

THE DECOR

INSIDE RH MILAN'S NEW GALLERY IN A RESTORED 19TH-CENTURY PALAZZO

The luxury retailer's latest opening reimagines an 1880 Neo-Renaissance building as a cultural space.

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Stefano Gusmeroli

On the grand Corso Venezia in Milan, **RH** is staking its claim. The luxury home brand has transformed a 19th-century palazzo into a seven-level destination that blends retail, architecture, and hospitality. Located near the city's historic fashion district, the new Milanese space is set to open on Wednesday.

The 1880 Neo-Renaissance building was designed by architect Giorgio Pellini, who was also behind the Galleria Vittorio Emanuele II. Over the years it has been home to aristocratic residences, including that of novelist Giovanni Verga. Now, the palazzo reopens as "RH Milan, The Gallery on Corso Venezia," marking the California-based company's expansion into Italy. The brand also has overseas locations in **Paris**, England, and Madrid.

This project is part of RH chairman and CEO Gary Friedman's ongoing plan to reimagine retail locations as immersive experiences. In Milan, this vision spreads across 7,000 square meters, where RH's interiors, modern, and outdoor collections are displayed alongside art and antiques.



RH

A suite displays a four-poster bed, art panels, and sculptures flanking large windows.

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Visitors start on the ground floor, where a library is dedicated to highlights of Italian architectural history—the collection includes books by Andrea Palladio and Leonardo da Vinci. From there, guests can stroll through a landscaped courtyard and private garden before heading down to La Volta, a subterranean restaurant and bar.

La Volta is designed as a series of rooms clad in limestone, and it combines classical elements with modern touches. Sculptor Fabio Viale adds site-specific works, including a reinterpretation of *Amore e Psiche*, which anchors a skylit dining room under a glass canopy. The menu offers Italian classics alongside RH favorites, including pizza, risotto, handmade pasta, and veal Milanese.



RH

At La Volta, a central fountain and sculpture sit under a glass and steel ceiling.

The upper levels of the building feature exhibition spaces, along with a bar and lounge adorned with Murano glass lighting, Italian Merino wool velvet seating, and digital installations. Additionally, RH Milan introduces the brand's new RH Estates concept, an upscale collection of furnishings inspired by classic European styles with a Californian twist.

Ahead of its public opening, RH Milan will have a celebration on Tuesday alongside a host committee that includes Brunello Cucinelli, Margot Robbie, Zoe Saldana, and Stefano Boeri. See more photos of the new gallery below.

RH MILAN, THE GALLERY ON CORSO VENEZIA



A formal dining space showcases a rustic table, wing chairs, and twin chandeliers.



A white sectional, a coffee table with a decorative bust, and a curated grid of abstract portraiture.



001
Large ephialtes sculptures line a dramatic, shadowy corridor.



002
An area dedicated to RH's Baldacchino and Koper collections features a white sectional sofa, golden-framed mirrors, and classical busts.



003
RH Milan's palazzo boasts a Neo-Classical facade with arched windows and a glowing entrance.