

**REWRITE
THE
*RULES***

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**ALESSANDRO
MUNGE** SINCE 1970

INTRO

“Our responsibility is to give *unique* design solutions that are *honest* and *relevant*. No formula that will force us to do the same thing over and over because, in my world, I call that insanity.”

INTERIOR — DESIGN
EMOTION — FORM
FUNCTION — PURPOSE





“As a first-generation immigrant, I came from very *bumble beginnings* and *grew up fast*. I never had much to lose, and that made me *fearless*. Creators need a voice. They have to be *curious* and *brave*; it takes courage to question the norm and bring forth *uniqueness*.”



Two years old Alessandro Munge exploring parks.
Alessandro Munge with Robert De Niro, Chef Nobu and Client at Nobu Toronto Ground Breaking. Alessandro on cover of Contract Magazine
Next Page: Alessandro Munge at China Resources Land Launch Event of Parkview Mansions in Shenzhen, China.



“I *used to* fit in that [interior designer] box, not anymore.

I create *experiences* that go so much beyond floors and walls. Architecture and landscape design, interior and industrial design are all *Design* - a dialogue, a journey curated with *light, volumes* and *materiality*.”

INTERIOR DESIGN

DESIGN

ARCHITECTURE + PROGRAMMING

“My focus has always been *people* and *improving the human condition*. I’m focusing on architecture because it is part of that answer. The *skin* + *bones* of a building, the relationship to the streetscape, all influence the *experience* and I aim to immerse the guest starting from the *sidewalk* in fully.”

Richmond Oval, Hospitality & Residential Development Master planning & Architectural Study



“Architecture and programming are intuitive to me. Working in Vegas with the very best, I learned how to keep the guest continuously engaged within my controlled environment.”





This Page: Communal Villa with Rooftop Access.

Next Page: Communal Rooftop Terrace ft Lounging & Dining; Wellness Centre ft Glass Atrium & Reflecting Pond.

“I wanted to bring *Light + Life* within the core of the building. And so we pierced the podium; we created a stage for the Canadian seasons to express their beauty. More than pretty, the serenity pool became a *selling feature* for otherwise less desirable units facing each other. Great design is about providing a *solution*, both *inspiring + business-centric*.”

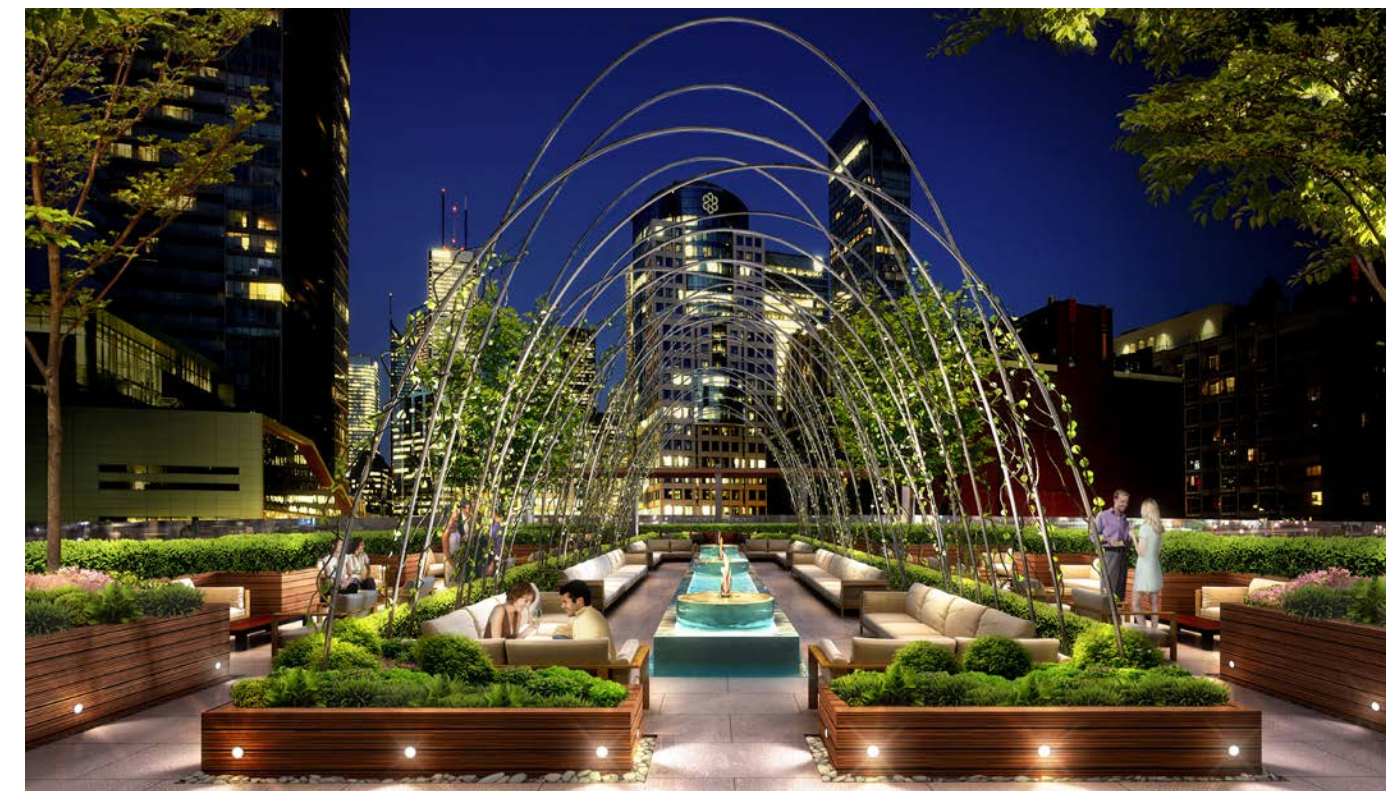


CONCEPTUAL LANDSCAPING

“Landscaping is a *dialogue* between nature, humans and the built environment. It is a *gradual transition* between indoor and outdoor, an ever-changing dance between organic and mineral.”

*Edgehill Private Residence,
Humber Valley, Toronto, ON, Canada*





Top: Rooftop Terrace at King Blue Condominium, Toronto, ON, Canada
 Bottom: Rooftop Terrace at No. 31 Parliament, Toronto, ON, Canada
 Previous page: Rodeo Drive Rooftop Terrace and Pool, Toronto, ON, Canada

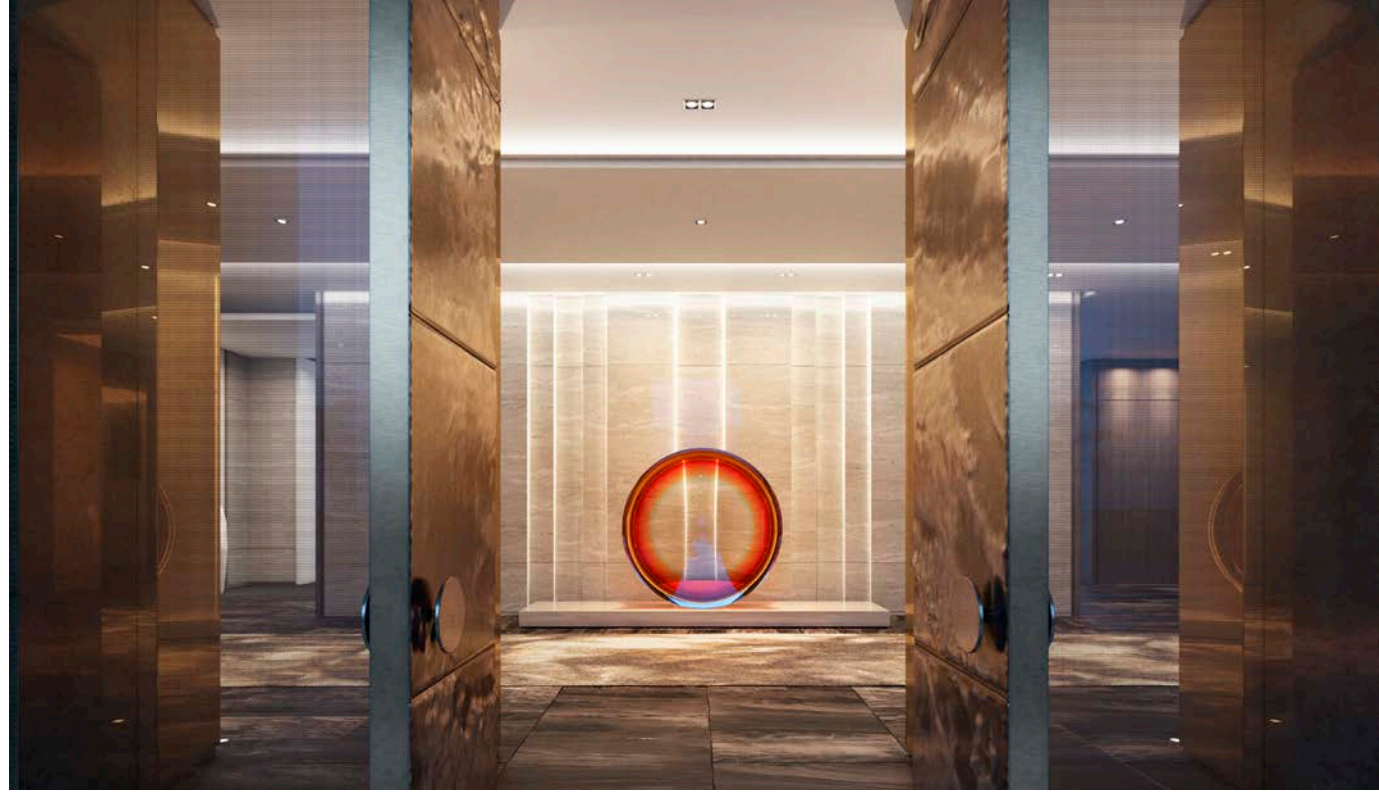
DESIGN

INTERIOR + DECOR

“Whether it be a lavish home in Beverly Hills, or an upscale restaurant in Shanghai, the key to bringing forth a *memorable* experience is to make it *personal*. It has to speak to individualities *beyond colours + finishes.*”

*Residence at No 7, Rosedale,
Toronto, ON, Canada*





This Page: Arrival at the Park Hyatt Los Angeles, Los Angeles, California, USA
 Next Page: Bar Lounge at the Park Hyatt Los Angeles, Los Angeles, California USA.

“Luxury is a *craving*. It is whatever you want more of but can’t always access - *authenticity, time, privacy, space, connection, artistry*. I play with all those concepts when designing objects and spaces so the experience resonates on a *deeper level*.”



DESIGN

CUSTOM FURNISHINGS

“I’ve always been drawn to *thoughtfully* and *carefully crafted* objects. A well-made piece of furniture can be admired from *all angles* and be appreciated decades after its release. It has a *story*; it has a *purpose* and evokes *emotions*.”



“There is nothing standard about our work. Our specialized teams of FF&E and industrial designers are essential in creating a *bespoke guest experience*. From textiles to lighting fixtures and casegoods, our pieces are custom-designed following *unique narratives* and manufactured under the highest scrutiny.”

~~STANDARD~~
TAILORED



Spalla Bar Stool by Alessandro Munge



*Lupin Custom Pendant for
The Pearl Hotel & Spa - Autograph Collection,
Burlington, ON, Canada*



Finn Floor Lamp by Alessandro Munge

For me, it has never been
about the way it *looks* as
much as the way it *feels*.

Emotions are what I build my
design palettes with,
because it is what moves
people, literally.

FORM

EMOTION

EMOTION

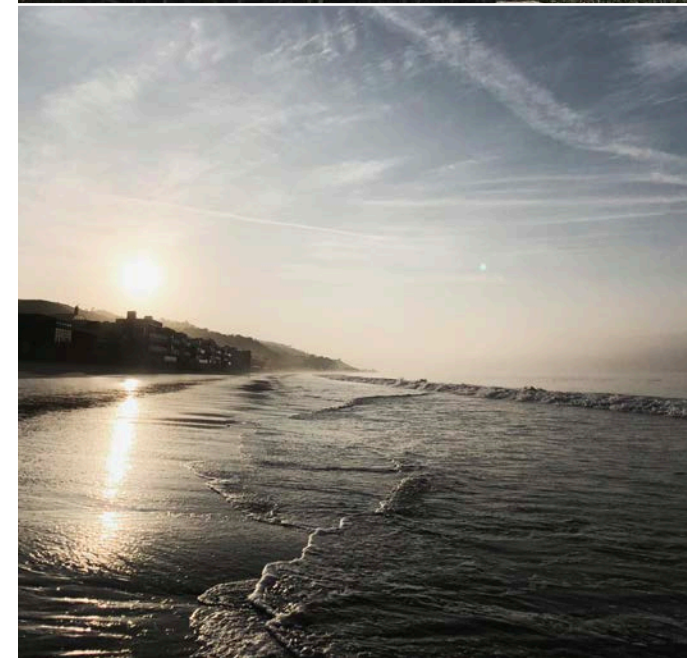
AUTHENTICITY NEW LUXURY

SOULFUL NARRATIVES REDEFINING
THE LUXURY SEGMENT

“Every project deserves *individuality*;
every client deserves *uniqueness*.
Our dedication to infusing *meaning*
to all design decisions instils our
space with a memorable *personality*
and a more profound *sense of luxury*
outshining any curation of expensive
finishes.”



Alessandro Munge Travel Photography
captured during Malibu Research &
Development Trip



2500 Yonge, Toronto, ON, Canada



Multi-generational Play Room
Inspiration & Volume Study



Sense of Arrival narrative inspiration; and Lobby Front Desk Study.





Queen's Marquee District overall view.

“Collaborating with creative partners such as MacKay-Lyons Sweetapple Architects, our *narrative-based* approach to design allows for the *architecture, local + historical contexts* to shine through in a meaningful way infusing our environments with a distinct and palpable *Sense of Place*.”



Local textures captured by Alessandro Munge during project immersion and preliminary site visit.





*Clockwise: Sense of Arrival & Reception Desk; Elevator Lobby, Lobby Lounge Vignette ft custom FF&E
Previous page: Inspiration Textures captured by Alessandro Munge during project immersion and preliminary site visit.*





Clockwise: Typical Corridor; Suite Entrance;
Custom Mini Bar Vignette
Next Page: Standard King Suite ft all custom
FF&E; Typical Bathroom

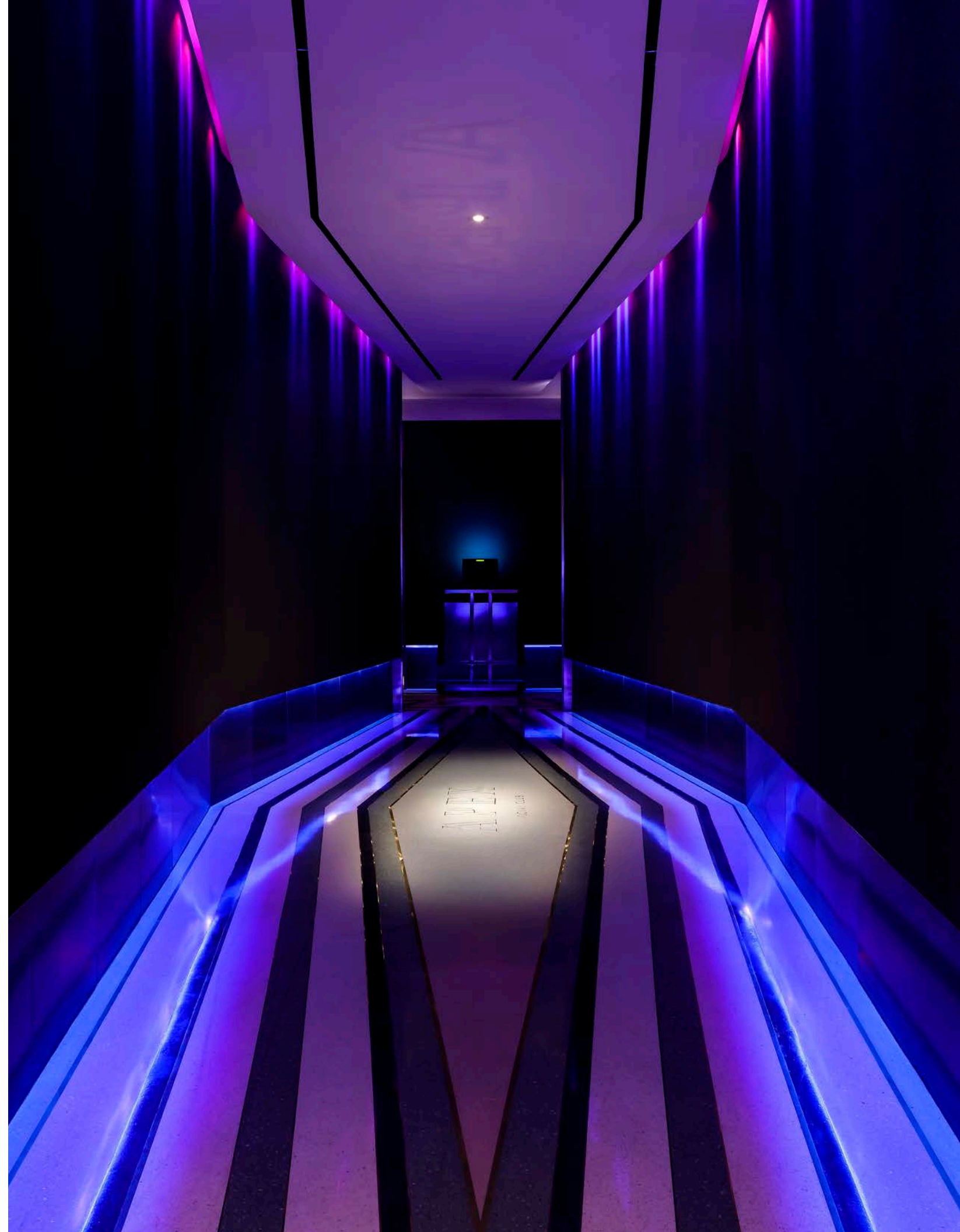


EMOTION

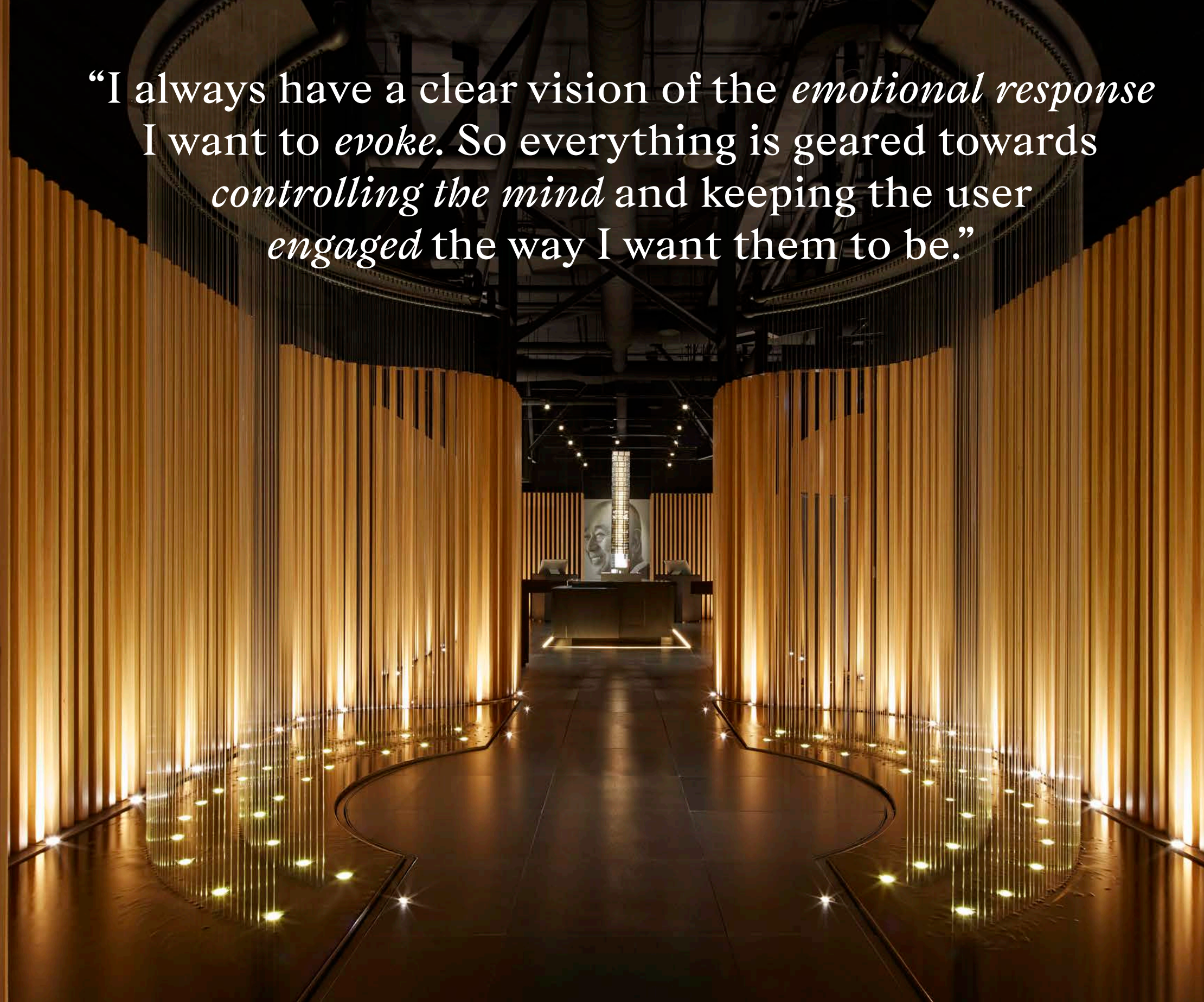
NEO FUTURISM

DYNAMIC ENVIRONMENTS
INFUSED WITH HUMANISTIC VALUES

*“Tomorrow starts today, here and now. As designers and developers, as sector experts and community leaders entrusted with the *power of influence*, we have a social responsibility to be *progressive* and *improve the status quo*.”*



“I always have a clear vision of the *emotional response*
I want to *evoke*. So everything is geared towards
controlling the mind and keeping the user
engaged the way I want them to be.”



Nobu Toronto presentation gallery ft cleansing pool water feature & architectural model



This Page: Sense of Arrival & Porte Cochere. Next Page: Outdoor Amenities ft Terraces & Cascading Pools.



“*Wellness and resort living* also belong in *urban centres*. Applying the *clubhouse* model often used in our Asia projects, condominiums become a sought-after and sustainable *alternative* to single dwellings by offering a *wider amenity range, relevance and flexibility*.”



Ground Floor Lobby Lounge ft Circular Skylight.



Cellar Meditation Lounge with Circular Skylight.



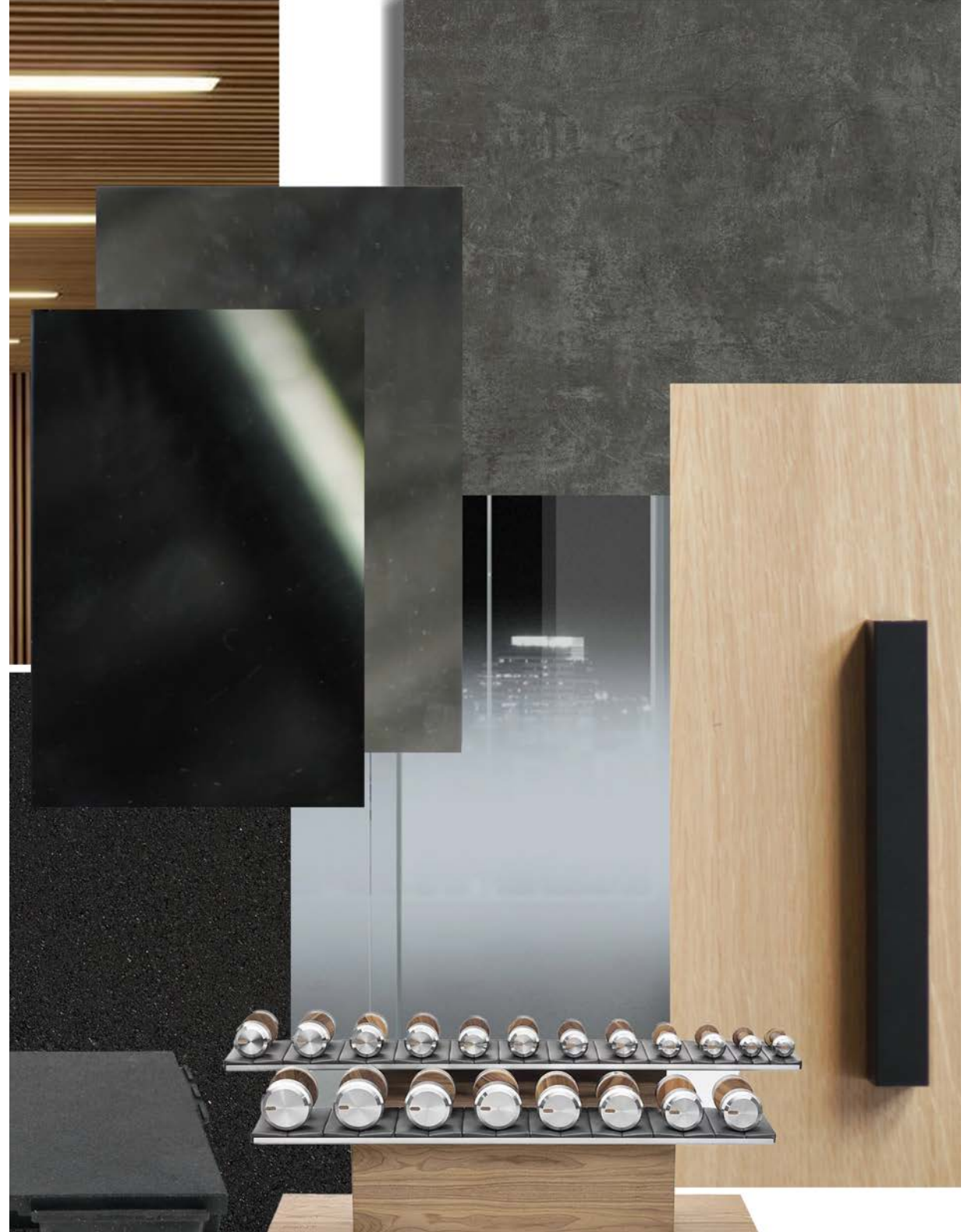
Indoor Pool Vignette & Palette Impression.



Cellar Indoor Pool.



Cellar Gym Workout Pods.



Cellar Gym Palette Impression.



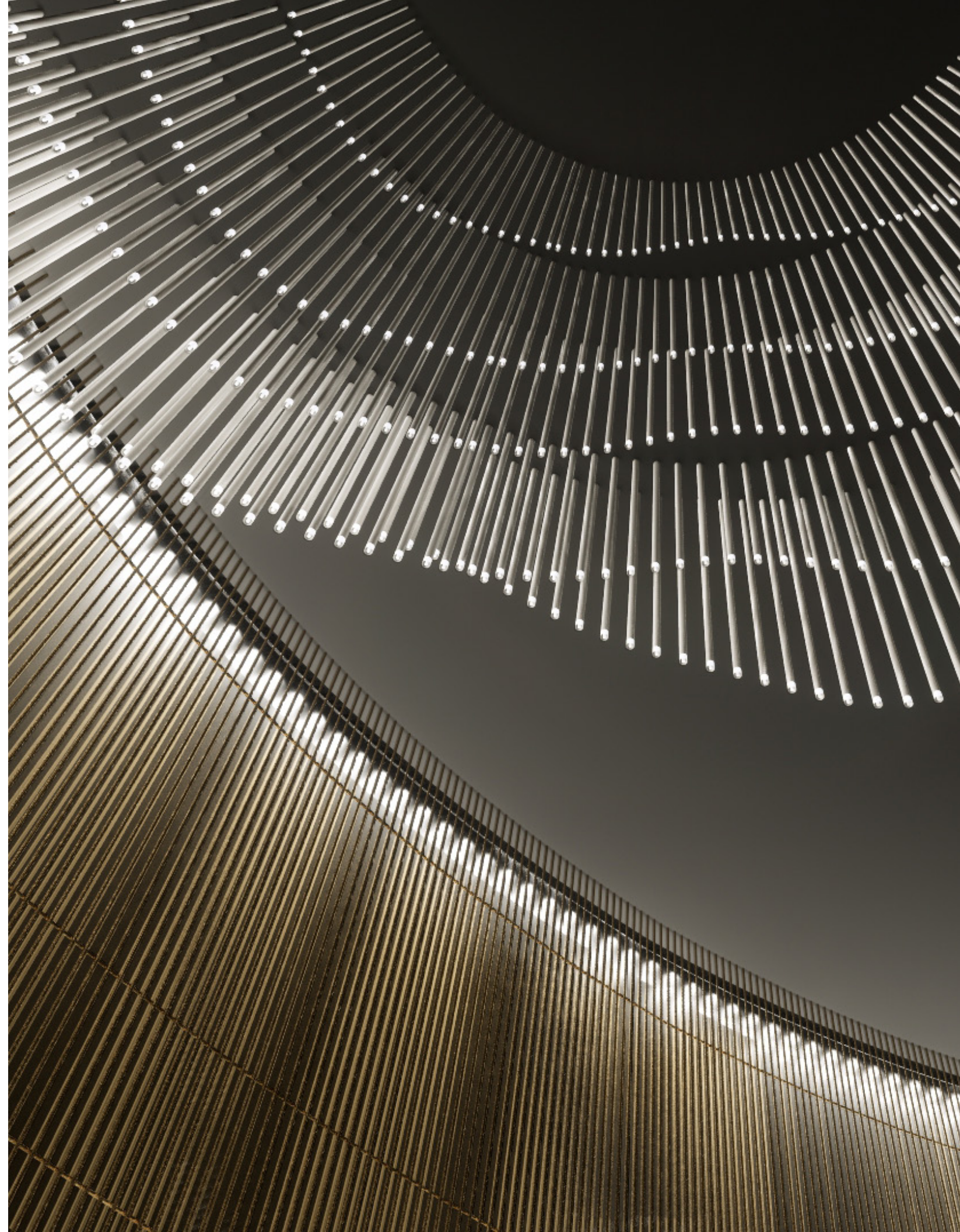
21st Floor Executive Workspaces.



42nd Floor Clubhouse.



42nd Floor Clubhouse Bar Vignette & Custom Light Fixture Detail.





42nd Floor Private Dining Room.



Clockwise: Dark Scheme Kitchen ft integrated storage.
Previous page: Light Schemes Kitchen





Dark Scheme Bathroom, Shower Option.



Light Scheme Bathroom, Bath Option.

I don't strive for fame;
I design for the community.
I only want to contribute to
people's *happiness* wether
daily in their homes or during
a two-hour dining outing.
And if I've added *value*, then
I know I've done something
good in my life.

PURPOSE



PURPOSE

HERITAGE PRESERVATION

“It is so important to notice the *beauty* that was *gifted* to us by our predecessors.

With care, we preserve History, infuse new *life* + *relevance* to iconic properties for generations to come.”



Pendry Chicago at the Carbide & Carbon Building, Chicago, IL, USA



Rosewood Hotel Georgia, Vancouver, BC, CA



Clockwise: Lobby Lounge; Restored elevator cab; Restored grand staircase vignette.



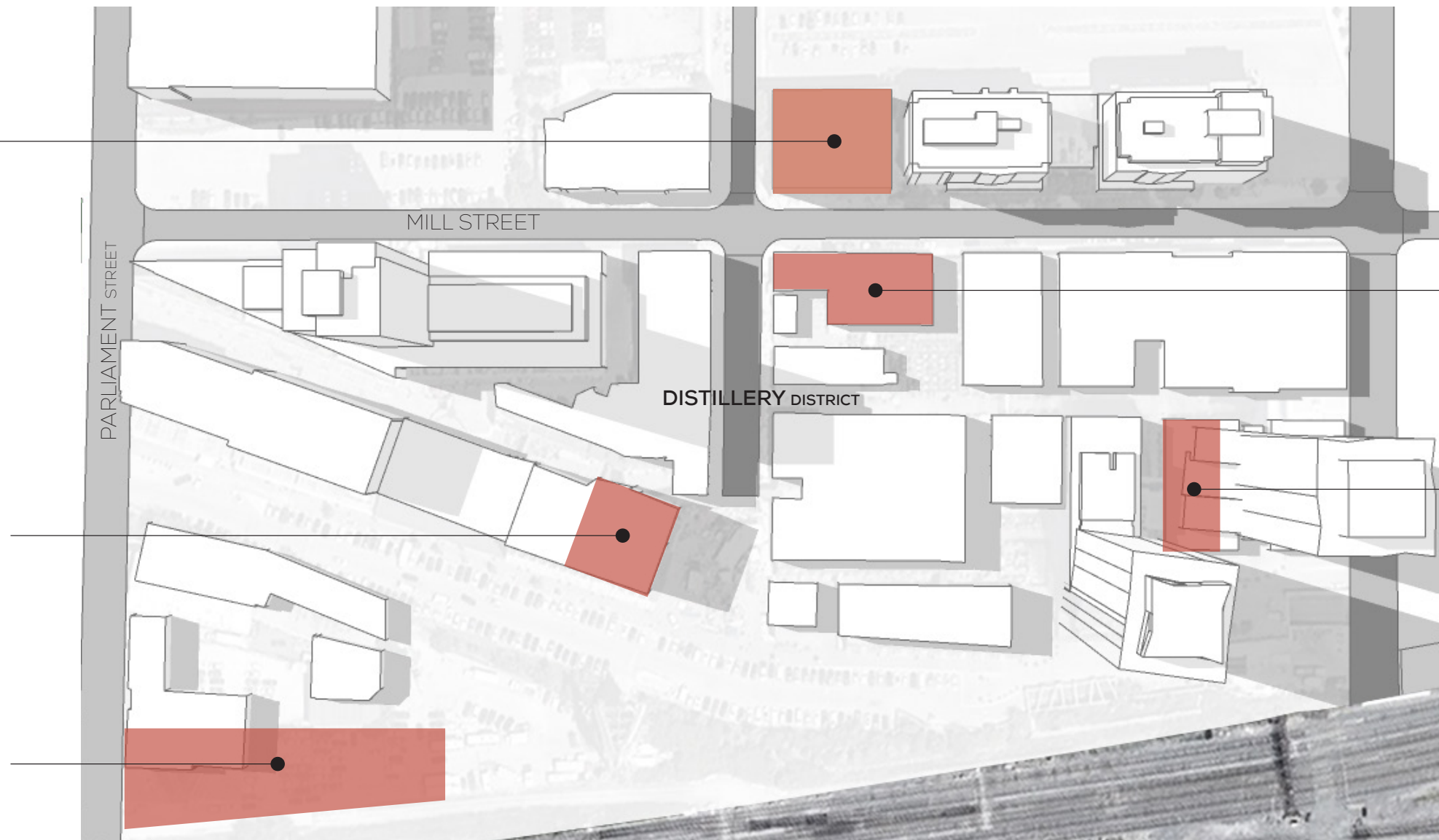
Preserved Heritage Facade & Reception Desk at Rosewood Hotel Georgia, Vancouver, BC, Canada.



“A once deserted industrial complex now bustles with Life. By designing *five distinct experiences*, we have helped completely *reshape the area* into a *destination*. These are all incredibly layered projects that truly *engage the guests in a dialogue with the surroundings* and celebrated cultures while *preserving the heritage features* of the retrofitted spaces.”

60 Mill St Hotel

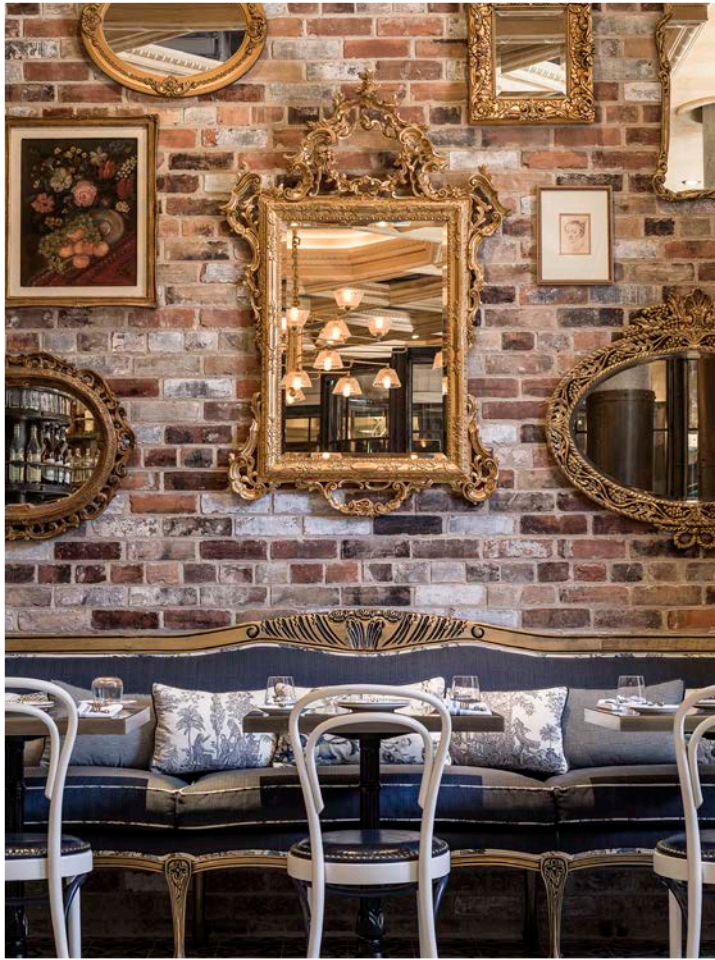
B A R
MADRINA
T A P A S



ELCATRIN
DESTILERIA



Map of the Distillery Historic District in Toronto, Canada featuring El Catrin Destileria, Cluny Bistro & Boulangerie, Madrina Bar y Tapas, No. 31 Parliament and 60 Mill St Hotel..



*This Page Clockwise: Banquette Seating;
Custom Lighting Detail & Main Dining Room
at Cluny Bistro & Boulagerie.
Next Page: Patio at El Catrin Destileria; Main
Dining Room at Madrina Bar y Tapas.*





*This Page: 60 Mill Street Hotel Lobby Bar & Ballroom exterior view.
Previous page: No. 31 Parliament Lobby ft communal work space & Indoor Pool ft Lounging*

PURPOSE

ETHICAL URBANIZATION

“A city is a macro *organism* with a life of its own; it requires *nurturing*. Urbanization can *revitalize* and *elevate* neighbourhoods when ethically (re)developed. Involve, empower and *celebrate* the impacted *communities*.”



Clockwise: Williamsburg Street Art; Brooklyn Bridge; The William Vale hotel in Williamsburg, Brooklyn, USA ft commercial plaza, destination restaurant, raised public park, outdoor pool & rooftop terrace.

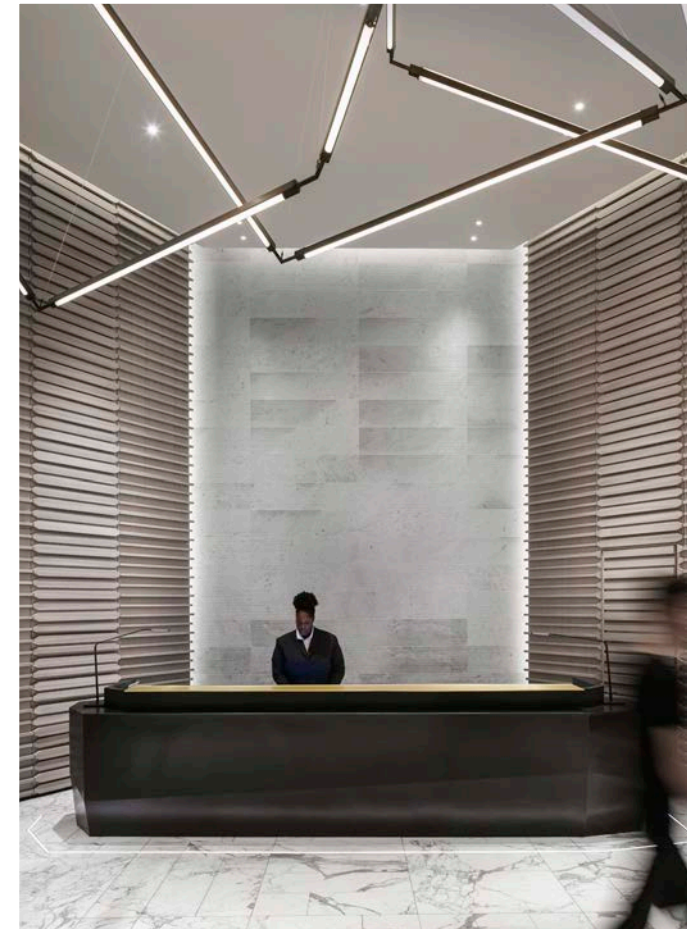


The William Vale, Brooklyn, NY, USA



Streetview featuring immersive sense of arrival.

“Very early on, everyone involved in the project was aligned: this building had to represent *a new generation of thinking* inspired by Brooklyn’s *individuality*, its local *art community* and infused with the area’s *industrial strength*.”



Clockwise: Reception ft custom desk & lighting; architectural lighting detail; Active lobby lounge featuring site-specific art installation



Leuca at The William Vale, Brooklyn, NY, USA

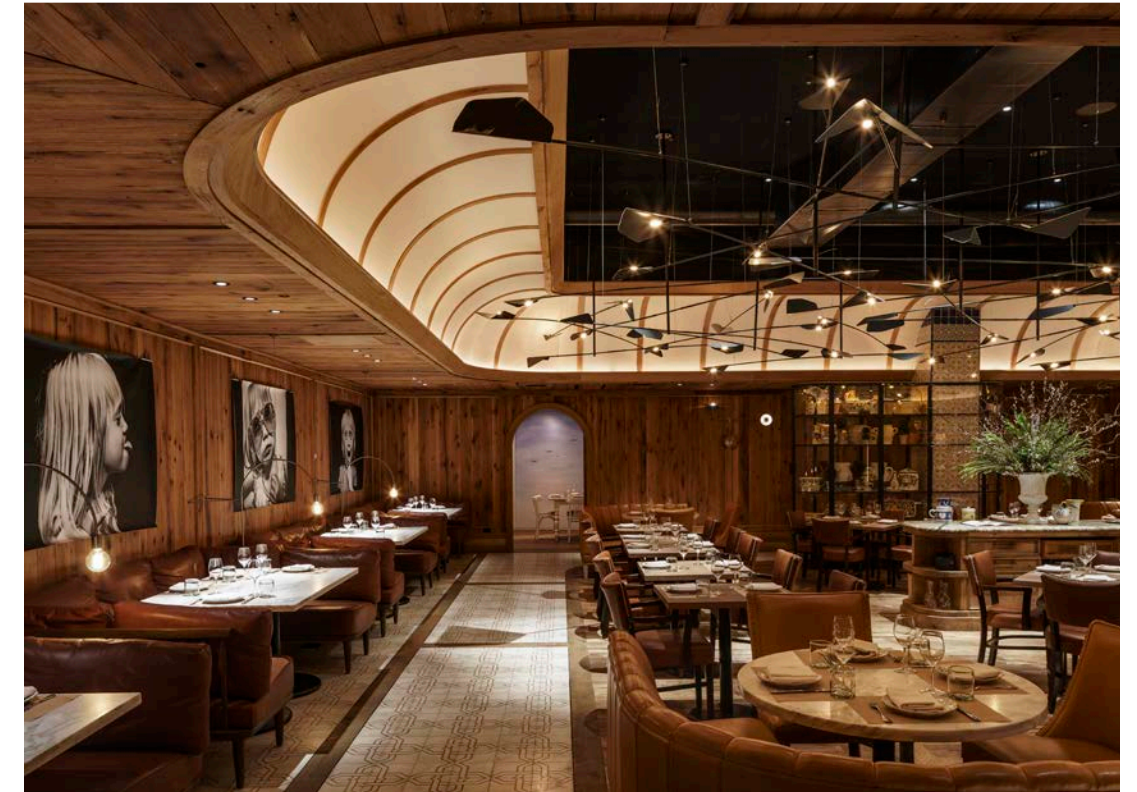


Bar elevation ft custom millwork & FF&E.

“Following a soulful narrative and crafted with the help of local artisans, all areas of The William Vale display a deep love for materiality and care for a well-executed detail.”



Clockwise: Main dining room vignette ft open kitchen; Banquette vignette ft contemporary art program; main dining room view

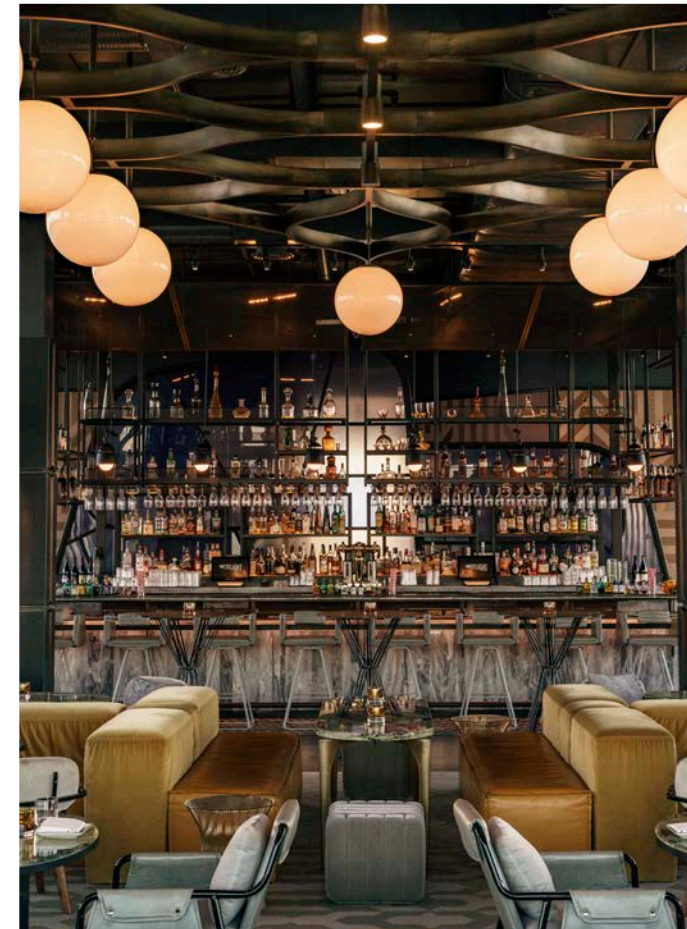


Westlight at The William Vale, Brooklyn, NY, USA



Arrival ft custom millwork & FF&E

“With its impressive open views celebrating the dynamic connection between Manhattan and Brooklyn, it is no surprise Westlight has quickly become a favourite destination for tourists and locals alike.”



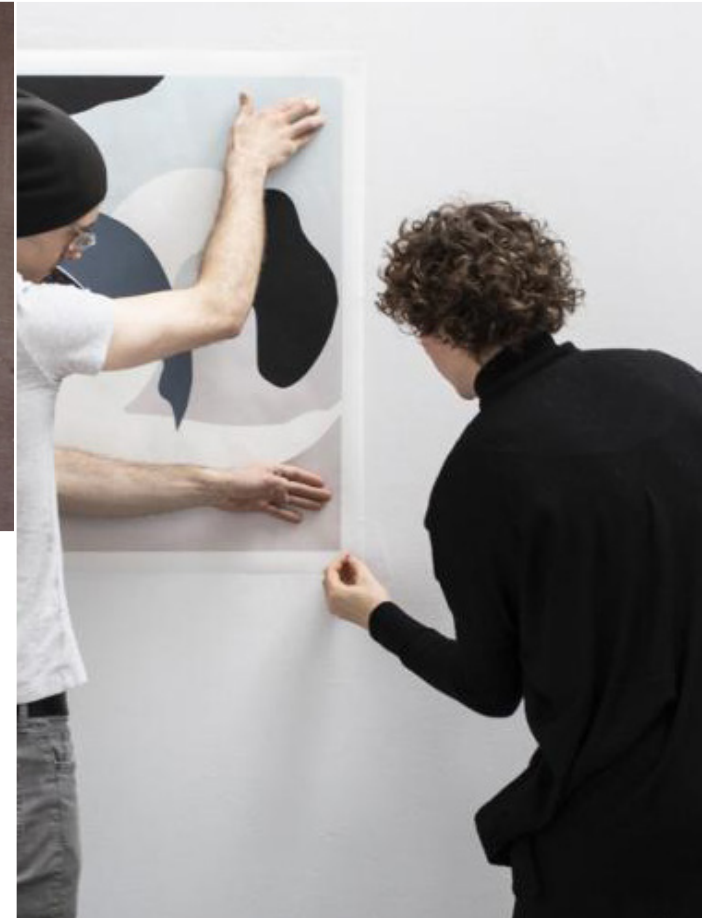
Clockwise: Bar view ft custom FF&E;
Vignette ft retractable NanoWall system;
Lounging view ft custom FF&E



PURPOSE

FOSTERING COMMUNITIES

“There is no greater reward than knowing my team and I have *positively impacted* communities by creating environments that families and friends can *congregate* in. I want people to thrive and feel *supported* in our spaces.”





Street View ft Architecture by IBI Group. Next Page: North Lobby Reception & Lounge.

“Design starts with deep *respect* and *appreciation* for diverse cultures and individualities. It comes from a desire to make people feel *understood, loved and cared for*. I never see cultural sensibilities as a challenge rather an opportunity to learn from and celebrate traditions.”





South Lobby with Feature Staircase and Custom Cut Stone Flooring.



This Page: Fitness Centre & Rooftop Pool ft Lounging & Dining. Next Page: Knowledge Library & Indoor Pool ft Semi-Private Lounging.

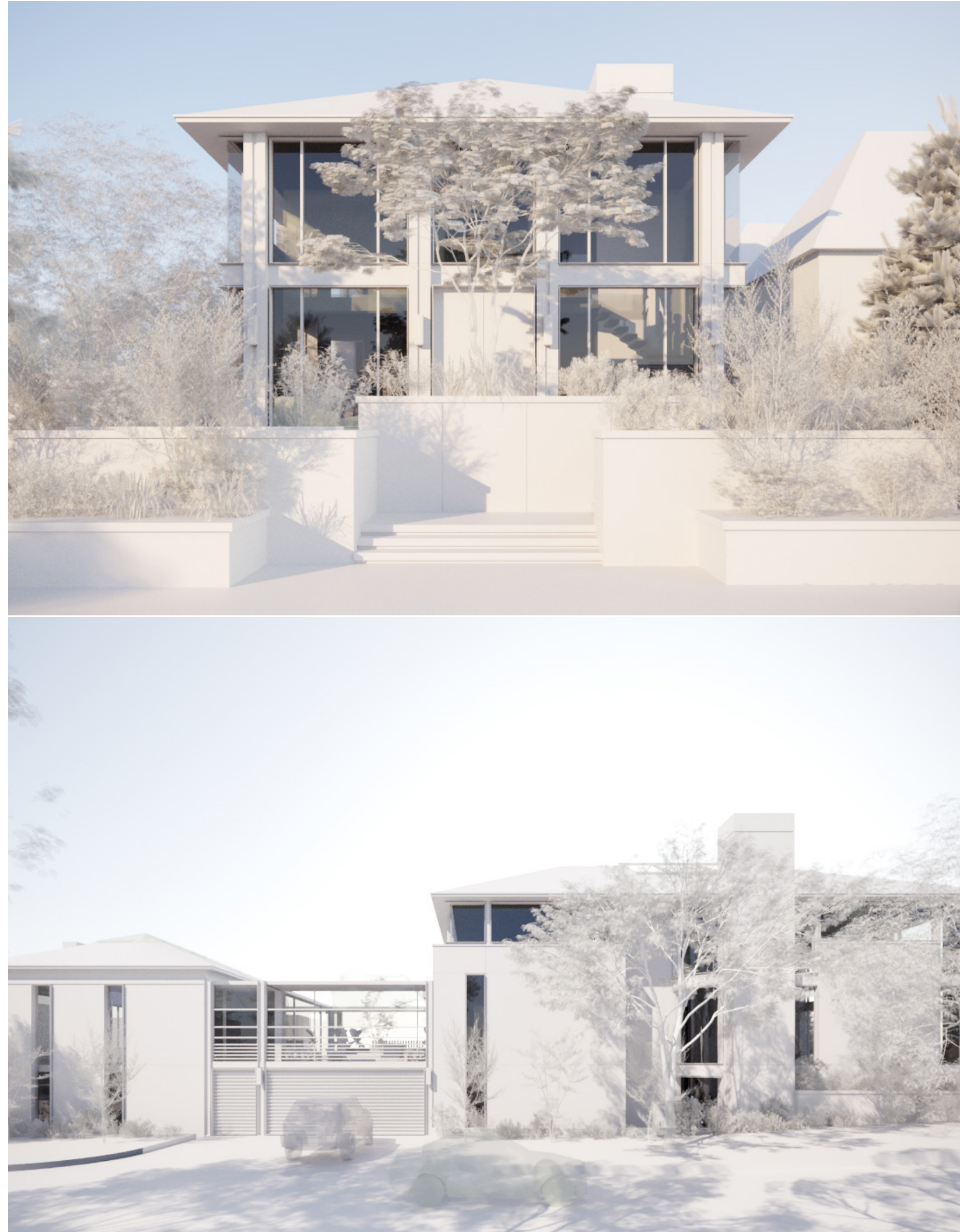


PURPOSE

ENTERTAINMENT + HUMAN CONNECTION

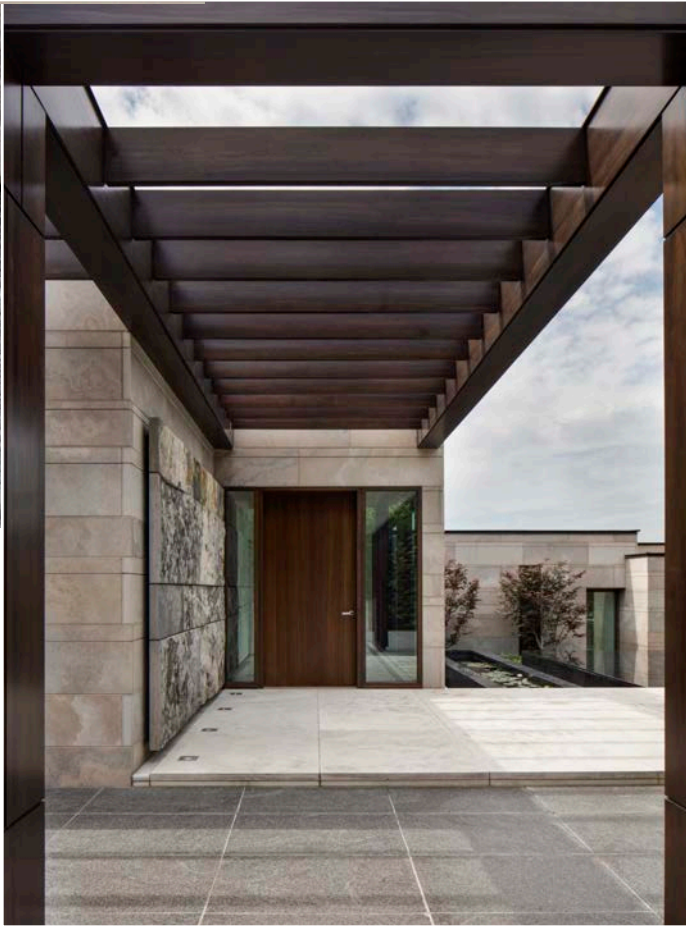
“I am *blending* Hospitality and Residential into Experiential. Sleep, work, exercise, dine, socialize, those overarching themes *transcend* sectors. Ultimately it’s about creating a *multilayered connective experience*.”

Russell Hill Residence, Toronto, ON, Canada





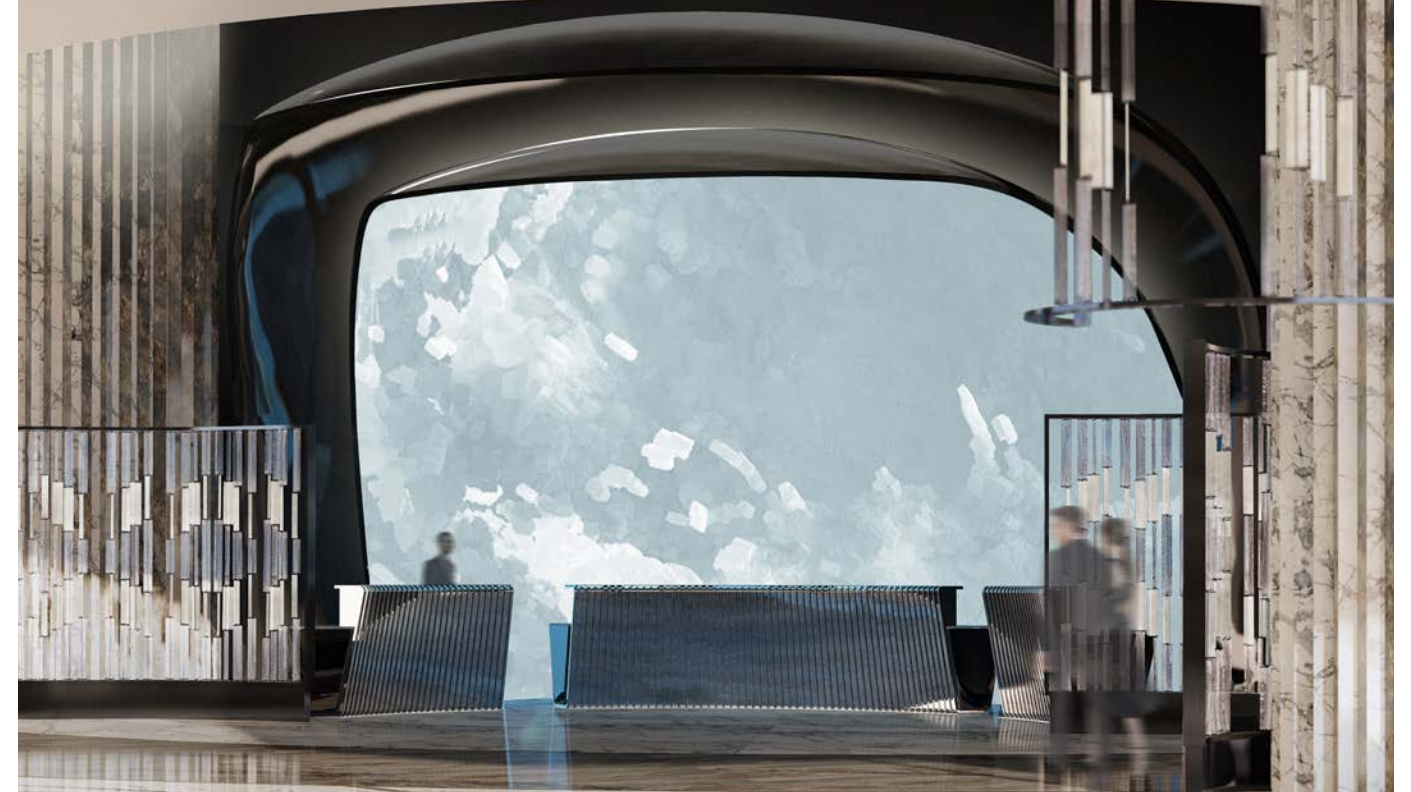
*This Page Clockwise: Watch Hill Residence
Arrival ft. Reflective Pond.
Next Page: Watch Hill Residence Outdoor
Amenities ft Infinity Edge Pool, Hot Tub &
Relaxation Lounges*



MGM Urban Resort, Qingdao, China



This Page: MGM Urban Resort & Diaoyutai Hotel Development; MGM Urban Resort Porte Cochere.

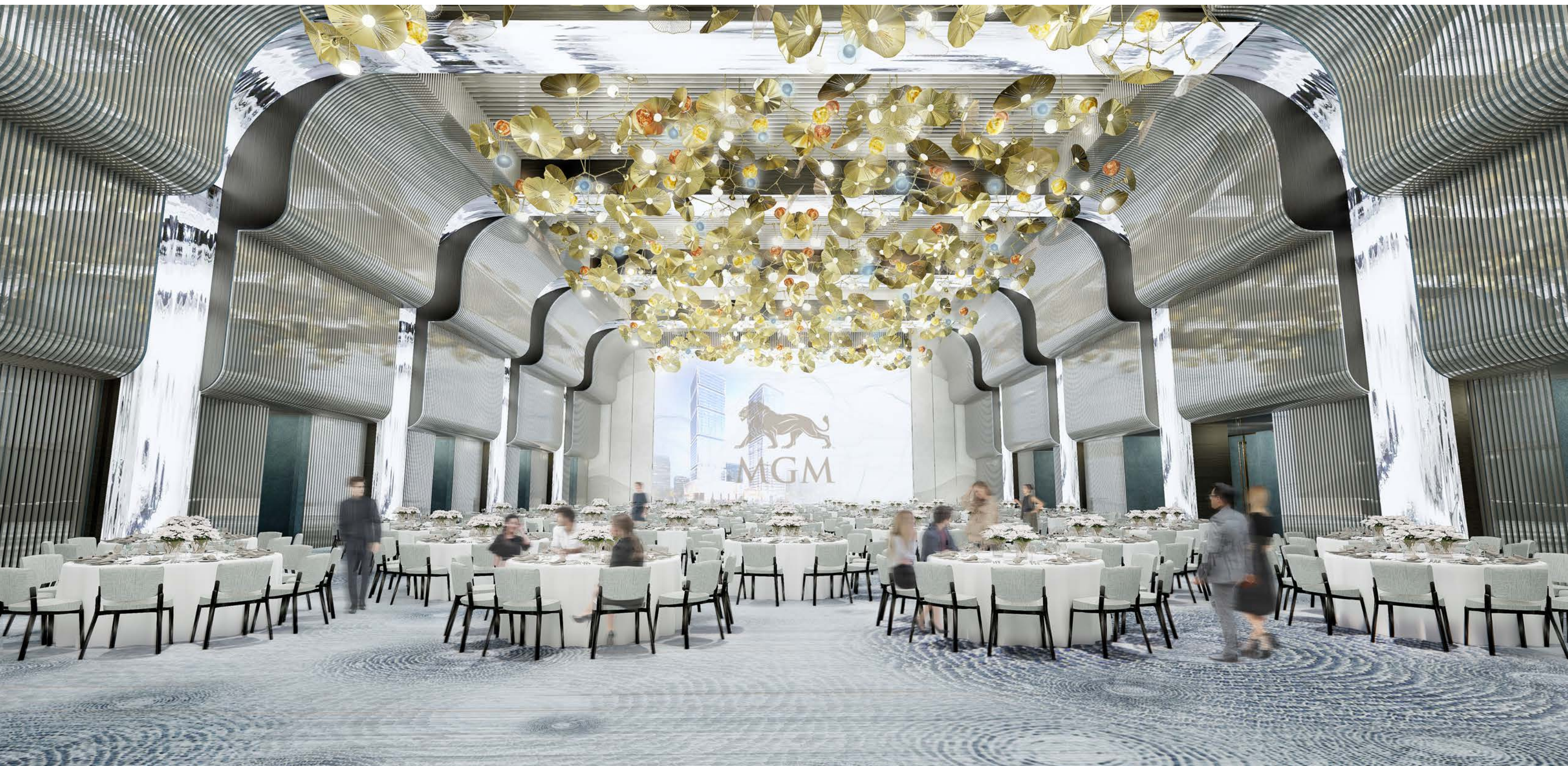


MGM Urban Resort Front Desk.

“All around the world, from East to West, humans crave *connection and entertainment*. We are social beings. Through dramatic and vibrant designs, we create a *high-energy, memorable* experience inviting the *conversation*.”



Indoor Outdoor Connection in MGM Urban Resort Lobby Lounge.

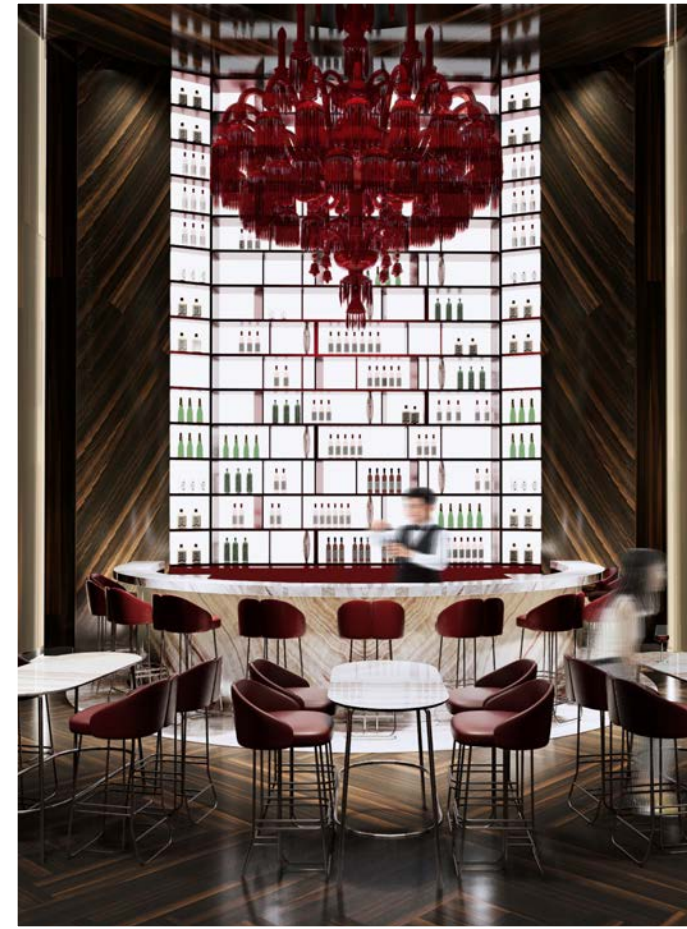


Ballroom ft all custom detail, wall and ceiling art installation



Clockwise: Mock Up Room Bed Vignette;
Custom Mini bar Vignette; Double Queen
Room Rendering Red Scheme
Next Page: Bathroom Rendering & Mock Up
Room Comparison





This page and previous: Progress Renderings of Qing Bar Lounge at MGM Qingdao ft immersive sense of arrival, Macassar wood panelling, overscaled arches and upholstered alcoves.





“Restaurants are by nature conducive to more *theatrical expressions* - the guests make reservations, they get excited for the *celebration* ahead. They expect a multilayered *performance*; they are looking to be entertained with a show that involves *all senses*.”



This Page & Previous: DUO Steakhouse at MGM Urban Resort, Qingdao, China.

TOGETHER,
LET'S *DESIGN*
A *BETTER* WORLD,
WITH *EMOTION*
AND *PURPOSE*.

REWRITE
THE
RULES

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ALESSANDRO
MUNGE SINCE 1970