

10.corso.como

Visit

Located in an industrial building, in the inner courtyard of a traditional Milanese palazzo,
10 Corso Como is only a 10 minute walk from the Brera district.
It functions as an Italian piazza with all activities spread around the courtyard, allowing visitors to participate
in a succession of socio-cultural attractions.



1



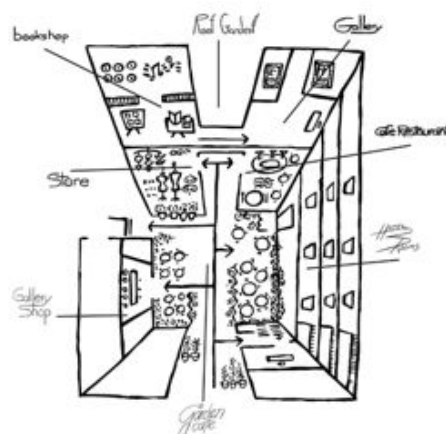
2



3

A union of culture and commerce; 10 Corso Como is a network of interconnected spaces,
all rolled into one experience.
Visitors and customers move from one insight to the next: from the Gallery to the Bookshop;
from the Design and Fashion store to the Restaurant and Cafe.
Rest in the courtyard Garden or stay in the "3 Rooms" Hotel and share in
the philosophy of 10 Corso Como – a space that marks the beginning of Total Shopping.

10 Corso Como is a mirror of aesthetics and multisensual sensibilities.
Sight, sound, taste, touch and smell: all meet to express the essence of 10 Corso Como.



10.corso.como

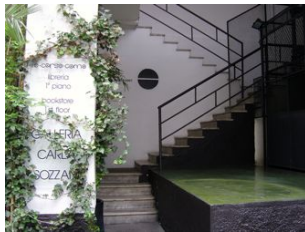
Visit

The gallery opened in 1990 and is devoted to art, photography, design and architecture.

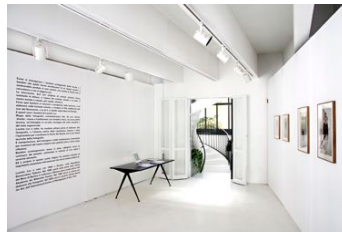
Since its opening, Galleria Carla Sozzani has been established as one of the most important photography galleries in Italy.

Over 200 exhibitions have been shown in the presence of famous photographers, often presenting works that have never been shown in Italy before.

With a program of six major photography exhibitions a year, the gallery presents an exhibition related to architecture, design or fashion twice a year.



4



5



6

The Books and Design shop, adjacent to the Gallery, first opened in 1991 and expanded in 1993. It includes new and classic publications on art, architecture, literature, design, graphics and fashion, with a strong emphasis on photography.

The gallery also has its own publishing company, "Carla Sozzani Editore", dedicated to art, photography, fashion and design.



7



8



9

Next to the Books and Design shop and to the Gallery, a new space for special events, programs and activities opened in 1993, hosting cultural, commercial and cultural projects.



10



11



12

10.corso.como

Visit

The 10 Corso Como store opened in September 1991.
Since its inception, 10 Corso Como has abandoned accepted retail practices and promotes
a new philosophy of marketing: "Slow Shopping".

Promenade through art, design and fashion in a single space; stroll the crossroad
between desire and culture.



13



14



15



16



17



18

The 10 Corso Como Cafe Restaurant opened in 1998 located in a converted garage.
Designed to flow between the inside and the garden outside,
the Cafe offers another aesthetic altogether.



19



20



21

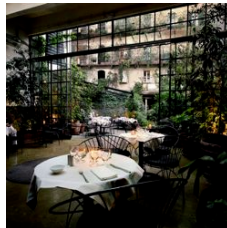
10 CORSO COMO

Visit

Hidden in the heart of the 10 Corso Como courtyard, behind a discreet facade of gates, the Garden Cafe first opened in 1991.
It is a conservatory of lush perennial plants and seasonal flowers.



22



23



24

Opening in 2003, the “3 Rooms” is an intimate Hotel, offering a weary traveller the personal hospitality of 10 Corso Como.

It is a true home away from home.

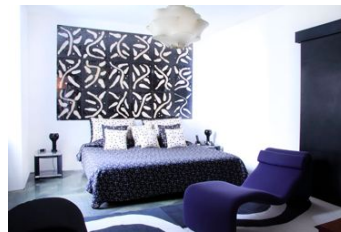
The three suites, each with full service amenities, are reached by a private entrance. Each room is furnished in homage to the vision of select mid-20th century designers and architects from around the world.



25



26



27

The roof garden opened in 2008, the roof garden is an oasis of peace.
A unique combination of nature and art, the terrace is an open home to exhibitions and private events.



28



29



30

10 CORSO COMO

Visit

10 Corso Como has helped to transform a whole area of Milano.
Today, the largest European real estate investment in a city is situated right across 10 Corso Como.



31



32



33

Products in fields as diverse as design, fashion, lifestyle and cuisine now carry the
“10 Corso Como” label as a brand of distinction.
Working with other brand leaders, “10 Corso Como” is developing limited editions for the growing number
of fans of “10 Corso Como”.



34



35



36

In 2002, “10 Corso Como - Comme des Garçons” opens in Tokyo.
This collaboration between the philosophies of Rei Kawakubo and Carla Sozzani anticipate
the advent of global co-branding projects.

In 2012, “10 Corso Como - Comme des Garçons” celebrates the 10th Anniversary.
10 Corso Como presents in Japan its own brand and limited edition items exclusively in the new DSMG.



37



38



39

10 CORSO COMO

Visit

In 2008, 10 Corso Como and Samsung Cheil, the Samsung Group, joined together to bring the 10 Corso Como concept to the capital city of Seoul.

Designed by Kris Ruhs and housed in a three level building in Cheongdam-Dong, the dynamic hub of the city centre, 10 Corso Como Seoul is a 1400 sq. meters presentation of fashion, design, books and music, with a garden Restaurant Cafe.

In March 2012 10 Corso Como and Samsung Group develop a second location in Seoul on the 5th floor at AvenueL, creating a unique destination for visitors to one of the elite department stores in Asia.



40



41



42



43



44



45

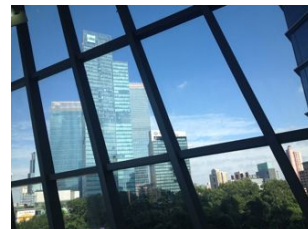
In 2013, 10 Corso Como and Trendy International Group join forces to bring the 10 Corso Como concept to China for the first time, with a new store in Shanghai to open in Fall 2013.



46



47



48

