Our philosophy to architecture is to achieve beauty through research of detail and precise juxtaposition of materials, to imbue each commission with a timeless quality of its own, and ultimately to create sense of identity.
A++ is the international recognized brand through which ARCH GROUP communicates its work. The group is a multi-disciplinary organization made of different companies that target all aspects that affect HUMAN space: from product design to communication, from architecture to interiors, from development to procurement. We work in more than 10 countries around the world in different types of project. Our strength and growth as a global firm provides one further important benefit. Our vision is a creative process where ideas can flow freely through cultural barriers and gain from the commingling of diverse disciplines and techniques.

We design, build, furnish and finish, commercial interiors with a turnkey approach, merging synergistically professionalism, creativity, market knowledge and communication skills to meet our client’s needs and desire. We grant our client’s projects with unique products and solutions for an unparalleled level of personalization and we use marketing and communication skills to favour project visibility that leads to an increase of values without increasing its costs. As the final target is man and his wellbeing, we conceive our spaces to provide a living experience that creates users loyalty thus producing income for our clients.

A++ è il marchio internazionale attraverso il quale ARCH GROUP comunica il proprio lavoro. Il gruppo è un’organizzazione multidisciplinare composta da diverse aziende che trattano tutto quello che riguarda lo spazio umano: dalla progettazione del prodotto alla comunicazione, dall’architettura agli interni, dallo sviluppo all’approvvigionamento. Lavoriamo in più di 10 paesi in tutto il mondo su diversi tipi di progetti. La nostra forza e crescita come azienda globale è un importante punto di valore. La nostra visione è un processo creativo in cui le idee possono fluire liberamente attraverso le diverse culture e arricchirsi dall’unione di diverse discipline e tecniche.

Progettiamo, costruiamo, arrediamo e completiamo gli interni commerciali con un approccio chiavi in mano, unendo sinergicamente professionalità, creatività, conoscenza del mercato e capacità comunicative per soddisfare le esigenze e i desideri dei nostri clienti. Garantiamo ai nostri clienti prodotti e soluzioni esclusive per un livello senza precedenti di personalizzazione e utilizzo delle capacità di marketing e comunicazione per favorire la visibilità del progetto che porta ad un aumento dei valori senza aumentare i costi. Poiché l’obiettivo finale è l’uomo e il suo benessere, concepiamo i nostri spazi per offrire un’esperienza di vita che crei la fedeltà degli utenti e produca reddito per i nostri clienti.
our offices worldwide
NEW YORK // MIAMI // LUGANO // ZÜRICH // COMO // DUBAI // MOSCOW // SHANGHAI // HONG KONG
Paolo Colombo was born in Milan on May 21st 1970 and graduated from the Polytechnic of Milan in July 1998. Founder and creative mind behind A++, he has built its international reputation by designing and building architecture spanning from hotels to restaurants, residences to commercial spaces, inspired and heavily rooted on the broadest vision of sustainability which becomes the center and reference in the development of his design; with an architecture inspired and strongly centered on the concept of well-being, an emotional stage mediated between art and function, with attention to detail and functionality. In each realization it is expressed the need for a profound and ongoing dialogue with what exists in its surroundings and its interior, developing a new concept of environment, design and space combined with the material research aimed at finding an "active" sustainability where every element has its function and where space serves as a stage to showcase the combination of elements unexpected presences, to develop new sensory emotions in search the ultimate target of true sustainability: the wellbeing of the inhabitant. As creative director, he coordinates professionalism catalyzing various experiences and different cultures. Among the many national and international projects in the past, the Falcon Island, a residential complex of 150 highly innovative and sustainable villas in the UAE, the master plan of a new urban settlement in an area of 7.5 million square meters in Albania, and many other development currently under construction in the world.

Carlo Colombo is considered one of the most important international Architect and designer. He started his career right away with designing for top level brands. From this moment he collects hundreds of collaborations with the most important brands of design made in Italy like Antonio Lupi, Artemide, Bentley Home, Bugatti Home, Cappellini, Flou, Flexform, Franke, Giorgetti, iGuzzini, Penta, Poliform, Trussardi Casa, just to mention some. Beyond the design of products and furniture, Colombo also takes care of strategy and marketing for companies, develops graphic projects and curates exhibitions, works as a consultant and Art Director. The work that initially was concentrated on design and interior, extends progressively also in the field of constructions in Italy and abroad. In 2004 the architect is awarded as designer of the year; in 2009 wins an international competition for the design of the two multifunctional towers in Abu Dhabi and from 2011 teaches design at the De Tao Masters Academy of Beijing in China. He receives a lot more awards all over the world, amongst them the Elle Decor International Design Award in 2005, 2008, 2010, 2011, the Good Design Award of the European Centre for Architecture Art Design and the Chicago Athenaeum in 2009, in 2012, 2014 and 2016 he wins the Red Dot Design Award, the Interior Innovation Award and the iF design award. In 2017 in Switzerland he is awarded by the Italian Console with title of Knight of Order of Merit for Labour. Also in 2017, he wins the International Design Award in Los Angeles with the sculpture armchair "784", and he is also included in the volume "100 Italian excellences". In 2018 he receives the APDC*IDA Excellence Design Awards and in 2019 he receive the Wallpaper* Design Award with ‘Albume’ coloured sinks for Antonio Lupi.
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Louvre Furnishings Group is a diversified, integrated furnishing group specializing in furniture research & development, creative design, outlet management, purchasing, logistics, industrial tourism and five-star hotel operations, and a leader in China’s furnishing circulation sector.

What does it mean to design in China?

Get out of the ordinary, deal with infinite possibilities out of the usuals. China, a country in a not lasting and rapid growth, represents a great challenge and an incredible design goal even for an international architectural firm that has been dealing with different realities all over the world for years; the desire to use creativity, combined with the taste and unique style of Italian craftsmanship, has given life to this project whose objective is to design the future.

Everything starts with nature. There’s no more powerful source of inspiration than nature: its perfect and incomprehensible forms, its strength and vulnerability, the continuous change and surprise. Everything comes from here.

Curves, cuts of light, metal frames, connecting bridges, suspended objects and quadruple height elements are designed to entertain and surprise the visitor.

Three giant pendant lights inspired by Glo by Penta, dominate the central patio and let visitor stop and stare to watch the part below.

Symmetrical and blocked shapes, closed volumes that fit together and emerge from the existing façade, create dynamism and give importance to the three main accesses of the commercial center. Architectural details and use of accent lighting, combined with different textures, both material and reflective, create a rational but armonious landmark for the mall.

Treat the skin of a building as a work of art by designing kinetic façades and interactive installations with zero energy. Architecture comes to life, the envelopes change shape and appearance thanks to the latest innovations and technologies. A kinetic facade made of backlit round shapes with engraved Louvre logo, move and shine with wind and light.
A singular structure so unique and breathtaking, that passersby are compelled to stop and take it all in. The technology, the design aesthetic and the innovation that went into its creation are truly representative of where architecture is heading in the 21st century. At first glance simple and yet still very complex in its shape and in the way in which materials flawlessly blend, the Fendi Tower immediately reinvented the entire area. The building looks as though it was born from earth, rising from the ground as a complex majestic symbol of both ultra-sustainability and commitment to the health and well-being of the planet and its people.
This structure is about more than creating a series of rooms and spaces to accommodate future guests, this is about blending sustainable techniques, appreciating the aesthetic of form, and carefully constructing a hotel that would become a major point of interest in the region. With majestic angles, unexpected vertical lines and complementing shapes, the structure truly says something about the artistry of architectural innovation. Not to be outdone, the interior spaces of the hotel represent both optimal elegance and efficiency in terms of the way in which energy is used and created.
Beautiful with its Bugatti style, this Café exhibits the hallmarks of a design technique and style that seeks to meld the Bugatti's Soul in order to create a look that is seamless and continuous. Mixing textural elements designed to inspire a wide range of sensory experiences, we have created in this project rooms and spaces that lend themselves individual interpretations. Focusing also on the sustainability of each component of the project, we further enhanced its overall green footprint.
The context in which this project is located does not need many presentations. “The World” of Dubai is certainly one of the most famous residential projects of the last decades and the place where the great contemporary architecture finds perhaps its most complete expression. Drawing the interiors of a large building on the “Sweden Island” represented in this sense the opportunity to try an unusual staircase for interior design: a complex with an extremely large surface where the view extends to 360 degrees and in which the functions and styles blend with each other in a melting pot of classic and modern forms.
Borrowing from the warm earth tones of the natural world around it and encapsulating spots of color which perfectly complement the views out expansive banks of windows, this vvip lounge has a style that is both inviting and representative of Bugatti cars’ classic high-end sophistication. Creamy colors, palpable textures and the finesse of lines that run throughout the design, bespeak a near classical tribute with a decidedly modern edge.
Set deep in the heart of Miami Beach, the Roca Hotel stands as a rare gem between the low-rise residential buildings around. A one of a kind boutique hotel meant to become a destination, with just 35 bespoke rooms and a truly powerful leitmotif: the precious stones. Onyx, quartz, aquamarine, emerald... each stone gives a different character to the room, making it unique and full of energy and materiality. The careful choice of materials & finishings is paired with warm light and Italian designed furniture for a flawless look in both the rooms and the common areas, where the design transcends every limit and incorporates water.
The St. Regis concept it’s a way to be, as natural as elegance for a gentleman. Cool Old School. It’s a combination and a contamination. Modern Hi-Tech material, Italian traditional kitchen and St. Regis heritage. It’s not simple, but it’s a challenge, because elegance is never out of fashion. The space is intimate, every detail is selected to be a recall to heritage but reinvented, the light is soft and carefully chosen, the fabrics and leathers are selected and mixed and all this things lead to the show cooking counter, the center of this trip and of the St. Regis restaurant experience. Everything has been looked after to emphasize the culinary experience.
Modern in its execution and sculptural in its form, the Alef Residence is located within an exclusive world-class residential serviced apartments managed by W hotels, in the heart of Palm Jumeirah. This 7,150 square-foot apartment illustrates a statement of modern refinement, with 360-degree sweeping views, a sprawling terrace and airy picturesque interiors. Stepping inside the waterfront property, guests are welcomed by the open-concept living space featuring two grand curved sofas forming a cozy & inviting living lounge, that’s the perfect setting for private gatherings and intimate group celebrations. Instantly sparking extravagant ambiance, the interiors feature a light color palette accented by gold finishes, sculptural elements and natural material finishes, including a stunning full height glass wine cellar anchoring the dining & separating it from the sleek show kitchen area. Tactile and soothing, each piece was carefully selected or custom designed to reach the pinnacle of urban luxury and make the guest feel at home as if they owned a piece of Dubai. Carlo Colombo signature furniture pieces warm the suites in gold and navy hues reminiscent of summer’s sensual rays of light.
YD208 apartment is located inside a luxury residential complex of two towers. The fine finishes mixed with high quality furnishings create a contemporary and luxurious atmosphere in the heart of one of the largest cities in China. The warm colors of the earth combined with the gold finish are the common thread of all the rooms: on one side we find a gold flooring with bronze inserts, on another side we can see walls lined with modern and geometric boiseries with leather and fabric inserts. Large slabs of gold calacatta cover the entire surface of the bathrooms.
On the last two floors of a luxury two-tower apartment complex, we can find the luxurious YD812 apartment. On the first level there is the living area: entrance, living room, western and chinese kitchen, studio connected to the master bedroom with private bathroom, gym. The dining area, western kitchen and gym overlook the private outdoor pool from which you can admire the city skyline. The night area is located on the second level: a large living area for the family, two bedrooms with private bathrooms, master bedroom with entertainment area and a bathroom.

The connecting element between the two levels is a large sculptural staircase in the double height living room. Dividing panels embellished with marble and metal elements support the structure of the staircase. The same dividing panels can be found in the large open spaces of the living area to make some rooms more intimate.

Metallic decorations in bronze effect mixed with gun metal elements, decorative lighting with crystal effect and glass spheres and modern boiserie in neutral tones are the common elements of the whole project.
EMAAR Creek Park’s project consists in building clusters located in Creek Beach, Dubai. Each cluster has a different marine theme and is designed specifically to represent their name: Waves, Breeze and Sparkle are just a few examples.

The interior design can be described as contemporary and sophisticated, yet holding a modern touch with a pastel color palette that perfectly integrates with the modern furniture. The choice for the materials is the top gamma of wood and marble, conferring the finishing a luxurious taste.
The suite of a luxury hotel is probably the quintessence and the most complete form in which contemporary interior design can be articulated. Giving shape to the walls, to the custom-made furnishings, to the precious inlays of marble flooring is like making a tailored suit. And doing it for two internationally renowned automotive brands such as Bentley and Bugatti is every designer’s dream. If Bentley’s style finds expression in the richness of the materials, in the unmistakable “savoir-faire” and in a timeless elegance, the rock soul of Bugatti is declined in all its “brutal force” through strong lines and seductive contrasts.
When looking at this amazing residential home, you are at once struck by the fact that white isn’t just a color; it becomes an all-encompassing statement. With sleek, modern lines and banks of windows designed to capture the light and subsequently enhance the interior spaces, white becomes the villa’s defining theme. As with every single project we create, sustainability and green construction practices help this masterpiece stand out, and yet still deftly blend with its environment.
Borrowing from the warm earth tones of the natural world around it and encapsulating spots of color which perfectly complement the views out expansive banks of windows, this villa has a style that is both inviting and representative of high-end sophistication. Creamy colors, palpable textures and the finesse of lines that run throughout the design, bespeak a near classical tribute with a decidedly modern edge. With a healthy amount of natural stone strategically installed throughout the interior space, we managed to further emphasize the manmade/nature duality.
This spacious London apartment project was about mixing the calming influences of neutrality and naturalness with pops of fun and whimsy throughout. Even the way in which space is used and consequently divided, suggests a penchant for the dramatic with an eye on maintaining the apartment’s originality of character.

Light became a significant factor as we utilized window openings to highlight spatiality and artificial light to bring greater focus to those occasional and impactful touches of colorful décor seen throughout the residence.
With a design aesthetic centered on clean modern lines and dramatic materials, we were able to add a great deal of sophistication and at the same time a touch of mysteriousness to this space. Deep tones harkening the richness of the earth set off the master bathroom, as lighter and creamier tans and taupes bring airiness to the main living areas.

Our goal was to create a highly breathable environment that enwrapped the apartment's inhabitants in health and at the same time in luxury. This is certainly the feeling you get upon stepping into this exquisite home.
Sky Mansions are very particular, they look extremely “light”, characterised by an open frontal facade which is mainly transparent and marked with a light and thin slab which forms the terrace on the front elevation mimicking the feeling of being suspended in the sky. The materials used both in the interiors and the exteriors are also inspired by the sky, and they are punctuated by wide glass panels that create picturesque frames of the surroundings. Featuring an automatic sky roof window above the master bedroom.
Combining square and rounded wherever possible, the dynamic between the two whether in furniture, décor or finish, gives this high-end apartment a complex and intricately designed feel. And yet it also has the aura of simple luxury, such that comes easily and with a nuanced flow. Handcrafted wall panels, furnishings that cleverly play off of one another and a neutral color scheme that still manages to have a very bold presence with this project, we saw the elements of design as part of an appreciatively organic end result.
The Bentley Home collection celebrates the tradition of the great automotive brand. Nobility is refined through a new aesthetic style which honours savoir-faire, creativity, and sophistication. The silhouettes and iconic shapes, so synonymous with Bentley, are translated into a new language of interiors. A faithful reinterpretation of the codes of excellence, expressed in furniture and complements displayed in a setting that describes a new dimension of contemporary luxury.
Bugatti Home collection describes the elegant and extraordinary lifestyle originated from the artistically inspired environment of the Bugatti family since the beginning of the 20th century. Carlo Bugatti has been designing furniture pieces himself among which some are exhibited nowadays in museums around the world. This collection combines the best Italian craftsmanship with a natural sense of beauty, a synergy of cultures, traditions and technological concepts that shaped the Bugatti style.
The suite of a luxury hotel is probably the quintessence and the most complete form in which contemporary interior design can be articulated. Giving shape to the walls, to the custom-made furnishings, to the precious inlays of marble flooring is like making a tailored suit. And doing it for two internationally renowned automotive brands such as Bentley and Bugatti is every designer’s dream. If Bentley’s style finds expression in the richness of the materials, in the unmistakable “savoir-faire” and in a timeless elegance, the rock soul of Bugatti is declined in all its “brutal force” through strong lines and seductive contrasts.
Telescopic in style, innovative in design and forward thinking when it comes to sustainability: these are the hallmarks of this villa project in Dubai. Making an artistic statement while offering the very best in construction techniques and green building practices, this structure represents years of intellectual investment into the significant trends that have come to steer the world of architecture. A true piece of paradise amid the richly complex palate of the natural world, this residence with its uniqueness easily redefines what is possible when it comes to design and build work.

SWEDEN VILLA
Dubai / 2018
The Chairman Villa (Waterfront Villa) is the largest luxury residential building of MAG OF Life, the wellness resort development. Designed over 3 levels, surrounded by a lush garden, the Villa enjoys a great location overlooking the Dubai Creek.

In the design, the materials have been carefully selected. The luxurious and comfortable interiors interact with nature and the external environment.
Telescopic in style, innovative in design and forward thinking when it comes to sustainability: these are the hallmarks of this villa project in Dubai. Making an artistic statement while offering the very best in construction techniques and green building practices, this structure represents years of intellectual investment into the significant trends that have come to steer the world of architecture. A true piece of paradise amid the richly complex palate of the natural world, this residence with its uniqueness easily redefines what is possible when it comes to design and build work.
This Private Villa in Astana is a complete project going from the landscape to the architecture and eventually to interior design and complete fit out. The will of the client was to have a large villa in classic style with all the comforts in terms of home automation. The language is typically classic, therefore absolutely “Bespoke”, for spaces, furnishings and materials. This is one of the crucial points within the general development of the work because the great value that is perceived is the attention to all the details given by precious materials posed by expert Italian craftsmen.

The Villa is designed on the Client’s family, with a huge double height in the middle of the mansion from which comes down a massive bespoke 6 metres Murano Glass chandelier. This sculptural hall guides guests to the living area and to the winter garden facing all the hedges and drawings of the external garden. Connected to the central area there is also a private SPA with all the imaginable features that come from the experience of big dealer in this field, always with an Italian touch in personalisation and material. Bedroom wardrobes are worthy of the regal splendor of a bygone era, but with the addition of integrated lighting and automatisms that make it an indispensable element for a home.
With “shades of grey” as a foundational theme, we were able to play with light and to create a multi-dimensional effect. The clients’ taste in materials and their preference for bold artistic statements, enabled us to make the spaces of this home both playful and stately. Classic combinations bridged by unconventional shapes and materials also brought this private residence to a bold new level. As always, our sustainable approach and our concern for the health of not only the structure, but its residents as well, guided us through the process during this project.
The apartment is located right in front of the sea, with a privileged view of the beach from the large living area and the bedrooms. The project’s goal is to enhance this peculiarity and to recreate spaces with relaxing tones and refined materials, well combined with the mood of the location. The intervention is therefore focused on the enhancement of the different areas, keeping the peculiarity intact and at the same time conferring a certain degree of formal elegance on the whole together.

The living, the dining, the kitchen and the office in particular, already conceived in the general plan as a fluid space without walls divisions, have been embellished by the insertion of fine upholstered leather coverings with a repeated vertical elements with semicircular section.

A scenic wine cellar with a metal structure and transparent glass curtain walls serve as a filter from the dining area and the kitchen area.

The bedrooms have been designed with particular attention to comfort so that the host and guest could enjoy a unique sensory experience. The headboards, custom-designed and embellished with oak wood details, burnished metal and soft fabrics, enclose and frame the beds and draw the bottom of the room by dividing it into closets and concealed compartments.

The choice of furniture and lighting fixtures, coming from a wise selection of the most famous Italian luxury crafts brands, completes this story, emphasizing even more the character and unique style of this project.
OUR CLIENTS

Emaar, Dubai Properties, Damac, MAG Group, Renco Group, Amini Group Zürich, NCB, Cayman Islands, Attie Grupo Panama, Luxury Living, Poliform and many more.