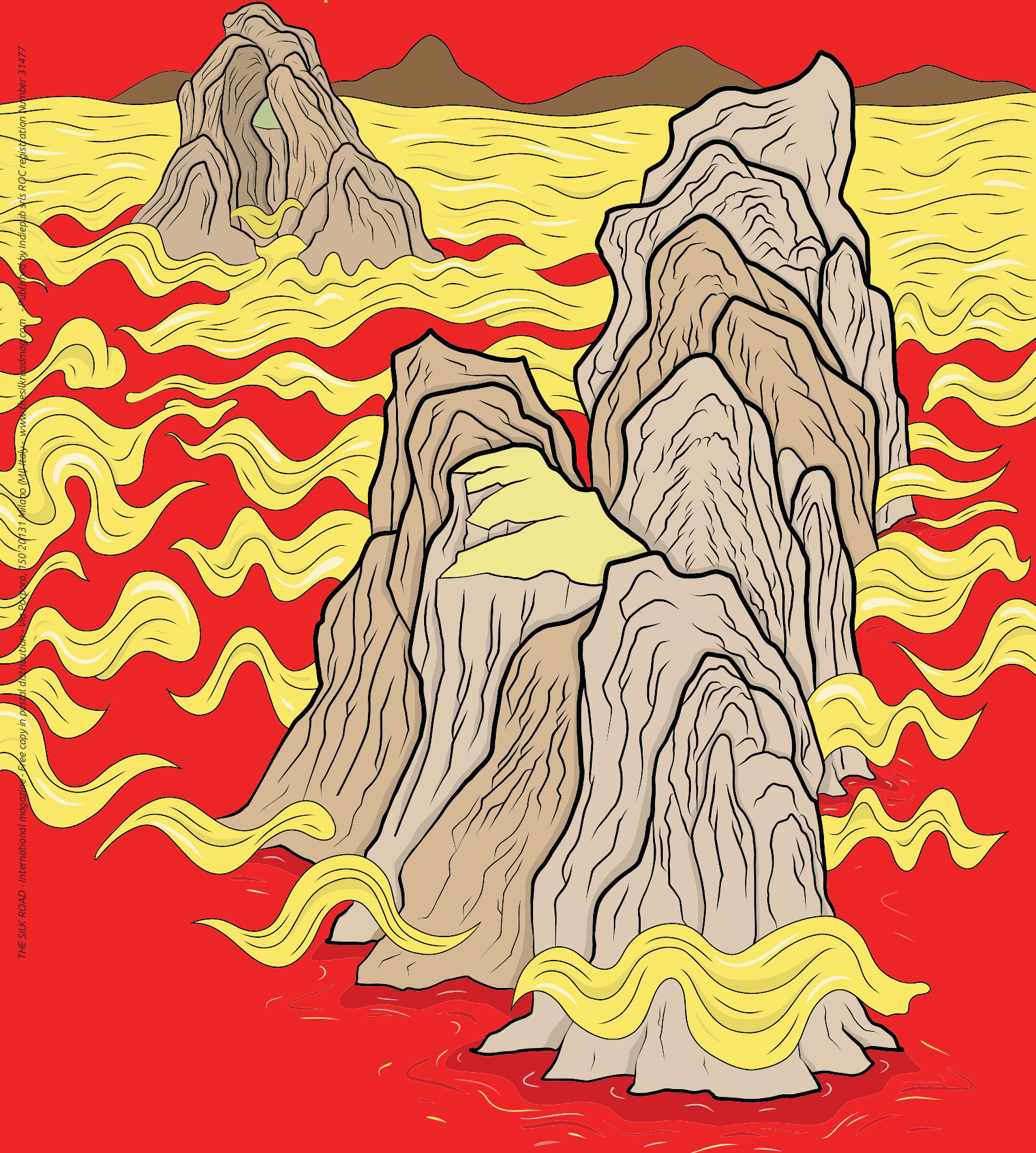


丝绸之路

The Silk Road

LA VIA DELLA SETA

Export. Business. Innovation



THE SILK ROAD - International magazine - Free copy in point of distribution - Via Expresso 150 20131 Milano (MI) Italy - www.thesilkroadmag.com - Published by Indiepub s.r.l. ROC registration Number 31477

BETTAZZI + PERCOCO ARCHITETTI

人性化塑造

30

B+P architetti为其建筑、室内和设计项目制定了独特的战略，重点关注地点、客户和他们的需求。

每一个项目都受鲜明概念的指导，与地方历史、色彩和魅力息息相关，同时不忘使用该空间的人们、他们的需求和使用方式。所有这一切都意味着已经对人们的生活方式和新趋势进行了深入研究。详细的社会学分析是项目成功的基础，以防止项目与环境和社会格格不入。这种操作方式确保了每个项目的独特性，因为即使它们是由同一个人开发的，它们背后的需求和故事也会发生变化；每个项目都有自

己的灵魂。

伟大的观察者和多样性爱好者，他们捕捉到周围事物的细微差别。

项目范围从建筑，穿越广阔的室内世界，在产品设计中释放创造力；从大到小，从宏观想法落实到每个项目的细节。

B+P architetti以敏锐的眼光看待未来，多使用社会学方法，而非以自我视角看待建筑。每天它都将项目主题从“大”细化到“小”，以把握所有方面和特点。项目方法中的工



Human-Friendly Shapes

B+P architetti has developed a unique strategy for each of its architectural, interior, and design projects, one that focuses on places, people, and their needs.

Each project stems from a strong concept rooted in the history, colors and charm of the place it is linked to, without forgetting the people who will use that space, their needs and the way they will use it. All this implies that an in-depth study into people's lifestyles and new trends has been carried out. A careful sociological analysis is the basis for the success of a project in order to prevent it from becoming alien to the context and society. This modus operandi ensures the uniqueness of each project because, even though they were developed

by the same person, the needs and stories behind them change; each project has its own soul.

Great observers and lovers of diversity, they catch the nuances of what is around them.

Projects range from architecture, traversing the vast world of interiors to venting creative power in product design; from big to small, from the general idea to the detail that accompanies each project.

B+P architetti looks to the future with perceptive eyes, increasingly turning to a sociological approach rather than applying architecture as a self-center exercise. Every day it refines the project theme from the "big" to the "small"



匠维度，工作室真正的设计标志，让人们可以持续创造新事物。建筑必须将自身转变为一个社会引擎，能够引导社会走向新的生活方式，这样才更符合我们所处的时代和我们的未来。

小记

Alessia在佛罗伦萨学习，并在巴塞罗那接受培训，与EMBT Miralles Tagliabue进行合作。

Pierluigi在都灵学习，并在伦敦接受ecoLogicStudio的培训。

2010年，两人结合自己的不同经历和心得，创立了**B+P architetti**。

奖项

2022年-入围“计划奖”和“Branà 1915”

2021年-入选“意大利100个项目”，其中包括“阿普里亚和西西里在佛罗伦萨相遇”；

2020年-“St. Pius X建筑群”设计私人邀请赛一等奖；

2019年-因“城市中的农舍”在卢布尔雅那获得“BIG SEE室内设计奖2019”；

2018年-提名Fratta Terme重建项目；

2017年-因e.Cannuccia装饰散热器在纽约获得“年度最佳奖”；

2017年-在Asti Campo del Palio广场项目中获奖；

2016年-维泰博历史中心重建项目一等奖；

2014年-入选蒙苏马诺特梅广场系统项目；

2010年-拉文纳肯尼迪广场重建三等奖。

to grasp all its aspects and characteristics. The artisan dimension in the approach to the project, the studio's true design signature, gives the possibility of always making something new, sewn on people. Architecture must transform itself into a social engine capable of guiding society toward new lifestyles more in keeping with the period we live in and what the future holds for us.

SHORT BIOGRAPHY

Alessia studied in Florence and trained in Barcelona where she collaborated with EMBT Miralles Tagliabue. Pierluigi studies in Turin and was trained in London by ecoLogicStudio.

In 2010, they founded **B+P architetti**, combining their different experiences and sensibilities.

AWARDS

2022 - Shortlisted “The Plan Award” with “Branà 1915”

2021 - Selected in “100 Progetti Italiani” with “Apulia and Sicily meet in Florence”;

2020 - 1st Prize in the private invitational competition for the design of the “St. Pius X building complex”;

2019 - Awarded in Ljubljana with the “BIG SEE Interior Design Award 2019” for “The farmhouse in the city”;

2018 - Mentioned for the Fratta Terme redevelopment project;

2017 - Awarded “Best of the Year Award” in New York for the e.Cannuccia decorative radiator;

2017 - Mention for the Piazza Campo del Palio project in Asti;

2016 - 1st Prize for the project to redevelop the historic center of Viterbo;

2014 - Finalists for the project of the system of squares in Monsummano Terme;

2010 - Third prize for the redevelopment of Kennedy Square in Ravenna.

欲了解更多信息，请访问：
www.bettazzipercoco.com



ARCHITECTURE INTERIOR DESIGN

B+P Architetti is a boutique architectural practice that actively works on projects of architecture, interiors and design nationwide and internationally. Alessia Bettazzi and Pierluigi Percoco, the founders of the firm, work together on all projects to realize each concepts as unique in form, appearance and detail.
Tailor-made projects designed for people.



Bettazzi + Percoco architetti

Piazza Duomo 42 - Prato

www.bettazzipercoco.com