

WORLD FURNITURE MAGAZINE

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SCENARIO

Uncertainty
Shifts
Landscapes

MARKET INTELLIGENCE

Flexibility
Streams
Lighting

SUSTAINABILITY

Forestry
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Textiles



SPOTLIGHT CONTRACT

MANUELA MURA
CSIL INTERNATIONAL MARKETING

Beyond Turn-Key in the Home Design Contract Sector

The interior design contract sector is featured by a complexity that requires meticulous coordination across the various stages of a project. From initial design to production, logistics, installation, and post-sale management, each phase demands planning and smooth execution. This process has led to a growing demand for advanced solutions that provide constant control and ensure greater operational efficiency. In response, the so-called “turn-key” model has gained prominence. This approach coordinates project phases improving collaboration between architects, manufacturers, and installers.

RETHINKING BUSINESS MODELS

In recent years, the traditional turn-key approach has evolved into business models that offer integrated services that go beyond, emphasizing the importance of streamlined operations, as does Contract District Group (CDG), a company offering a series of complementary services for the home design contract sector.

Based in Milan and founded in 2016 by CEO Lorenzo Pascucci, Contract District Group has developed an innovative system that bridges the gap between the furniture, interior design, and real estate industries, with a range of services that integrate all project stages, creating a seamless operational flow. The company operates in Italy and unites two Milanese design platforms – Milano Contract District and Livinwow – under a single business model and marketplace, and includes a recently opened Design Contract District in Rome, combining a team of over 90 professionals.

The added value that CDG offers is an effort to centralize design, production, and logistics within a single and highly advanced platform. This integrated approach allows for consistency and execution speed, a crucial advantage for large-scale real estate projects where each element of the design must adhere to strict timelines and specifications.



The Apartment, Milano Contract District Showroom

Compared to traditional models, this system aims to ensure that every aspect of the project is aligned and monitored in real time, resulting in fewer delays and more efficient operations.

The company's use of digital tools is a key element. CDG implemented an Enterprise Resource Planning (ERP) system, which facilitates communication among stakeholders involved in a project. This allows for continuous monitoring of the project's progress, from initial design to final delivery. In addition to ERP, the company also uses cloud-based technologies to further enhance collaboration.

The integration of digital tools is taken one step further by the development of the mobile application “Home-J”. This app allows clients to easily access documents, catalogues, and project updates from their smartphones, offering a more personalized and efficient experience, ensuring seamless and constant communication among all players, even during the most complex stages of a project. This not

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only improves internal workflows but also reduces problem-solving time and provides clients with a higher level of personalisation for their projects.

The customer experience is also enhanced by “The Apartment”, a 1:1-sized, fully furnished model home designed to provide an immersive buying experience created in Milano Contract District, the company’s 1,700-square-meter concept showroom in central Milan. This space allows clients to explore furniture and design solutions in a real-world setting, offering a tactile and engaging way to interact with products. The Apartment is continuously developing, ensuring that the latest design trends and innovations are always on show.

As the company’s business model evolves, so does its market focus. Today, CDG acts as a link in the value chain of the real estate, for both the Build 2 Sell and Build 2 Rent assets, which has been increasing in recent years. Additionally, it is now expanding into new segments, including the “family contract” market. This new unit is dedicated to professionals in architecture and interior design and their private clients, offering tailored solutions for single-family and multifamily residential projects, like the recent redevelopment of an old 1950s workshop in the Scalo Farini area of Milan, transformed into a loft that celebrates the industrial heritage of the past while embracing the comfort and elegance of contemporary materials and furnishings. In parallel with this expansion, CDG is targeting the luxury residential hospitality sector. This high-end market demands bespoke furniture and design solutions for premium apartments, offering an alternative to traditional hotels. Their offerings in this sector cater to a discerning clientele who seek to live in fully furnished, design-driven spaces that offer the privacy and comfort of a private residence.

Recently, the company has also been directing its efforts toward sustainability and responsibility toward customers who are increasingly demanding in this regard, with investments aimed at offsetting the Co2 emissions generated by the performance of design, site management, and furniture assembly services, and obtaining the Carbon Cancelling certificate in 2024.

Such a business model that integrates design, production,



The Loft Redevelopment at Scalo Farini, Milan

and logistics into a single, unified platform gives the flexibility to meet the increasingly complex demands of the home design contract market and to bring the furniture distribution system one step beyond. Adopting innovative digital tools also improves transparency and efficiency throughout the whole project lifecycle. This model appeals not only to large-scale real estate developments but also to private clients and professionals looking for tailor-made solutions and a personalized shopping experience putting the client at the very center.

Among the most significant projects of Contract District Group are the collaborations with Citylife, Generali Real Estate, Bnp Paribas RE, Savills, Dea Capital Real Estate sgr, Goldman Sachs, Impresa Rusconi, Nexity, Redbrick Investment group, and Reale. Further details at <https://cdgp.it>