



Secret Milan
Little Wonderland

Contemporary Design & Industry Analysis 2
Master Design Direction
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courtyard

Ripa di Porta Ticinese 39 20143 Milano

There is a **little shop and workroom** on the street Porta Ticinese, compared to the other courtyards in that area, it's neither the biggest one nor the most beautiful one ---- you might pass it without realizing its existence. But for me **the discovery of this little courtyard** is just like Alice entering the **wonderland**.





family shop & workroom

Go inside this little courtyard, it's a shop and workroom, an old lady and her two daughters create this little wonderland together :they've been selling **antique furniture** for nearly ten years there. Besides, one of the daughters who is a furniture designer **works in the courtyard** and selling some of her work in the shop. Then, about Two years ago, the other daughter---Mrs. Barbara started her **fashion brand: Mentine Milano** here.

The shop is changing **from an old furniture shop into a more vivid and creative place** every day. Through the changing, you can still **see the old time** from the detail of the decoration in the shop. It just shows **the growth and changing in family through different generations.**





cozy & sweetness
when dreams come true

Now, Barbara's design is becoming the main product in the shop. From her **hand-made dresses** to the **doll-house decoration** in the shop, everything is turning into a **new page**.

It's a **dream come true story**. Lots of girls have this kind of dreams: making their own clothes, opening a little shop, dressing themselves and seeing others wearing their own design. As a fashion designer, Mrs. Barbara is really a lucky one: she didn't learn fashion before, it's all about her **hobby and passion**. Although that causes lots of troubles when she just started, she still **insisted on**, and after all her design has been loved by lots of people. **Swinging London, Marie Antoinette, < Mary Poppins >...** You can realize her inspiration from the textile to the little detail on the scarf. The **old furniture and brick wall matches her design magically**. This mix creates a cozy and sweet feeling. It's like **Alice having tea time at White rabbit's house**.

Mentine





afternoon tea & family time shows & photo shootings

Besides working and selling antique furniture, their own works in the shop, the courtyard is also used as the **photo shooting place** as there are lot of interesting stuff can be used.

Moreover, it's a **party place for friends and family**. Barbara is planning to hold her spring/summer fashion show at the courtyard now. She said: "It will be a complete girls' time with afternoon tea and my lovely dresses. All my friends and family will be here, it will be **so much fun!**"

The **family pictures** on the wall, **sister's hand writing Logo**, **family style shows**, cozy atmosphere in the air... This courtyard is **the wonderland created by this family and is growing and spreading the happy and sweet feelings to everybody around.**





thank you

