

Practice Profile

The studio Cristofori Santi Architetti was founded on a partnership dating back to 2005 and specializes in architecture, interior design, retail and modern restoration.

The partners, Giacomo Cristofori and Marialisa Santi, graduated from the Milan Politecnico in 1998 and 2001 respectively, and have both trained and worked in major studios.

The team, the services.

CSA also uses five in-house architects and an international network of technicians and consultants specialized in lighting design, led supplying, multimedia installations, brand identity, graphic design, strategic communications and sales outlets.

The studio is constantly working to perfect its network and make it increasingly more competitive, able to identify trends, keep abreast of rapidly changing markets and their increasingly-more sophisticated needs.

CSA offers a complete range of creative and operative services from product development to final architectural designs; from the initial vision of the concept to its realization up to the designing of the product and its furnishings; from the adaptation for single sales points to the development of the distribution line; from the implementation of administrative procedures to providing support for operations (in retail) for non-structured companies. The practice specializes in retail and, more in general, in working with corporate clients. It has honed its ability to deal at highly-professional management levels transmitting corporate values, and connecting with the product and the mood of each single campaign, proposing coherent and creative solutions, all of which makes it a stimulating and reliable partner. From the conception of the architectural vision to aspects of visual merchandising.

Experience, specialization.

Although they belong to the younger generation of professionals the two partners have consolidated over 15 years of experience in their field, during more than half of which they worked together. They started by working on major projects in the fields of restoration and transport with the RS, Systematica and OneWork studios, gradually moving on to focus on interior and retail design (luxury and mass market). They continued to concentrate on this field, working for six years with the studio Vudafieri Saverino Partners for Tod's; planning, creative direction, development and the realization of the concept for brand stores like Costume National, Kenzo, Jimmy Choo, Loewe, MetersBonwe, Miele, Stroili Oro and Versace.

In early 2012 CSA developed and realized the concept for Cerruti 1881, winning a competition over international studios and, in September 2012, started work on the first Harbour City brand outlet.

The partners have worked on many projects of varying types and dimensions in Italy and abroad, thanks to their experience in large cities and smaller towns: in Italy they have worked with companies in Milan, Turin, Genoa, Venice, Udine, Naples, Varese, Como, Pavia, Ancona and Jesolo; in Europa in London, Paris and Munich, in the United States in Costa Mesa, Miami and Orlando and in Asia in China and Indonesia.

China.

CSA has been working in China (Shanghai, Xiamen, Hong Kong, Shenyang) since 2006, spending long periods there, becoming familiar with this different entrepreneurial reality and offering clients, collaborators and suppliers its expertise on international markets, both with regard to projects and to their realization. CSA is an ideal bridge for Chinese brands looking to invest in Italy. And viceversa.

How CSA works .

CSA regards its profession as a service to the client, reaching out to people and to the community. Its projects blend creativity with pragmatism and simplicity. And it aims for the highest levels of accuracy, a passionate research for artisan support, professional curiosity and a penchant for fusion. It follows each project to completion with a watchful eye on costs. It aims for simple solutions but not without taking all options into account. It believes that *permanent* and *ephemeral* are not so much preconceived ideas as elements that are always open to new interpretations rather than rigid and inflexible: an original and innovative approach.

Today and tomorrow.

Currently CSA is working on an internal design project for a villa in the province of Varese and the implementation of the concept for Cerruti 1881 on the Chinese market. It is also re-positioning the medium-range Dazzle brand for which it has planned three stores in China.

In the future there is a project in which historical authenticity will be applied to the present, or a bridge intervention where transformation will analyze a historic passage. And with one partner specialized in restoration and both graduates of classical studies, they should have no problem in realizing these aspirations.