



Dolly Noire



BASE

Project: BASE/ Dolly Noire

Date: 2019

Location: Milan

Designer: Mammafotogramma

Description: As part of an 'Urban Greening' project to transform a courtyard into an allotment,

CC was used to create a benches. For another project Mammafotogramma used CC to create a bespoke counter in a new Milan store, 'Dolly Noire'.

Website: <https://mammafotogramma.com/>

In 2017, Mammafotogramma were asked to fully design and set up the interior of the new Milan store for iconic streetwear brand 'Dolly Noire'.

Using Concrete Canvas® GCCM* (CC) to create the central focus of the store, a bespoke counter made from CC. The result is a seemingly soft flowing like structure, but with the strength and durability of CC.

After a successful project in 2017, they used CC again in 2019; Mammafotogramma began working with Base and Timberland on this "Urban Greening" project to transform the post-industrial courtyard into a new urban village allotment, creating a green bridge between BASE's creative ecosystem and the entire neighbourhood.

CC was specified as the material of choice for creating benches, which would be positioned in a way to create a convivial situation, fostering an interaction between people and could have a multiple uses.

Mammafotogramma designed and built a counter for the BASE courtyard bar, integrating into pure and clean volumes a few slender and vertical elements covered in vegetation.

