

**DANIELA**  

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**GRIMALDI**  

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**Interior &  
Exhibition  
designer**

**Selected projects**  
**2014 - 2020**

**Selected projects  
2014 - 2020**



# Italian pavilion XXII Triennale di Milano

in collaboration with MIGLIORE+SERVETTO Architects

**LOCATION :** Triennale di Milano

**DIMENSION :** 90 sqm

**DURATION OF THE EXHIBITION :** 6 months

**ROLE :** Project manager & coordination

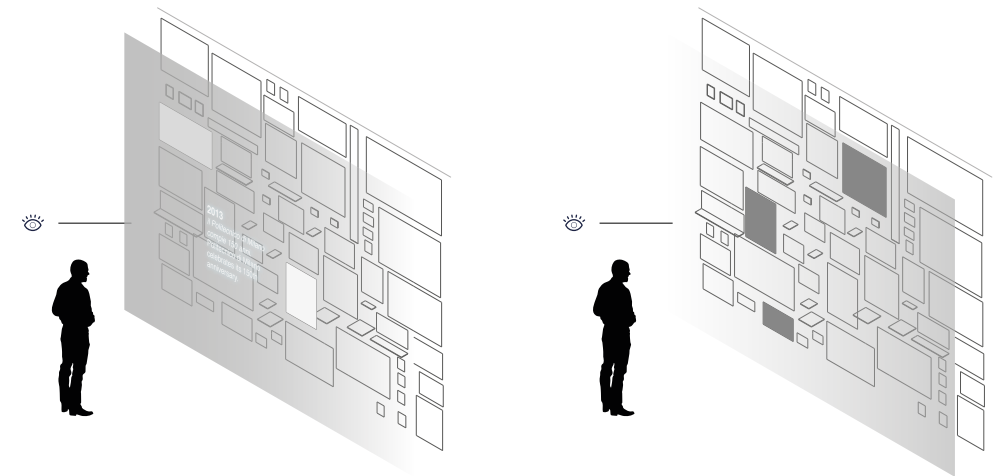
On the occasion of the XXII International Exhibition “Broken Nature: Design Takes on Human Survival”, the project defines the Italian Pavilion “4 Elements / Taking care” as a contemporary library of scientific knowledge that represents the multi-disciplinary, analytical approach adopted by the Politecnico di Milano, an internationally recognized university.

Photo by Andrea Martiradonna

Exhibition.  
Curatorship.  
Art direction.  
Multimedia.







The dynamic picture gallery which opens up on the back wall of the pavilion. A videomapping projected on a semi-transparent gauze frames up historical images and objects of the Politecnico.

# Coats!

## Max Mara, Seoul 2017

in collaboration with MIGLIORE+SERVETTO Architects

**LOCATION :** Dongdaemun Design Plaza (DDP). Seoul, South Korea

**DIMENSION :** 3000 sqm

**DURATION OF THE EXHIBITION :** 2 weeks

**ROLE :** Project manager & coordination

A digital exhibition for Max Mara to narrate the heritage of the historical fashion company.

An imposing cupola, supported by seven irregular volumes emerges from the dark, sculpted by the play of light and shadow, entering into dialogue with the architecture of the DDP. Inspired by the utopian monoliths of the French architect Étienne-Louis Boullée, the purely geometrical lines of great symbolic value define an open, extremely permeable structure which can be crossed in any direction, offering each visitor their own personal pathways through the exhibition. The young Korean artist Yiyun Kang was asked to interpret the exhibition theme with a digital work to be projected onto this space, enveloping the observer with a poetic narration in which images of fabrics, volumes and bodies emerge.

Photo by Jae Young Park, Studio 2020



Exhibition



Exhibition.  
Environmental  
graphics.  
Graphics.







# Michelangelo's Medici Madonna

in collaboration with MIGLIORE+SERVETTO Architects

**LOCATION :** Old Busan Headquarters of Bank of Korea. Busan, South Korea

**DIMENSION :** 450 sqm

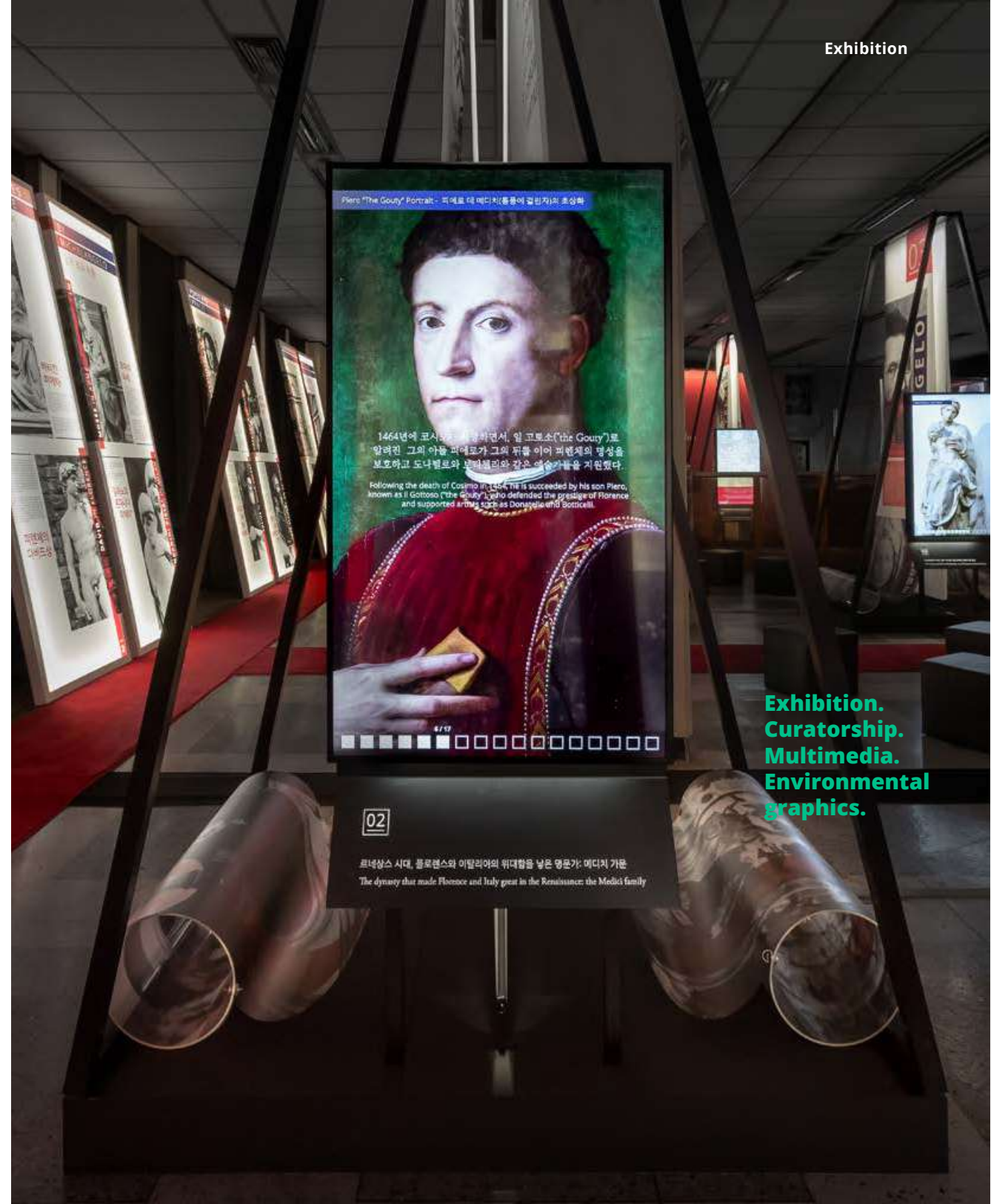
**DURATION OF THE EXHIBITION :** 2 month

**ROLE :** Project manager & coordination

The former Busan branch of the Bank of Korea in Busan hosts the special exhibition of the rare plaster cast of the original Medici Madonna realized by Michelangelo Buonarroti for the Sagrestia Nuova (New Sacristy) of San Lorenzo in Florence. The special set up offers an innovative approach to the artwork and its context, allowing the visitors to experience all the richness of Michelangelo's work.

The narrative path reaches a crescendo as the final part culminates with the original cast of the Medici Madonna presented with a sort of new evocation of the sacred, through a visual reference to the spaces of the Medici Chapel of the Sagrestia Nuova in Florence.

Photo by Jae Young Park



**Exhibition.  
Curatorship.  
Multimedia.  
Environmental  
graphics.**





# Dmail

## New format store

in collaboration with **MIGLIORE+SERVETTO Architects**

**LOCATION :** Via San Paolo 15, Milan.

**DIMENSION :** 130 sqm

**ROLE :** Project manager & coordination

The store in via San Paolo in Milan is the first landmark site of the new brand identity and it's the pilot project of the new fitting out format for all the sales points that will follow.

The new Dmail stores are conceived by Migliore+Servetto Architects, for their renewed identity image, as welcoming, discovering places, where the visitors can move around freely by following their own interests and curiosity. Carefully built upon a rich, heterogeneous products' supply, the set up is a sort of versatile and flexible "machine à montrer", able to keep up with the liveliness and the constant turnover of the brand's offering.

A narrative, communication space, where light and the graphic mark open glimpses and exploration views. A new meeting place full of curiosity and innovation.

Photo courtesy of dmail

**Interior.**  
**Environmental**  
**graphics.**  
**Identity&**  
**branding.**  
**Art direction.**









# Mondadori

## New format store

in collaboration with **MIGLIORE+SERVETTO Architects**

**LOCATION :** Via San Pietro all'Orto, Milan.

**DIMENSION :** 750 sqm

**ROLE :** Interior designer junior

The new Mondadori store is an innovative, Italian space, expressing the original concept of “Mondadori for you” in a renovated dimension which guides the visitor in the heart of “Mondadori Experience”.

A welcoming area to return to, of ‘high density’ products and people-friendly, where the visitors can easily find their way around at their own pace, depending on needs.

The wide central staircase, which is the heart of the store, links the shop’s three different levels and guides the visitor along a journey of discovery between tradition and innovation which unfolds from Mondadori’s first steps to its contemporary editorial choices.

The “Mondadori red” of the stairs and graphics, meets the green and the white of the stands against the walls.

Photo by Andrea Martiradonna

**Interior.**  
**Environmental**  
**graphics.**  
**Graphics.**  
**Art direction.**











# Dmail

## New headquarters

in collaboration with MIGLIORE+SERVETTO Architects

**LOCATION :** Via Algeri, 15. Pontassieve. Tuscany

**DIMENSION :** 1200 sqm

**ROLE :** Project manager & coordination

The interior design project encompasses a space spanning 1200 square meters, distributed over 2 floors and including an outdoor area. The graphic symbol of the logo, underpins the building's façade dominated by three luminous signs carved into Corten-effect panes.

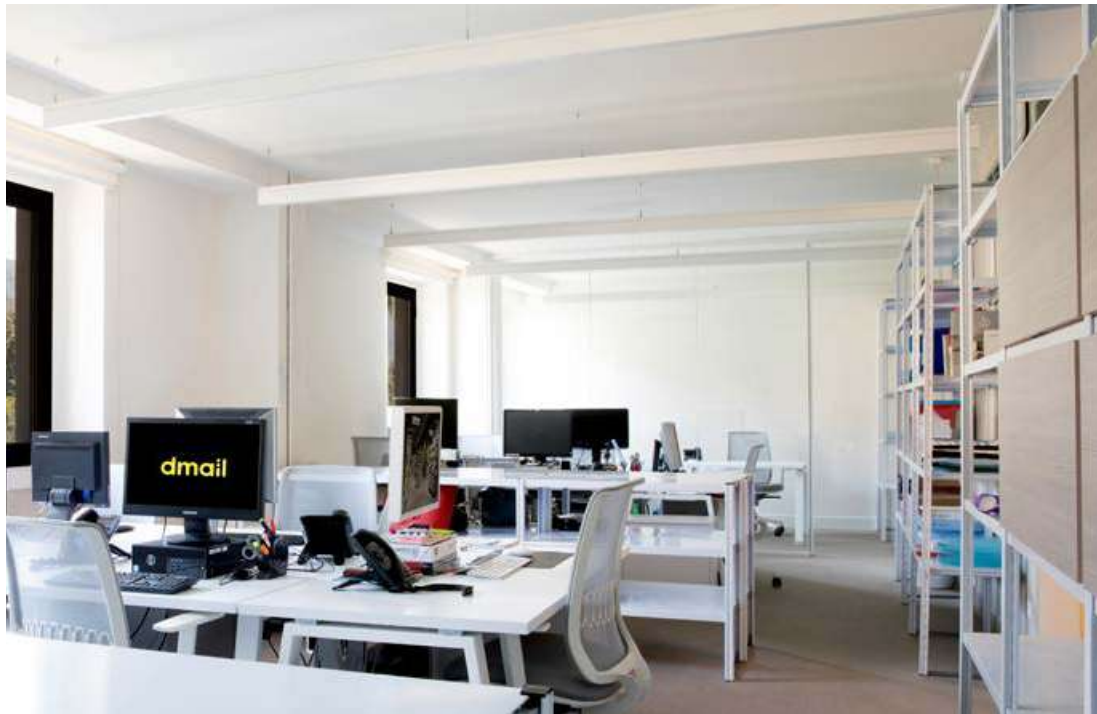
The pace of the pathway leading to the building is also marked by the graphic design characterizing the small entrance wall with the circular element, which recalls the development of environmental graphics in the new stores. The office thus becomes a place for narration and communication that expresses and strengthens the brand identity.

Photo courtesy of dmail



Interior.  
Environmental  
graphics.  
Lighting.  
Art direction.





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