39 02 48958494

F. +39 02 89078553

WE “LOVE CLIENTS”

Alexander Bellman
Matteo Nobili
Floriana Cescon
Federico Montagna
Elisa Arini
Giulia Celsi
Dario Pandolfo
Vanessa Giaconia
Federica Puccio
Andrea Corbetta

CLIENTS “LOVE US”

Accademia del Profumo
Adp
AEM - Milano
AMD L
Aprilia
Asti Spumante
Autogrill
Asics
Ballantyne Cashmere
Banca Sella
Barabas
Beaute Prestige International
Benelli-Beretta
Bruni Glass
Canali
Capgemini Ernst-Young
Caterpillar
Caudalie
Cielo Venezia
Citroën
Cm
Coima
Comune di Milano
Comunità Europea
Consorzio Valtellina
Corepla
Dedar
Deloitte
Deutsche Bank
Di Biz Co
DPR
DUPONT
ENEL
ENIT
Exytus
Eyepetizer
Fabbrica del Duomo
Federmobili

Ferrero
Finanza & Futuro
Flamingo
Frau
Frescobaldi
Gazzetta dello Sport
Generali Properties
Geospirit
Gilera
Gruppo OBI
GQ – Condé Nast
Guzzi
Haier
Hines
H3G - (Tre)
Hotel Chiaravalle
Hotelplan
Illy
Immobil Center
Ina Assitalia
Inda
Infostrada - IOL
Intel
Itaca
It's Cool
IULM
Jean Paul Gaultier
Job Pilot
Kiton
Kodak
Kowloon
Lancaster
La Ristosalumeria
Lega Calcio
Levi's
LG electronics
Logan
Loro Piana

L'Oreal
Lungarno Alberghi Srl
Luxottica
Maliparmi
Manifattura Tabacchi Firenze
Marni
Martini 6
Ministero dei trasporti
Mondadori
Motorola
MTDM
MT Lights
Nestlé
Nielsen
Nikon
Nokia
OM-Fiat
Orlandinotti
Orsingher Ortu Awocati
Paola D'Arcano
Partesa
Peuterey
Phard
Piaggio
Pirelli
Pisa Orologeria
Plantronics
Playteam
Poliedro
Pomellato
Postcard
Progetto CMR
Publicontrol
Radio e Video Italia SMI
Ragno
Recarlo
Regione Lombardia

Repi
Safilo
Samsonite
Samsung
Sara assicurazioni
Saras petroli
Shell
Siemens
Sky TV
Staltops
ST Microelectronics
Swarovski
Swatch Group
Swiss & Global
Telecom
Testori
Timberland
Tiscali
Tod's
Toshiba
Touring Club Italiano
Trenord
Trunk&Co
UNESCO
UniCredit
Unilever
Uvet American Express
Vacheron Constantin
Valtur
Velasco Vitali
Virgilio
Virgin
Vodafone
Westone
Whirlpool
Zaf
Zehjiang For D Home Furniture

GruppoC14

studio

Founded by Alexander Bellman in 2003, Gruppo C14 is an unconventional architects' studio with extensive international experience, it is recognised in Italy and abroad for its lighting design, furnishing and interior design projects. C14 brings together the technical and creative skills of designers, graphic and multimedia architects: just like its founder, the studio refuses the boundaries of a restrictive definition.

Architect and university professor, Alexander Bellman is a scholar of mathematics and the physics of light, as well as a keen chess player. These passions shape his strategic approach and the volume of the studio's projects, and also allow for occasional forays into industrial design for high-profile brands. Obsessed with light and the opportunities it offers when applied to architecture, in the early 2000s Bellman designed the lighting calculation models for Milan Cathedral and for Piazza della Scala, both of which brought him international recognition.

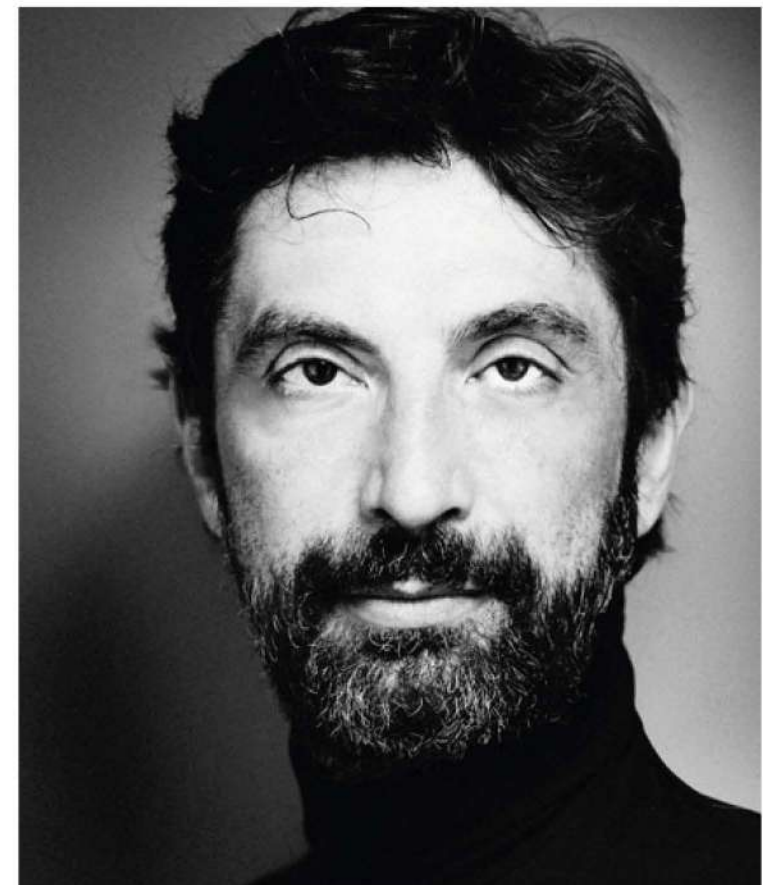
In addition to lighting design, the studio has also had successful experience in retail and interior: international clients entrust C14 with their projects both in Italy and

abroad, relying on the studio's ability to imagine complete environments. So not just the space, but also the furnishings (often custom made), the materials, the lighting: it's this level of attention to detail that shows how much someone loves their profession.

Exhibition design is another interesting field, over the years C14 has curated the display for important exhibitions and art events, C14's commitment to the redevelopment of urban spaces has resulted in a series of works which were received very favourably in various different countries in the world.

Gruppo C14 is an architects' studio where creativity is allowed to flow freely, without re-strictions and hierarchies, where the main objective is to think of the projects as a research tool for perception, investigating and translating the unbreakable bond between light and matter into concrete results by means of a multidisciplinary approach.

Alexander Bellman



GruppoC14

team



Matteo Nobili
designer and partner



Floriana Cescon
administration



Elisa Arini
architect



Federico Montagna
architect



Giulia Celsi
designer



Vanessa Giaconia
architect



Dario Pandolfo
engineer



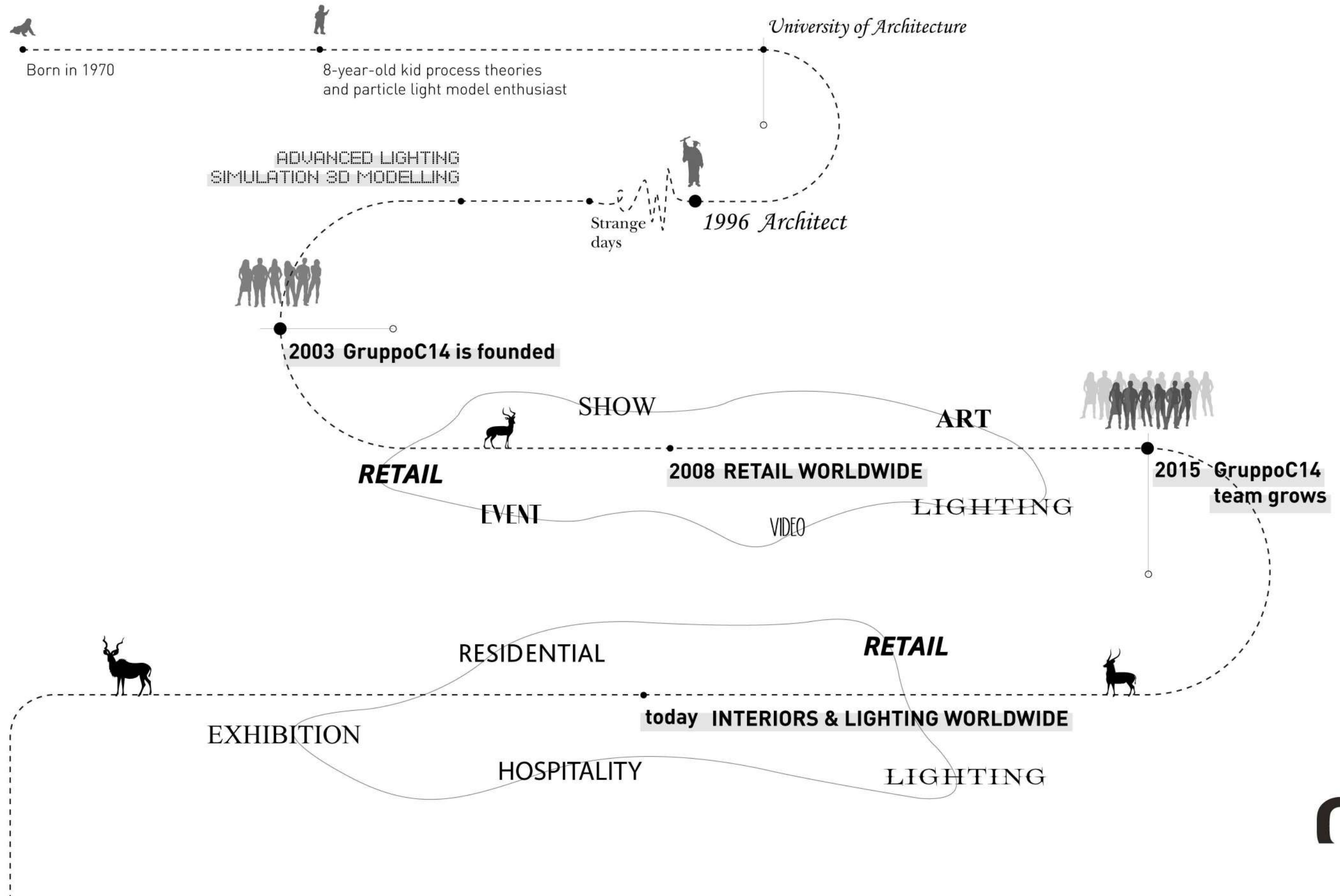
Federica Puccio
architect



Andrea Corbetta
architect

Alexander Bellman

architect and founder



where we work

international recognition

milan based



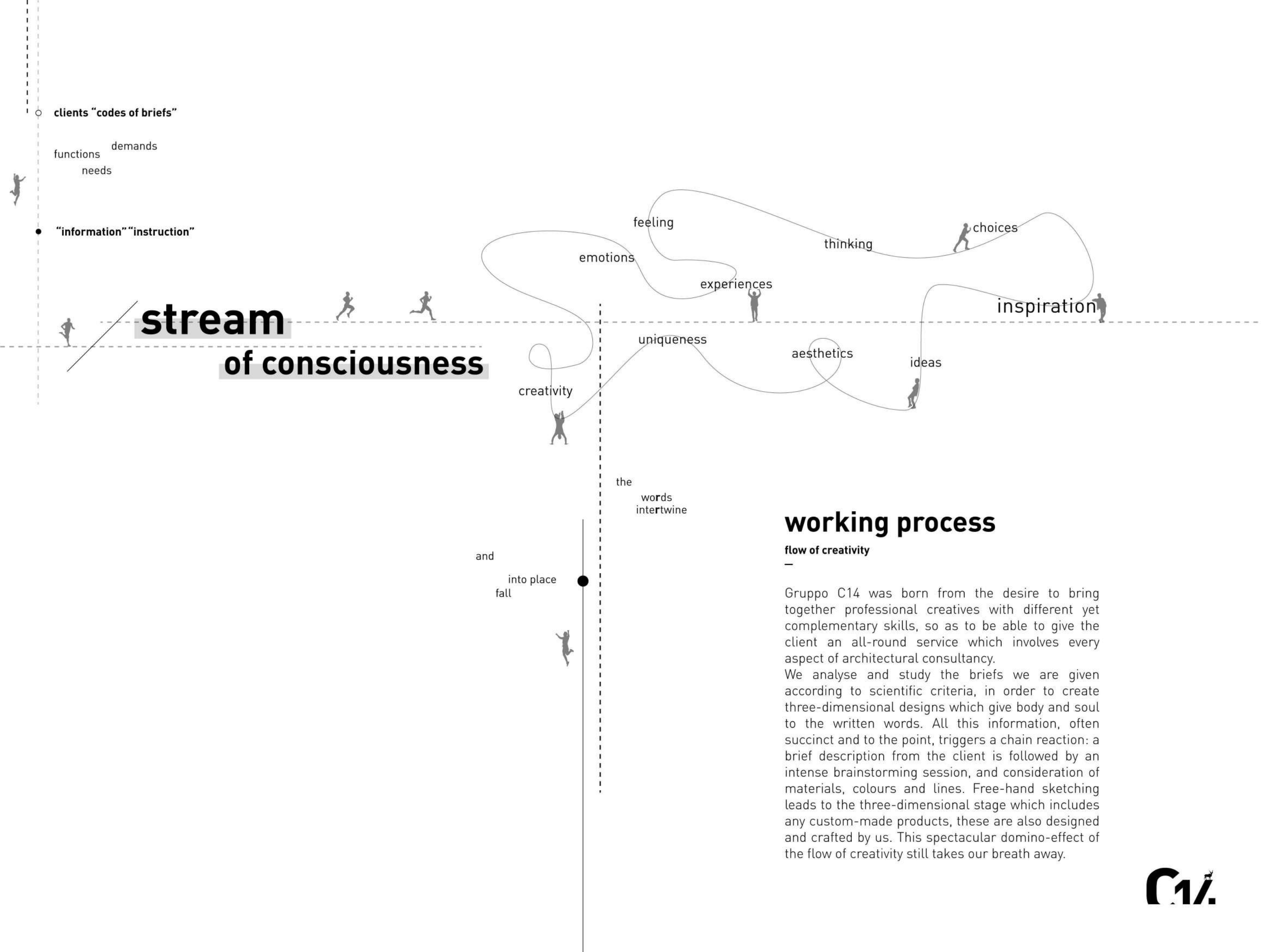
worldwide projects and recognition



Once graduated in architecture at Politecnico di Milano, he focused on his passion, which is the design of light, reaching an international recognition when he contributed to the lighting projects of the Duomo Cathedral and the Teatro alla Scala in Milan in 1998. In 2003 he founded GruppoC14, an architects studio in

which creativity flows freely without limits and hierarchies, and where the main aim is thinking at a project as if it is an instrument of perceptions's research, investigating and translating the unbreakable bond between light and physical substance through an approach which strives for multidisciplinary.

Polyvalent and eclectic, besides famous lighting projects, he works on interior design projects in all their forms: from retail to product design, from important residential projects to exhibitions and events, obtaining recognition also outside the European borders.





- 500 site visit
- 780h of brainstorming
- 4500sqm of designed spaces
- 4800m of printed paper
- 9720h of 3D modeling
- 48300 e-mails exchanged
- 3500 hand sketches
- 1150 layouts
- 385000km of national and international flights

retail design

data

The transfer of brand identity to the sales environment merges with new needs for direct personal intervention, thus molding modern experiential spaces. The single brand becomes a dialogue between brand and consumer, a moment of communication and social interaction. C14 proposes to meld a technical architectural approach with projects that hail and interpret upcoming trends and the new.

ACBC

Store. Amsterdam
Year: 2021

Lia lounge - Living In Art

Showroom, art gallery, lounge bar. Seoul
Year: 2019

Recarlo

Retail and corner stores. Throughout Italy
Year: 2018 - ongoing

Asics showroom

Showroom and offices. Milan
Year: 2018

ForD. Casa Chengzhan showroom

Showroom. China
Year: 2018

Veneranda Fabbrica del Duomo

Ticket office and retail shop. Milan
Year: 2017

ForD. Casa Hangzhou showroom

Showroom and offices. China
Year: 2016-2017

Loro Piana

Showroom Interiors and event.
Dubai, Los Angeles, New York, Milan, Paris.
Year: 2016-2018

Trunk&Co

Retail store. Rome
Year: 2016

Stal Tops International Arena

Merchandise store. Netherlands
Year: 2015

Peuterey

Flagship store, outlet, showroom. Europe-Asia
Year: 2012-2014

JH 1912

Retail store. China
Year: 2014

Mattia Cielo

Flagship store. Milan
Year: 2012

Luxottica

Retail store. Paris
Year: 2012

Pisa orologeria

Retail store. Milan
Year: 2009



- 230sqm of wallpaper
- 368 seats
- 5500 tiles
- 2900sqm of designed spaces
- 2400l of resin

hospitality

data

Places to be experienced and savoured, where one feels at home. We work in close harmony with the client, we interpret their mindset and vision, we flank them right from when we study the brand and define its identity. Every detail – of the materials, the design, the colours, the lighting – is calculated to express the overall meaning of the design project, so that guests can enjoy a unique environment which is literally made-to-measure.

UBarba

Restaurant. Mercato Centrale Milano, Milan
Year: 2021

Matanè

Restaurant. Milan
Year: 2021

Orto Urbano

Restaurant. Milan
Year: 2020

Boul&Co.

Restaurant. Milan
Year: 2020

Miscusi

Restaurant. Milan
Year: 2017

Caffè Napoli

Bar. Milan, Turin, Bergamo, Rome, London
Year: 2016 - ongoing

Stal Tops International Arena

VIP and Royal areas. Netherlands
Year: 2015

Locanda Chiaravalle

Restaurant. Milan
Year: 2012

- 130000 meals served
- 1550 design meetings
- 1720 measurments taken

- 35000 e-mails exchanged



- 120 signs for municipal approval
- 510 plywood sheets for mockups
- 4800 AutoCAD recovered files
- 2250 survey pictures
- 1300h of works management
- 1130l of paint

residential

data

Comfort, usability and the articulation of spaces, these criteria may be applied to very different private interiors: from the study of empty spaces, through the whole array of furnishing solutions up to the fine details of colour and material elements. The interior design is carried out by the Group as a whole and is the result of a complex network in which, as art director, we coordinate a heterogeneous group of sector-specific professionals.

Athens Villa

Private villa. Athens
Year: 2021

C5

Private apartment. Milan
Year: 2019

Fuyang Sales Center

Residential Sales Center. China
Year: 2019

Hangzhou Greentown Qianchaowan

Residential apartment. China
Year: 2019

Raffles City

Showflat. China
Year: 2018

FTBF

Private apartments. Milan
Year: 2018

F2

Private apartment. Milan
Year: 2018

S5

Private apartment. Milan
Year: 2018

M66

Private apartment. Milan
Year: 2017

G73

Private apartment. Milan
Year: 2016

Stal Tops International Arena

Private apartments. Netherlands
Year: 2015

- 1400000 Illustrator layers

- 120000sqm of designed spaces

- 8300m of textiles



- 650 workstations
- 280sqm of projection surfaces

office

data

Creating working spaces requires rationality, elegance and design. Designing offices involves careful consideration of the client's needs who, today, often wants to establish a definite personality in their place of business. Before deciding on the design we have to interpret the client's aims and understand the needs, as well as the hidden needs of the work to be carried out there. During the design stage, all the aesthetic decisions are determined by function, within a productive dialogue which never restricts our creativity, indeed it stimulates it. We take extreme care over choosing the materials: we employ the latest technology but we want the process to follow the know-how of ancient processes. Tailor-made products and carefully studied lighting design are an integral part of our architectural proposals.

- 4300 spotlights installed

- 580 days of building sites

- 4200sqm of designed space

- 270 layouts

- 1300 survey pictures

- 120m above ground level

For D. office

Office. China

Year: 2018

Loro Piana office

Office. Milan

Year: 2016

Unicredit Tower - Boardroom

29th floor. Milan

Year: 2018

Unicredit Tower - Top Management

29th floor. Milan

Year: 2018

Unicredit Tower - Multipurpose

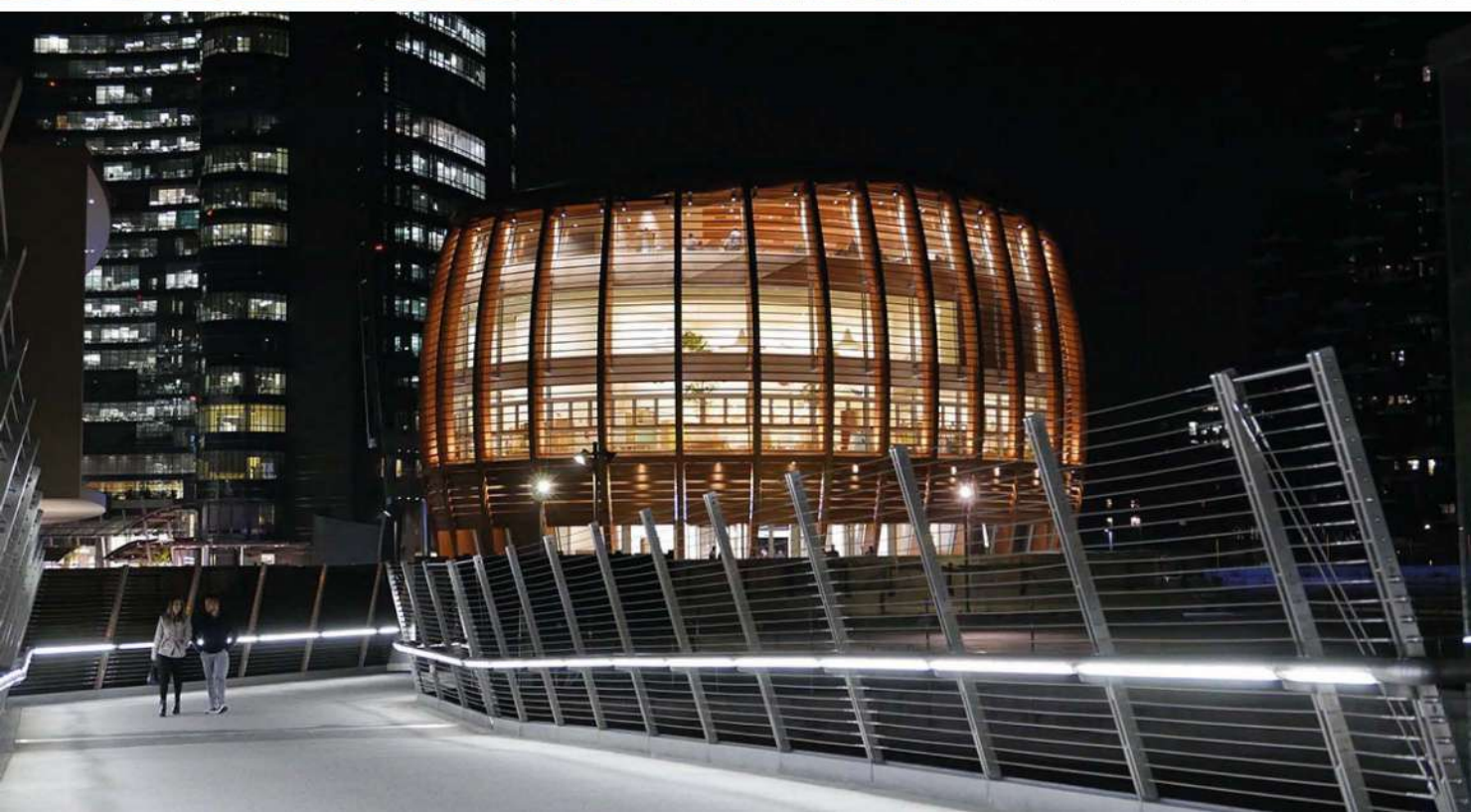
Public space. Milan

Year: 2013

Loft C14

Architecture and design studio. Milan

Year: 2007



● 2500000000h of operation

lighting

data

Inventing new systems of illumination in the latest, most unstable design sectors. Form and technology are not an end in themselves but simply the tools for the sensory projection and stage-set interpretation of objects and spaces, whether in a temporary exhibit or a permanent installation.

Snam Headquarters

Indoor and outdoor. Milan
Year: ongoing

Hotel Sirignano

Luxury hotel. Naples
Year: ongoing

Lungarno Collection

Luxury hotel. Milan
Year: ongoing

Gioia 20

Outdoor and entrance lobby. Milan
Year: ongoing

Duse

Private apartment, art gallery. Milan
Year: 2020

Gioia 22

Outdoor, lobby, facade. Milan
Year: 2018

Kiton

Showroom and retails. Milan-Moscow
Year: 2014-2019

Manifattura Tabacchi

Polimoda. Florence
Year: 2018

Generali

Boardroom and offices. Milan
Year: 2017-2018

Dedar

Showroom. Paris-Milan
Year: 2017-2018

MSC

Cruise ship MSC Seaside - Meraviglia
Year: 2017

Piazza Gae Aulenti

Public square. Milan
Year: 2016

Illy caffè

Bar. Milan
Year: 2015-2017

General Interest

Public areas. Milan
Year: 2013

Unicredit Tower - Boardroom

29th floor. Milan
Year: 2013

Unicredit Tower - Top Management

29th floor. Milan
Year: 2013

Unicredit Tower - Multipurpose

Public space. Milan
Year: 2013

● 80000 emitted lumen

● 51000m of wiring

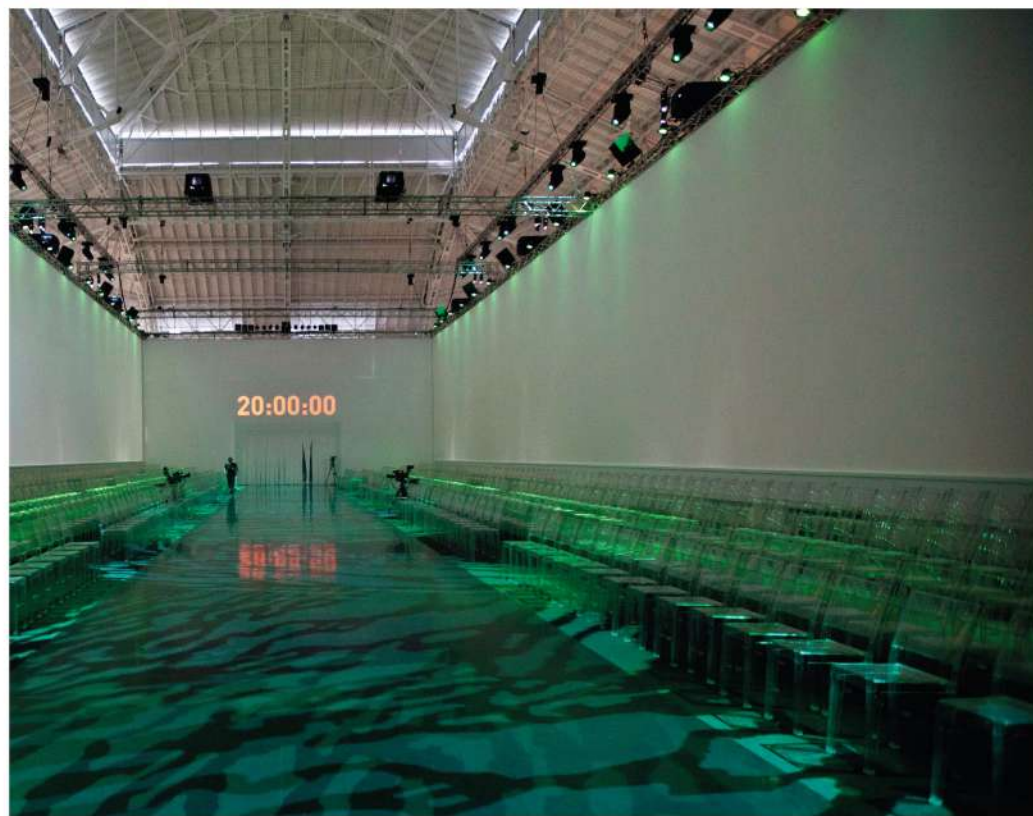
● 385000mq of enlightened spaces

● 32000 spotlights installed

● 6000kw of spared power

● 2100 night pics

● 512 lighting calculation



● 12240km travelled to transport materials

● 10500m of wiring

● 130 days of business trip

● 350h of site visit

● 1120 design meetings

● 1580 people on construction site

● 520h of video backstage

● 820 profile spotlights

● 2650h of setting up

exhibition and event

data

The aim is to communicate fundamental company traits through the creation of environments based on temporary architectural elements from video projections, to theatrical stage-set effects and performance techniques. A major issue here is the projecting of individual emotional experience and, therefore, the degree to which the event remains memorable is of extreme importance.

Border Walls - IULM

Exhibition. Milan
Year: 2021

Frame Emotion - Fuorisalone

Exhibition. Milan
Year: 2018

"Time Out" Giancarlo Vitali

Exhibition. Milan
Year: 2017

"Foresta Rossa" Velasco Vitali

Exhibition. Lake Maggiore
Year: 2013

Duemilaundici

Exhibition. Venice
Year: 2011

Partesa Waypoint Zero

Event. Milan
Year: 2010

"Sbarco" Velasco Vitali

Exhibition. Milan-Pietrasanta
Year: 2010

Mondadori Anniversary

Event. Milan
Year: 2007

Eyepetizer

Exhibition. Milan
Year: 2016

One - Off

Exhibition. Milan
Year: 2016

Bookcity

Exhibition. Milan
Year: 2015

The illusion of the second sun

Exhibition. Milan
Year: 2015

Linkontro Waypoint Zero

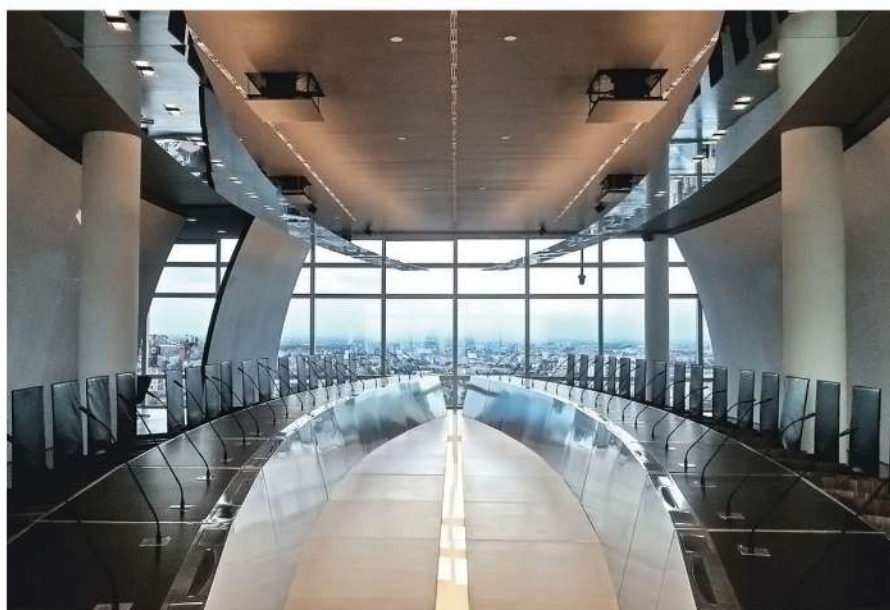
Event. Milan
Year: 2015

Window display

Exhibition. Milan-Asia
Year: 2014

Peuterey - Pitty Uomo

Exhibition. Florence
Year: 2013



- 85 prototypes
- 75 samples options

- 330 hand sketches

- 890h dedicated to AutoCAD technical drawings

- 2600h of manufacturing process

- 830h of meetings

- 1820 assembled pieces

product

data

Thoroughly understanding the client's needs may involve designing a concept and spaces, but, when necessary, it can also mean creating objects for those spaces from scratch, in order to create truly custom-made environments.

This is how a C14 furniture collection comes into being. Exclusive objects, fashioned by hand-picked, trusted craftsmen - true artists in their chosen field. The choice of materials and the design are part of the overall project, they add unique character to our interiors with their clean lines, prestigious materials and special C14 elegance.

Nottola

Outdoor suspension lamp by Artemide
Year: 2021

Egg

Suspension lamp
Year: 2019

Loro Piana Collection

Tables and consoles. Lake Como
Year: 2019

LIA stool

Stool. LIA bar. Seoul
Year: 2019

LIA side tables

Side tables. LIA lounge. Seoul
Year: 2019

Light pole

Street lamp. Milan, Gae Aulenti
Year: 2016

BCHAIR

Seating. Unicredit Boardroom. Milan
Year: 2018

Megauzo

Ceiling lamp. Milan, Unicredit
Year: 2013

Three Balls

Ceiling lamp
Year: 2012

Mattia Cielo table

Table. Mattia Cielo. Milan
Year: 2012

Ghio Mesh

Suspension lamp
Year: 2012

Tralcio

Table lamp
Year: 2011

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C14.