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INTERIOR DESIGN & SPACE PLANNING

PALERMO VILLA

Blending Old World, New Technology in Pizza Company's Headquarters

Palermo Villa Inc., maker of Palermo's frozen pizza and a variety of private-label pizzas, was founded in 1964 as an Italian bakery on Milwaukee's East Side. Since then, the Fallucca family company has expanded the reach of its popular products across the country.

To accommodate continuing growth, Palermo's began drawing up plans for a new, 125,000-square-foot corporate headquarters in Milwaukee's Menomonee River Valley. The family had a clear, twofold vision: A state-of-the-industry product development facility, with an emphasis on the company's historical ties to founder Gaspare Fallucca's native Sicily.

Palermo's chose M&M Office Interiors to achieve a complex interior design balance between functional and aesthetic, contemporary and classic. The layout also needed to be adaptable for future growth of the business. And in the end, Palermo's found an additional benefit in M&M: a consultative partner that could manage every aspect and all parties in this major project—for a completely worry-free experience.



CARRYING THE THEME THROUGHOUT

Laurie Fallucca, Palermo's vice president of marketing, had already worked with an architectural firm to develop an exterior design inspired by architect Baldassare Peruzzi's 16th-century Villa Le Volte in Tuscany. Working closely with Fallucca, the M&M team listened carefully to the company's needs and helped meet the challenge, turning every last detail of the family's vision for the interior into a reality. On time and on budget, M&M delivered perfectly coordinated colors, fabric, furniture, carpet and wall coverings, all adaptable to the evolving needs of Palermo's business.

Public and common areas carry the Sicilian theme, with stone fountains, Italian leather chairs, ceramic pieces from the family's visits to Italy and a mural featuring pizza vignettes. The high-tech test kitchen, on the other hand, is modern

and bright, with stainless steel countertops and desk areas blended in with perforated metal paneling, instead of the more typical fabric panels. The overall arrangement helps facilitate maximum interaction between the separate areas—just the environment Palermo's needs for pizza innovation.

“M&M really became a partner in the design. We knew the look we wanted, but we didn't know all the ways we could achieve it. They saw the vision, understood it and ran with it. And it's always good to have somebody you trust making sure you're going in the right direction.”

– Laurie Fallucca, Vice President of Marketing

ORGANIZED DOWN TO THE DETAILS

Just as important as the design consultation was M&M's project management. The M&M team led a smooth process from start to finish, keeping the architect, construction teams and all other parties in close communication every step of the way.

“The organization and attention to detail they brought was critically important,” said Fallucca.

In the fall of 2006, the facility opened as scheduled—delivering an ideal space and capping off a smooth experience for Palermo's. That job is done, but as consumers crave more of the company's pizza, the Fallucca family looks to M&M as a key partner for future design needs.

“From the get-go, I had confidence in the M&M team,” Fallucca said. “I look at ours as an ongoing, expanding relationship.”

