

**Iper Montebello**  
ARESE, ITALY

The Iper Montebello hypermarket forms the centrepiece of the state-of-the-art Il Centro shopping complex in Arese, north-west of Milan, the largest shopping mall in Italy, featuring 250 commercial units. The 9,000-square-metre hypermarket is described by store director Marco Ruzza as an 'extraordinary world of flavours and expertise', with a series of food 'islands', where customers can shop and experience the best food that Italy has to offer. The store incorporates contemporary design with cutting-edge eco-friendly solutions. One of the key suppliers working on the project was Ameg ([www.ameg.it](http://www.ameg.it)), which adopted a customised store-fitting approach at the site using innovative, bespoke solutions with customised detailing, with top-quality materials and special finishes, in line with the build philosophy.

*[All photos supplied by Ameg]*

*"With this operation, we have transformed the old Alfa Romeo from a car factory into a factory that creates experience."*

Daive Padoa, CEO, Design International



**AT A GLANCE**

Name of Store | Iper Montebello, Arese  
Address | Via Giuseppe Eugenio Luraghi, 11,  
20020 Arese, Italy  
Opened | April 2016  
Store Manager | Marco Ruzza  
Size of Store | 9,000 square metres  
Number of Checkouts | 16

