



# GIULIA FALASCA

ARCHITECT | PROJECT MANAGER | INTERIOR DESIGNER

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# 1 0 2 7 C O V E W A Y

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BEVERLY HILLS, CA

COMPANY: DI GOUP  
DESIGN: SOPHIE GOINEAU DESIGN





# INITIAL JOB-SITE CONDITIONS





"An architecturally sensitive top-to-bottom renovation has brought a Midcentury Modern classic in Beverly Hills stylishly into the 21st century. Through the artful efforts of designer Sophie Goineau, a contemporary polish has been applied to the original lines of the house while maintaining the indoor-outdoor intent.

Even from the street it's apparent that the house is high design. Uplighting and large address signage give the gated post-and-beam structure a dramatic flair.

The custom kitchen is beyond anything a 1950s

home cook could imagine. A long two-level island contains a sleek integrated cooktop, storage and seating for four. White cabinetry blends with wood cupboards and shiny black surfaces. A large window over the sink looks out onto landscaping."

**\_Forbes global properties by Lauren Beale, october 7th 2021**



"Inspirations for specially designed furniture and fittings range from Alexander Girard and the Miller House (in Columbus, Indiana) to Charlotte Perriand and Le Corbusier. Examples include the library's built-in shelving system. 'I love designing within a large box,' says Goineau, 'and here the concept is throughout the whole house, like sets of Russian dolls.' "  
**\_Sophie Goineau for Wallpaper by Ellie Stathaki september 25th 2021**

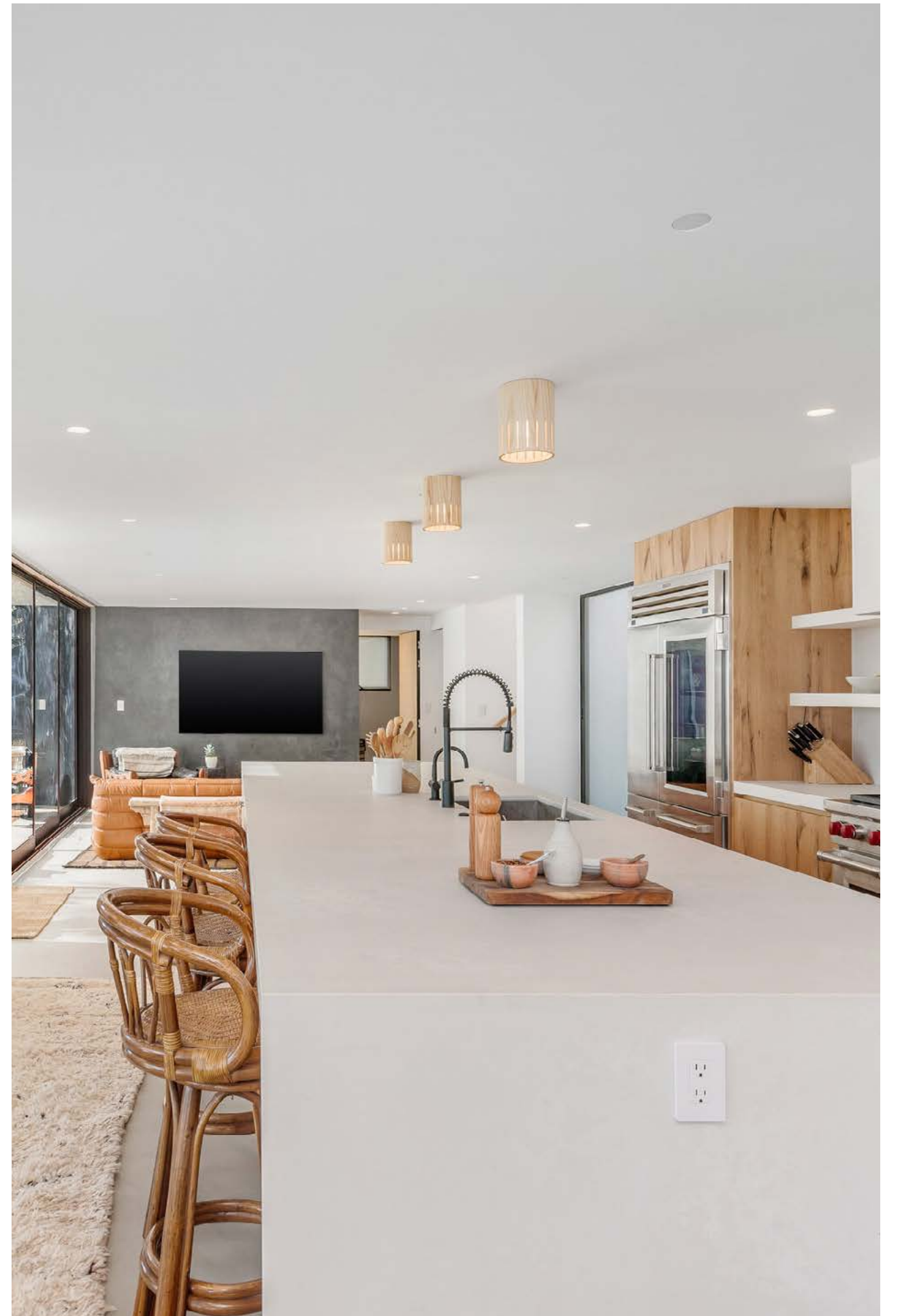




# S E R R A R D

MALIBU, CA

COMPANY: DI GOUP  
DESIGN: DI GROUP | PHILIPPE NAOURI





*"The Serra Retreat – A modern architectural completely redone by the world-renowned designer for Maison d'Artiste, Philippe Naouri. In the hills just off PCH is Malibu's most sought-after community, Serra Retreat. The home offers an awe-inspiring overlook onto the ocean and organic forestry and mountains.*

*Inside the guard gated hillside community and behind its own private gate stands the 5,500-square-foot two-story architectural with an additional 1,000-square-foot two-level guest home that is currently being completed. Both dark and light exteriors offer its residents timeless beauty while the serenity of white washed interiors accentuated by stunning antique wood features encapsulates the ethereal ambiance.*

*Natural light embraces every*

*corner through floor-to-ceiling glass walls and automated shades. With multiple balconies and views from nearly every room, the home could truly be your own personal retreat. Elite Wolf and Sub-Zero appliances furnish the tranquil kitchen space with an oversized Caesarstone island countertop. With six beds, six baths, a west facing pool situated facing the Pacific, and a full-sized tennis court on an acre-and-a-half of some of Malibu's most pristine land, there is simply no better offer in Serra Retreat".*

***\_PARTRIDGE ESTATE WEBSITE***





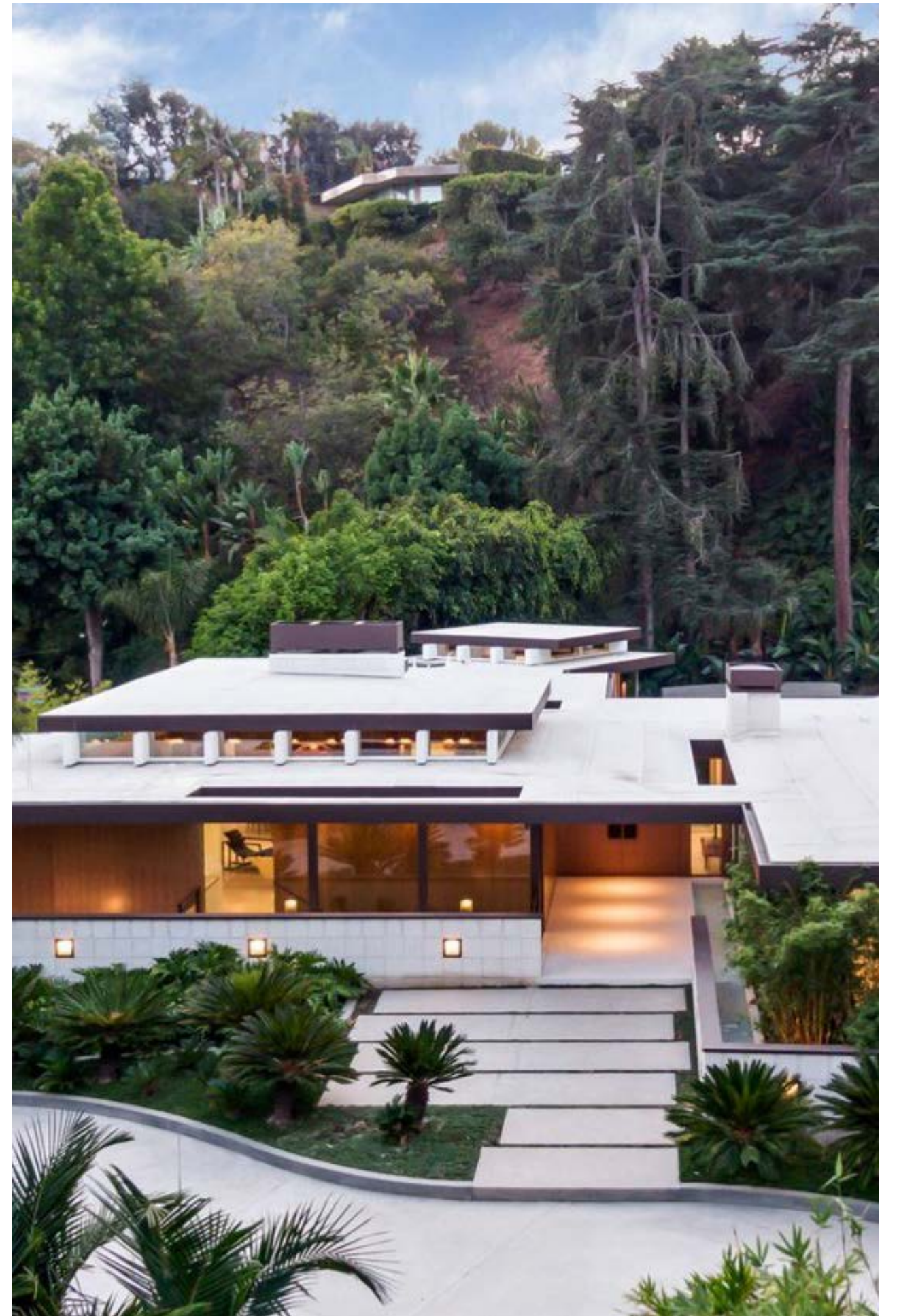


# LOMA VISTA

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BEVERLY HILLS, CA

COMPANY: DI GOUP  
DESIGN: DI GROUP | PHILIPPE NAOURI





B E F O R E | A F T E R







"Originally designed in 1958 by the Modernist architect Rex Lotery, the home was inspired by the work of Charlotte Perriand, specifically the ski lodge she designed in Les Arcs, France. "Shortly after it was completed it was purchased by Corinne Calvet, a French actress working in Hollywood at the time. The final owner of the home, before my work began were the surviving sons of Dr. Henry Williams and his wife Francis Williams who'd lived in the house since the early 60's." There were, inevitably, challenges along the way. As the original structure was of historic significance, the design brief was driven by the historic restoration

guidelines established by the city. Those guidelines, for example, do not allow for significant alterations to the structure's character defining qualities. As such, the challenge was to update the home with the modern conveniences that the contemporary market requires (larger kitchen, space for art, a theatre, adequate bathrooms and bedrooms and a spa like environment in the primary suite) all the while respecting the importance of the original architecture."

**\_ AD MIDDLE EAST may 21<sup>st</sup> 2022 by Saiqa Ajmal, photography Karyn Millet**



One of the key aspects of remodeling a Midcentury Modern home—the popular architectural style with surprising staying power—is maintaining the structure's original character while implementing updates that suit a 21st-century lifestyle, or so says Los Angeles-based designer-turned-developer Philippe Naouri. The minimalist residence was built in 1959 for Parisian actress Corinne Calvet, with designs by master architect Rex Lotery, a somewhat under-appreciated genius, according to Naouri. **\_ PARTRIDGE ESTATE WEBSITE**







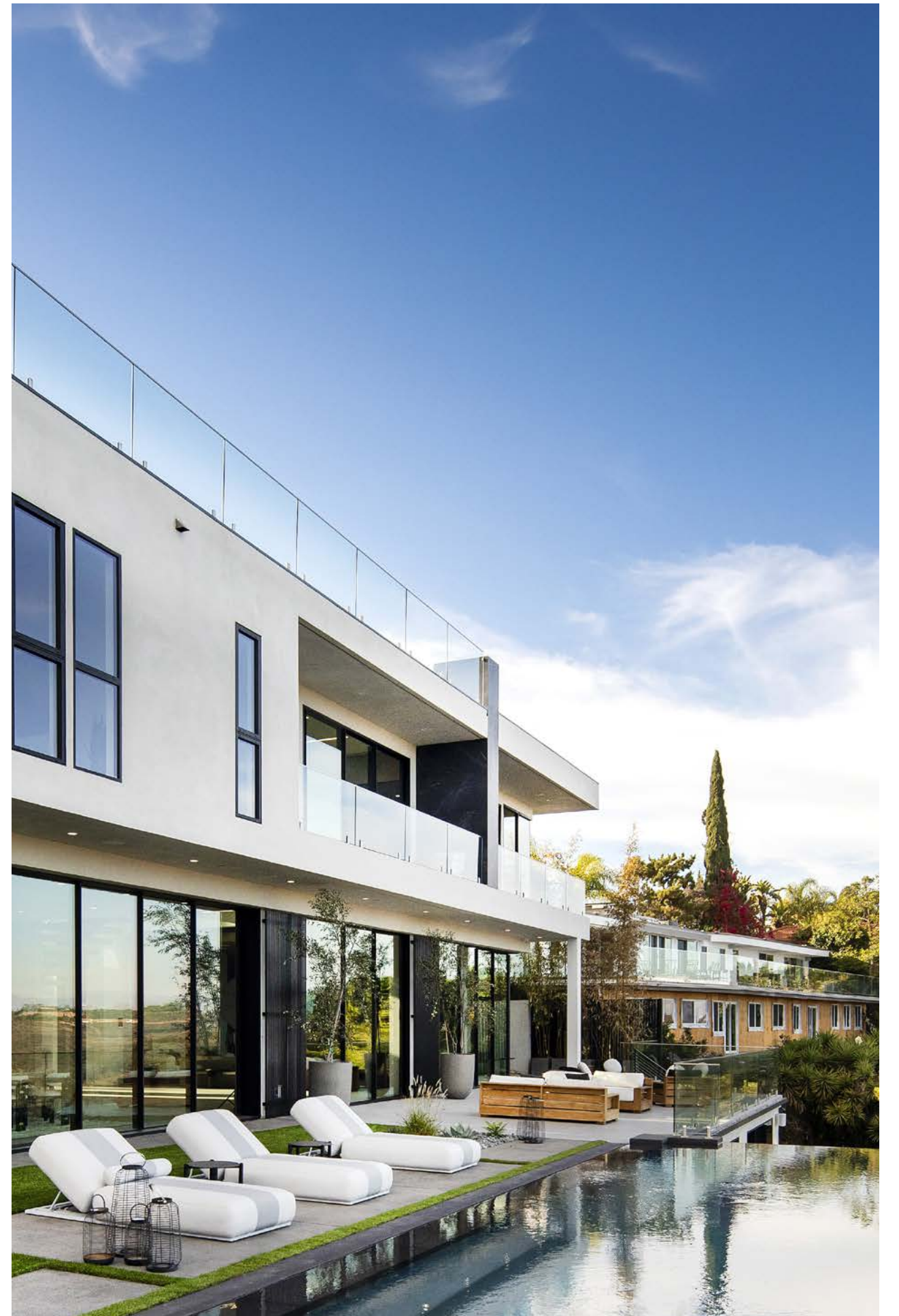


# STRADELLA RD

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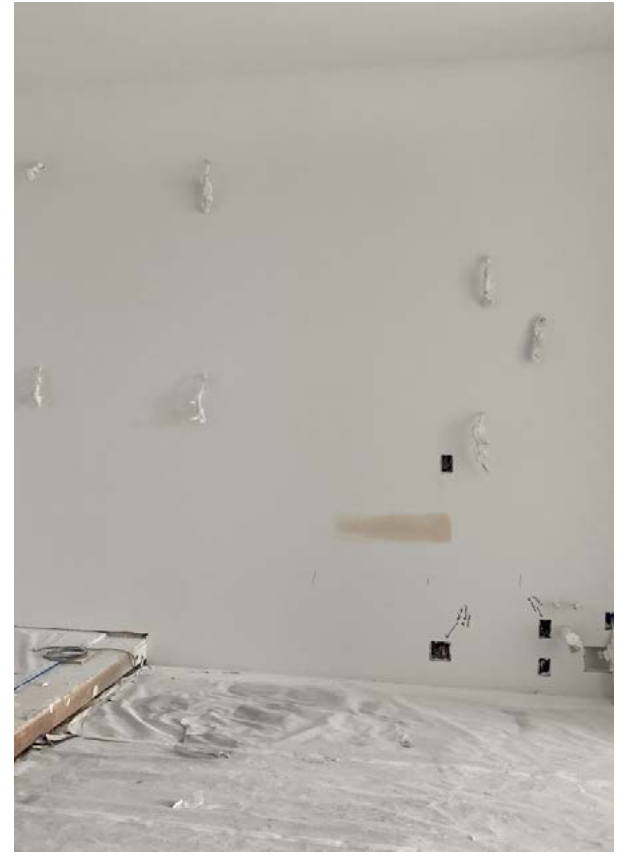
BEL AIR, CA

COMPANY: DI GOUP  
DESIGN: DI GROUP | ADEET MADAN HOME DESIGN





B E F O R E | A F T E R







*"Bel Air is the apex of high-end homes in Los Angeles. This neighborhood is constantly increasing its level of luxury and elegance. The aim in these types of homes is to raise the bar to new heights. The concept brought to this particular project was to marry a modern notion of architecture with a substantial number of organic elements such as natural stone looks and wood elements. "*







"Bel Air (or Bel-Air) is a residential neighborhood on the Westside of Los Angeles, California, in the foothills of the Santa Monica Mountains. Founded in 1923, it is the home of The Hannah Carter Japanese Garden and the American Jewish University. Bel Air is situated about 12 miles (19 km) west of Downtown Los Angeles, set entirely within the Santa Monica Mountains. It lies across Sunset Boulevard from the northern edge of the main campus of the University of California, Los Angeles. At the heart of the community sits the Bel-Air Country Club and the Hotel Bel-Air. Along with Beverly Hills and the Los Angeles community of Brentwood, Bel Air is part of a high-priced area on the Westside known as the "three Bs." This region experiences warm and dry summers. According to the Köppen Climate Classification system, Bel Air has a warm-summer Mediterranean climate, abbreviated "Csb" on climate maps.

As always, new construction faces the challenge of creating a concept that can appeal to a variety of potential buyers. In this type of projects, it is always a balance in between being "diplomatic" in the choice of materials and colors, bringing an element of luxury but at the same time presenting new and original concepts of design. For the entire project, approximately 12,000 sqft approximately of tiles were supplied by D.I. Group, Inc. The decision to specify Italian ceramics and surfaces in this project was easily made by the availability of a vast variety of looks that can make our vision a reality. The Italian tile industry is by far the most complete and most advanced, there never was a doubt that Italy is the best market place in terms of ceramic surfaces. Many companies have been considered in making the final decision and few were fitting the final concept." **\_Jamie Rezaie for 2022 covering presentation**





S E T T E C E N T O

LOS ANGELES, CA

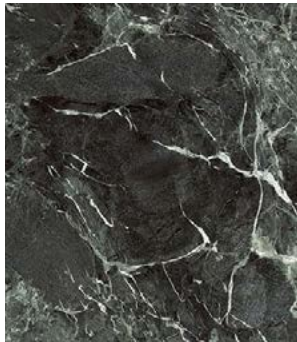
## RESTAURANT INTERIOR DESIGN

COMPANY: LAB DESIGN  
DESIGN: JAMIE REZAI | GIULIA FALASCA

STATUS: IN PROGRESS

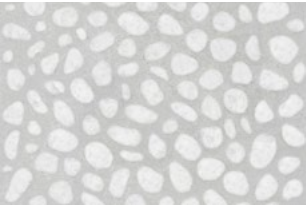


M O O D   B O A R D



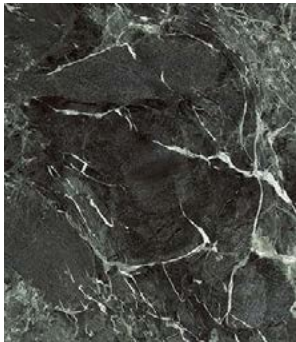
COVERED  
PATIO

LIVELY	SCENIC
ATTRACTION	CHARMING



COVERED PATIO

DESIGNLAB



RESTROOMS

INTERLUDE	FRESH
SANITARY	STYLISH



RESTROOMS

DESIGNLAB



DESIGN PRESENTATION

BAR / INTERIOR DINING



● BAR/INTERIOR DINING

DESIGNFEAR

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RESTROOMS



● RESTROOMS

DESIGNFEAR

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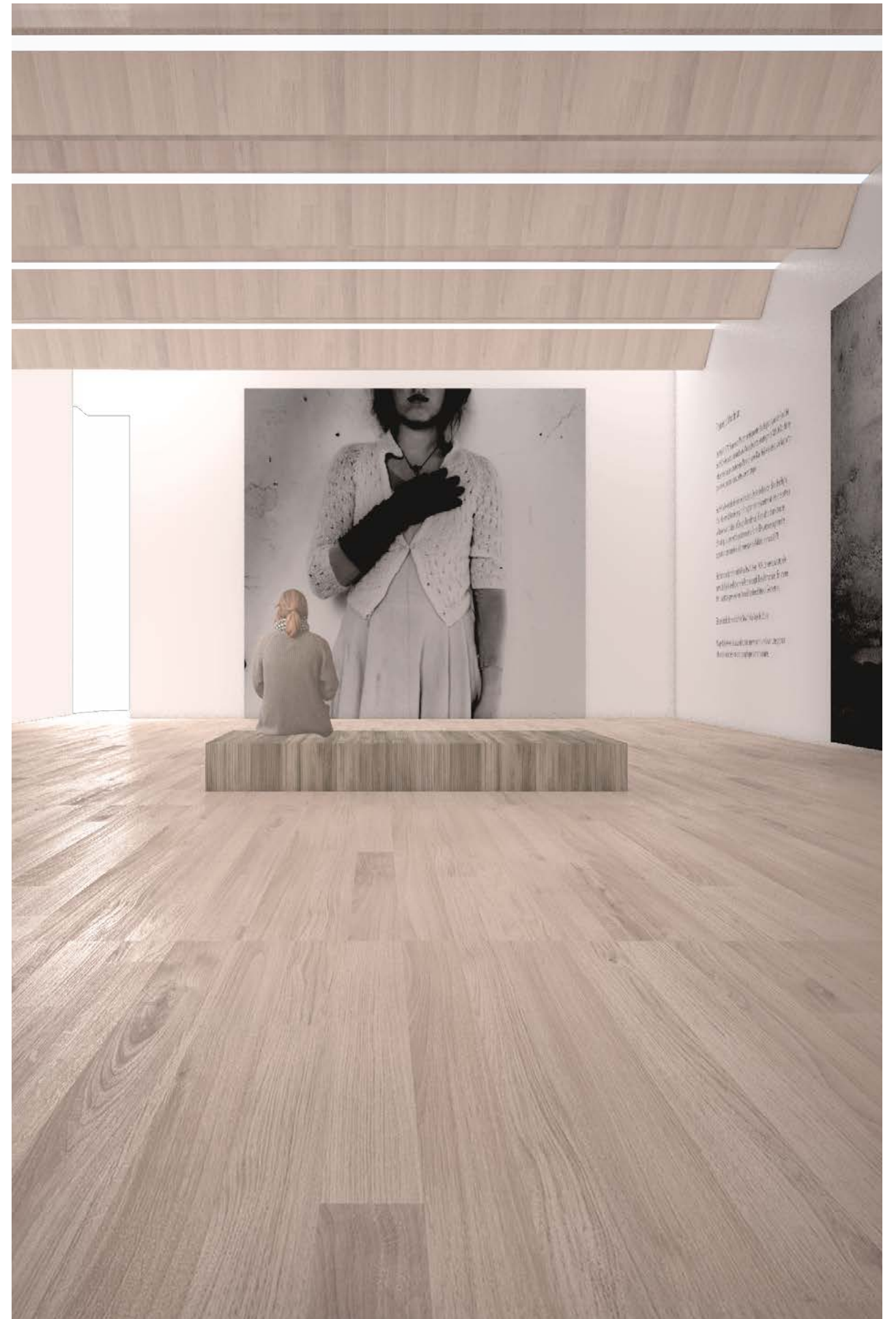
# CITROËN

BRUSSELS, BELGIUM

ARCHITECTURE: MUSEUM OF CONTEMPORARY ART

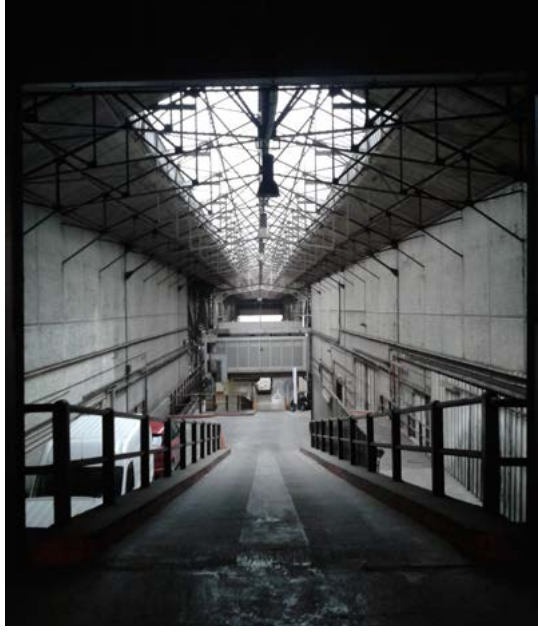
COMPANY: UNIVERSITY PROJECT  
ARCHITECT: GIULIA FALASCA

Rehabilitation of a former Citroen (cars) factory in a contemporary and modern art museum.



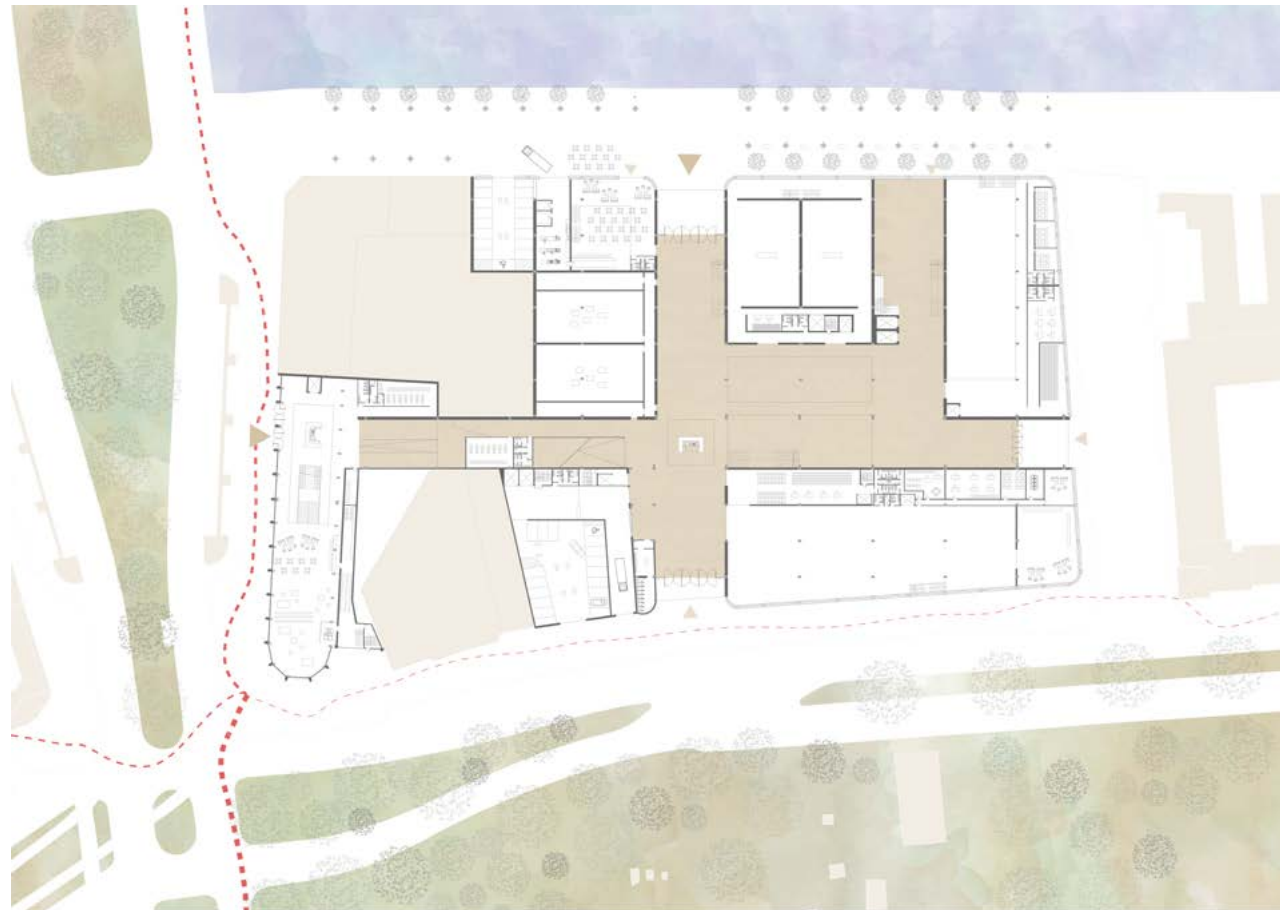


J O B - S I T E   C O N D I T I O N S



M A S T E R P L A N

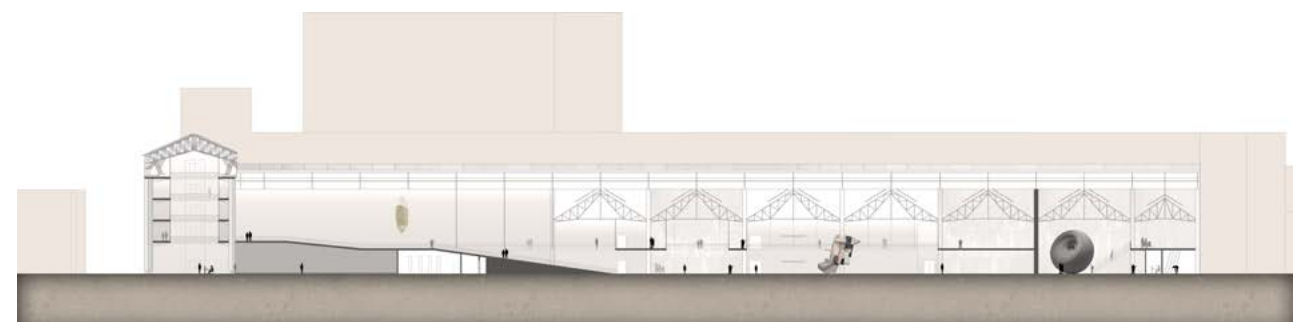




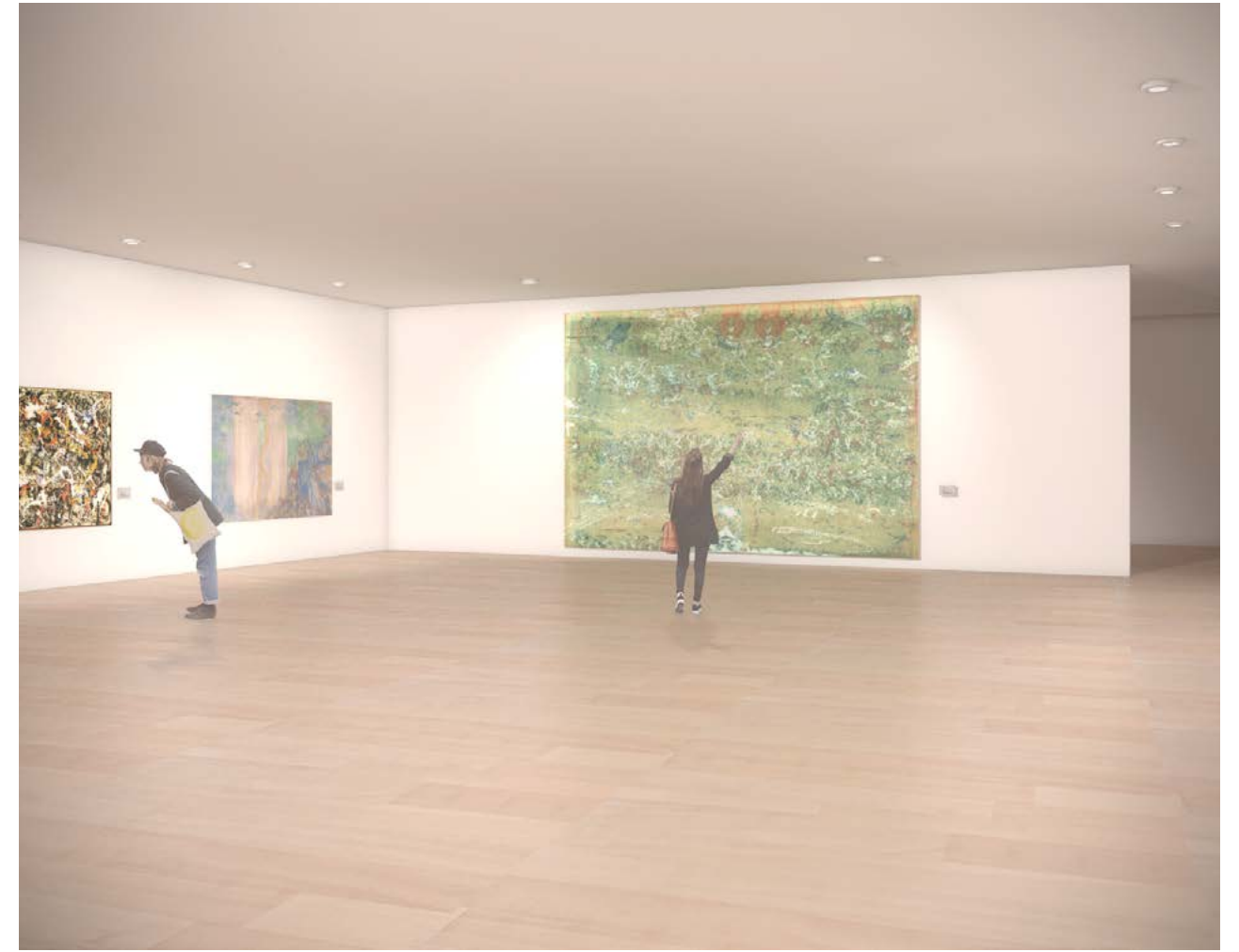
The concept is to bring life back to art, leaving the stereotype of the museum; where the works are stored inside, rather creating a space of life and recreation where art is integrated into everyday-life, so as to Giving new life to art and making it a favor to the community that needs a decent and accessible public space.



Obviously, they include classical exposure systems as well as various exhibition halls, which remain the search, the plus, the person goes to look for, because he is hungry to know and know.









# M U D A C + E L Y S E E

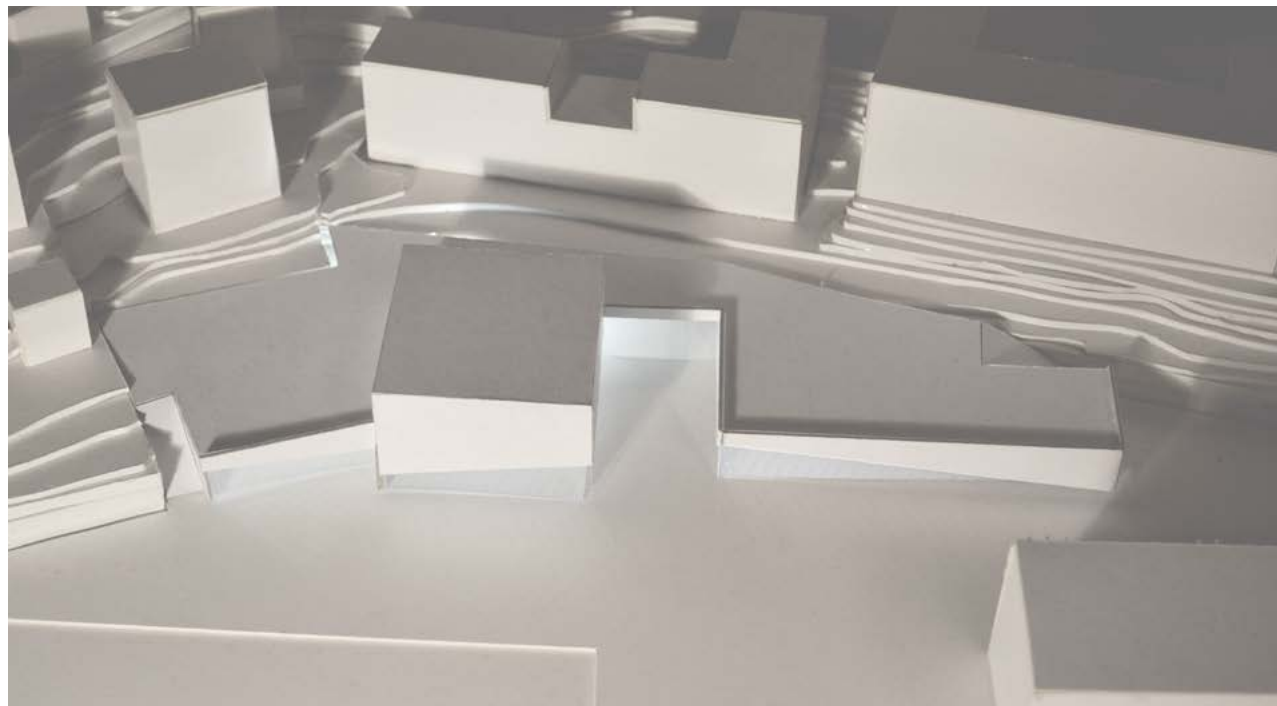
LAUSANNE, SWITZERLAND

ARCHITECTURE:  
MUSEUM OF DESIGN AND PHOTOGRAPHY

COMPANY: UNIVERSITY PROJECT  
ARCHITECTS: GIULIA FALASCA / EVA LIBRATI



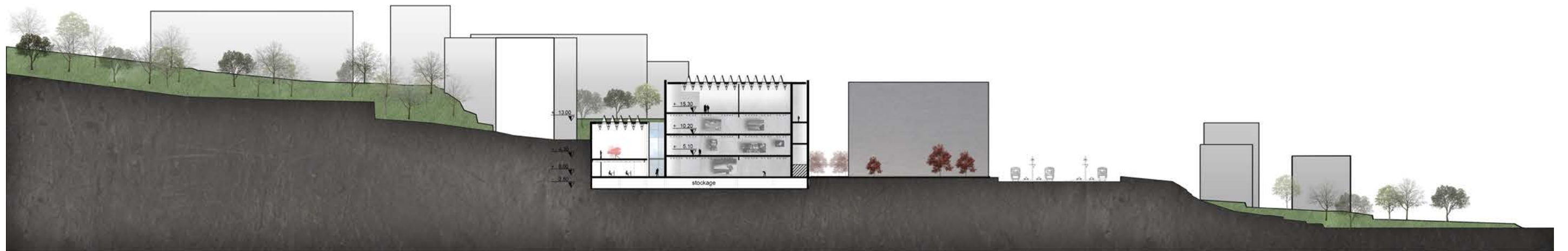
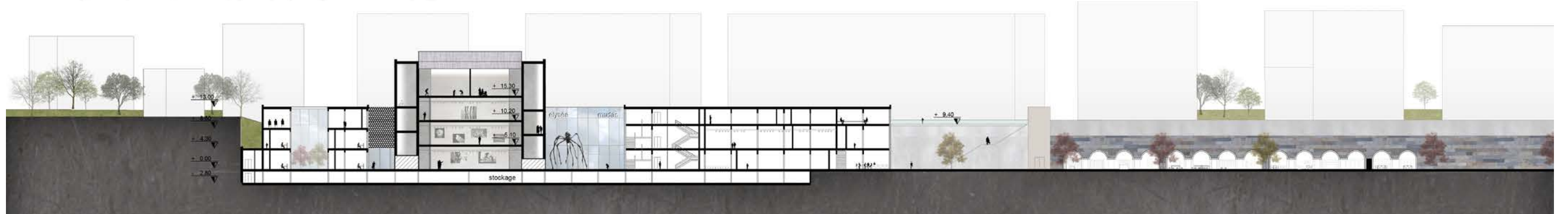
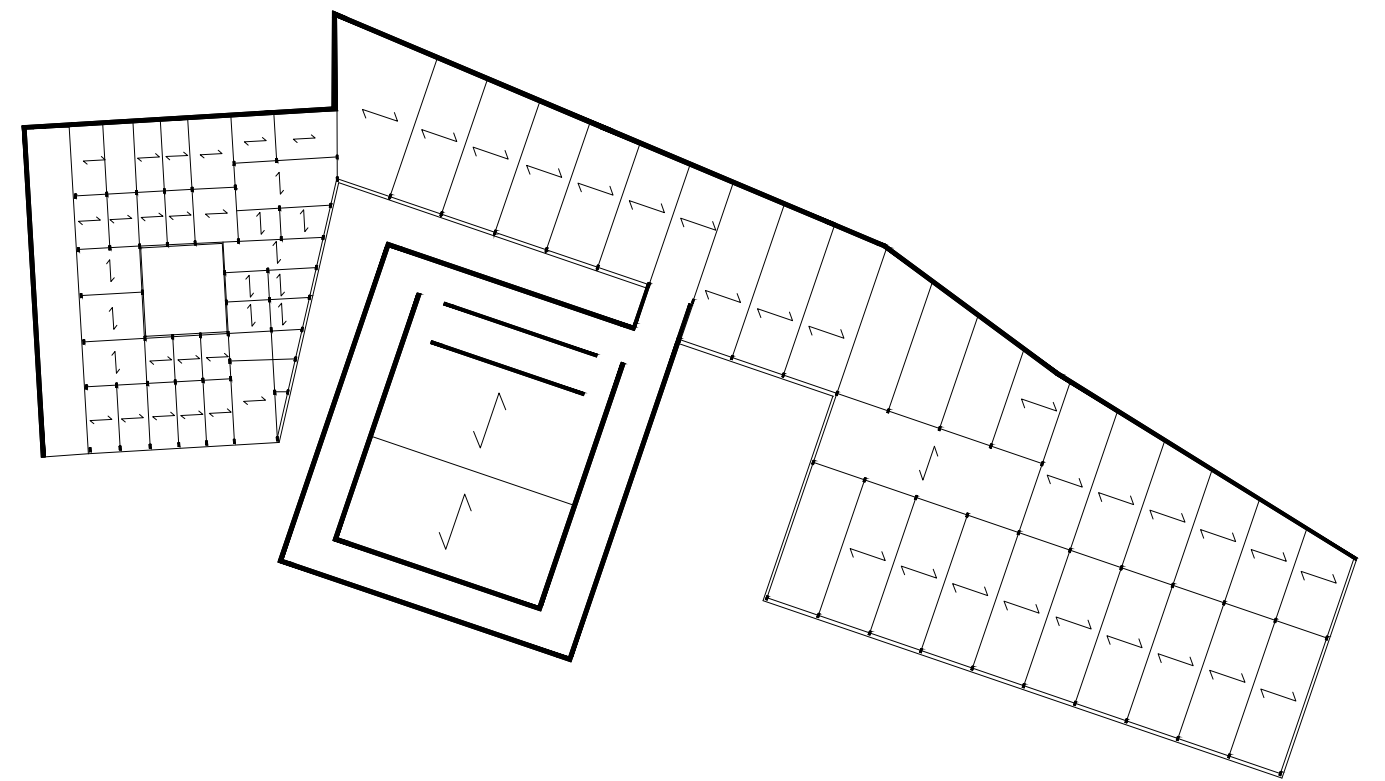
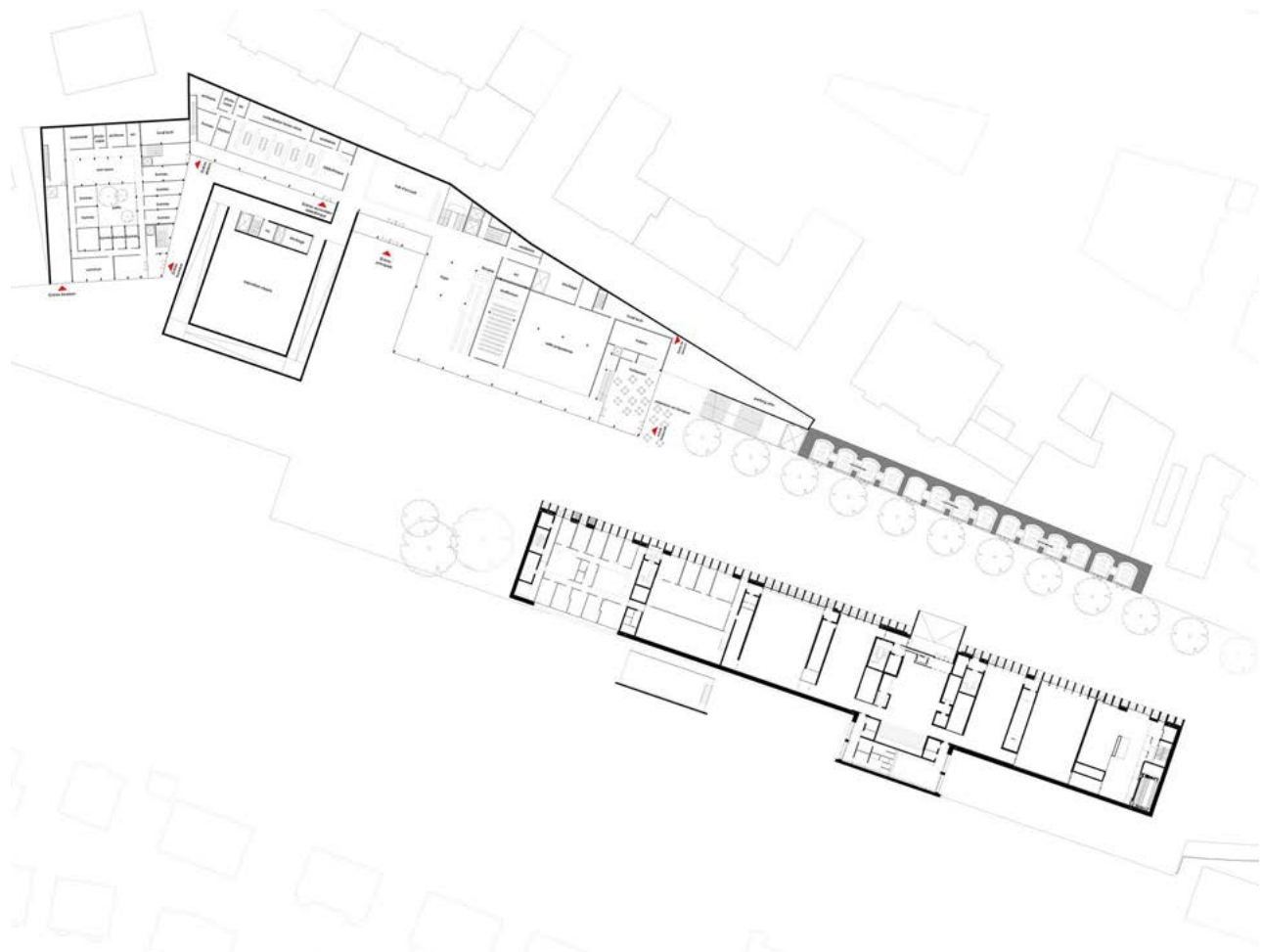




The main aim for this project was to contrast, and at the same time melody the two distinct museums.  
The forms and the volumes come together; the one envelops the other, each single identities of the museum, try to affirm himself, but creating together a single reality. The project goes uninterrupted with MCB-A (the existing Art Museum).













# LIBRARY 2.0

COPENHAGEN, DENMARK

ARCHITECTURE: PUBLIC LIBRARY

COMPANY: UNIVERSITY PROJECT  
ARCHITECTS: GIULIA FALASCA / ALISTAIR VAICLE





