

**THE NEW RESTYLING OF BAR ITALIA MILANO**

**Bar Italia Milano gets a makeover: on September 1st, the historic venue in Piazzale Lodi reopened in Milan. Benetti Home, a company specializing in indoor vertical greenery, is a partner in the project curated by Interior Designer Luca Medici.**

After more than sixty years of history, the iconic **Bar Italia Milano** at **Piazzale Lodi 7**, an institution for generations of Milanese since 1959, enters a new chapter with a restyling that enhances both its **aesthetic and quality**.

Founded by **Armando Varesi** and **Alessandra Maga**, Bar Italia Milano is now run by their son, **Carlo Varesi**, who has chosen to give the venue a contemporary twist while preserving its historic essence. Open every day, it offers everything from artisan pastries for breakfast, to a balanced lunch menu curated by a Chef, and a refined evening aperitivo. Bar Italia Milano stands out for its **meticulous** **selection of high-quality ingredients**, delivering fresh and balanced culinary offerings in a space with a strong visual identity.

The renovation project, led by Interior Designer **Luca Medici** (in collaboration with **Architect Giulia Bifronte**), has transformed the 300-square-meter venue into a warm, welcoming, and nature-inspired space, reinforcing Bar Italia Milano’s role as a city icon. It’s the perfect spot for a quick coffee break, a private event, or a quiet work meeting, thanks to the dedicated private room designed for guests who appreciate a tranquil and intimate atmosphere.

At the core of the concept envisioned by the ownership and interpreted by Interior Designer Luca Medici was the desire to celebrate tradition by preserving original features, such as the historic marble bar counter, while simultaneously creating a space that embodies balance, naturalness, and harmony, offering a calm counterpoint to the fast-paced metropolitan rhythm of the city.

A key feature of the new design is the integration of decorative green walls by **Benetti**, a leading company in the field of **indoor vertical gardens**.

The designers based the restyling project on three main pillars: texture, color, and atmosphere.

“*With Benetti and their team, the goal was to enhance the bar’s historic elements while seamlessly incorporating contemporary, enveloping plant-based solutions capable of giving the location a completely refreshed identity*,” explains the architect.

Benetti's intervention extended across multiple areas of the venue, introducing **decorative green elements** that are both visually striking and functionally effective. Greeting guests in the main area is a dramatic feature wall that incorporates the official Bar Italia Milano **logo** in brass, measuring 320x145 cm, crafted using **Benetti MOSS stabilized in the Forest color**. Echoing this material palette, a second wall, measuring 400x200 cm, in another room of the venue, features an elegant, stylized silhouette of the Duomo di Milano, a refined tribute to the city and its cultural heritage.

Adding depth to the project, a series of hanging **stabilized plant compositions cascade** from the ceiling, enriching the circular acoustic panels. This creates a captivating “suspended greenery” effect while also improving the acoustic quality of the space, blending visual appeal with auditory comfort.

Special attention was also given to the restroom area, transformed into a visually impactful space thanks to a 160x130 cm wall installation made from **Benetti Java** stabilized foliage. This unexpected touch of greenery brings a creative, minimalist, and design-forward aesthetic even to the smallest details.

“*The versatility of our products allows us to meet diverse design needs, offering tailor-made solutions that blend seamlessly with the venue’s identity*,” says Stivens Benetti, CEO of Benetti. This project showcases how Benetti’s vertical gardens can interact with the character of any space, enhance well-being within the environment, and create a visual and emotional connection between the interior and the outdoor area.

With this restyling, Bar Italia Milano strengthens its bond with the city, a place rich in emotional and cultural history that continues to evolve. More than just a meeting point, it now offers an authentic experience of taste, conviviality, and connection.

“*With this new concept, we believe we’ve created a space that’s even more welcoming, one that not only invites people in, but makes them want to stay and feeling at home*” say the owners of Bar Italia Milano. A place to pause, work, chat, read, enjoy carefully prepared dishes, savor an excellent coffee blend, and experience moments with friends, family, or colleagues.

Professionalism and kindness define the staff, ready to offer guests moments of pure visual and sensory pleasure, enhanced by warm, enveloping colors and lighting specifically designed to be easy on the eyes. In short, Bar Italia Milano is ready to welcome you for a refreshing break from your daily routine.

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