

## Talking about Fast Milano

**How has the perception of outdoor spaces changed in recent years?**

**Marco Levrangi**, CEO of Fast: «The long wave of the pandemic has led to a radical transformation in the perception of outdoor domestic spaces: new contemporary living trends aim to enhance more and more outdoor spaces to make them more comfortable and attuned to the environment. If previously they were considered "subsidiary" spaces, today they have taken on a remarkable importance for a wide spectrum of activities, from remote work to relaxation to moments of conviviality. As a result, the public is looking for more sustainable, long-lasting and aesthetically pleasing furniture and design solutions.»

**Are the new requirements encountered in the domestic sector also applicable to the world of hospitality?**

**Marco Levrangi**: «As tourism resumed in 2022, the hospitality industry also had to respond to new perspectives brought in by the pandemic, similarly to the domestic sector. Here the main requirements encountered are the pursuit of formal coherence and harmonisation of facilities with the surrounding landscape, the fading of indoor-outdoor boundaries, the digitization of experiences, and the demand for very high levels of comfort, privacy, and customization opportunities. We aim to increase the sales activity of our division dedicated to hotellerie and corporate opportunities: the contract segment is reacting with creativity and innovation to the challenges brought by our times. For Fast, this represents not only an important commercial opportunity but also an insight into the evolution of behaviour and a thriving research ground for the new meanings attributed to outdoor collective spaces. Whether we are talking about tourism or corporate facilities, the theme of well-being and the importance of time spent outdoors are becoming increasingly important».

**Geographically, what are the markets that Fast targets?**

**Marco Levrangi**: «We operate mostly in Europe and we are expanding our sales network also in countries outside the EU, carrying out both contract and residential projects. Our markets are economically strong geographic areas, with a deep appreciation for the quality of materials, the possibility of product customization, and the attention to detail in the realisation of projects. They recognize and value the qualitative excellence of our products and the efficiency of Fast's sales network».



## How does Fast respond to new design perspectives in the outdoor industry?

**Marco Levrangi:** «With the new flagship store and the partnership with Spotti Milano we aim to strengthen our sales network through an experiential, interactive and engaging approach for designers. The store will not simply be an exhibition and consulting hub, but will host various activities for representatives of the design world, offering tools to build an open and shared design culture».

## What does the partnership between Fast and Spotti Milano entail?

**Claudio Spotti,** founder of Spotti Milano: «Our partnership with Fast stems from a common business philosophy, based on a strong drive towards research and innovation, an eye for detail and efficiency in responding to customer needs with tailor-made solutions. The synergy established between Fast and Spotti allows us to broaden our commercial reach by offering industry professionals an even greater range of expertise, with top-quality solutions and a customised service to support the project at every stage. Fast's new flagship store is the physical expression of this synergy: a collaborative space that evolves along with the market and becomes a reference point in the community for the sharing of know-how and the development of new strategic visions.»

## How does Fast bring the language of nature, at the core of its identity, into the new flagship store?

**David Lopez Quincoces,** founder of the architecture and design firm Quincoces-Dragò & Partners: «The creative concept of the flagship store originated from the idea of bringing nature into the space. The balanced relationship with nature, a founding value of Fast's identity, has been made tangible through a dense system of sensory references to the natural world. Visual, tactile and auditory feelings fill the space, provided by richly textured wood finishes, a large number of plants and green details, and audio elements reminiscent of natural places far from the city. This invites visitors to dive into its warm and welcoming atmosphere. In addition to giving Fast's products the right contextualization by recreating an outdoor setting, the layout concept also aims to facilitate interaction and dynamic exchange among people who experience the space. For this reason, the flagship store unfolds as an experiential itinerary with areas dedicated to project development, material libraries and spaces dedicated to meetings and training activities.»

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