





The concept for the Rosato Retail Design Stores derives from the brand's slogan "Gold is Glam."

The Studio wanted the space to resemble a very luxurious, glamorous gold mine. The white ceramic walls have an organic form as if handmade. On the surface are organic shaped "holes" carved out to form the display window. The rest of the walls and ceiling are made of gold leaf; the floor is covered with off white colored moquette; the lighting is very soft and elegant; all lighting fixtures are hidden.

In the center of the room there is a cascade of gold "particles" coming down from the ceiling as if the elaborated gold was excavated from the walls.

All of the materials used are precious materials that reflect the use of gold, silver and diamonds in jewelry. Some of the products are inspired by the idea of one of a kind, handmade products, and the space similarly appears to be molded by hand. The space is very clean and glamorous.

ROSATO

*Studio 63 Architecture +
Design*

Design/ Piero Angelo Orecchioni, Massimo Dei, Federico Gigetti

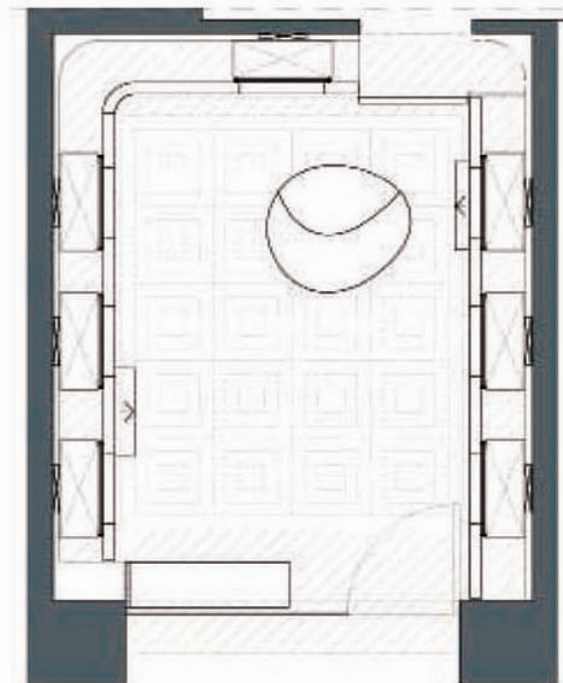
Client/ Rosato

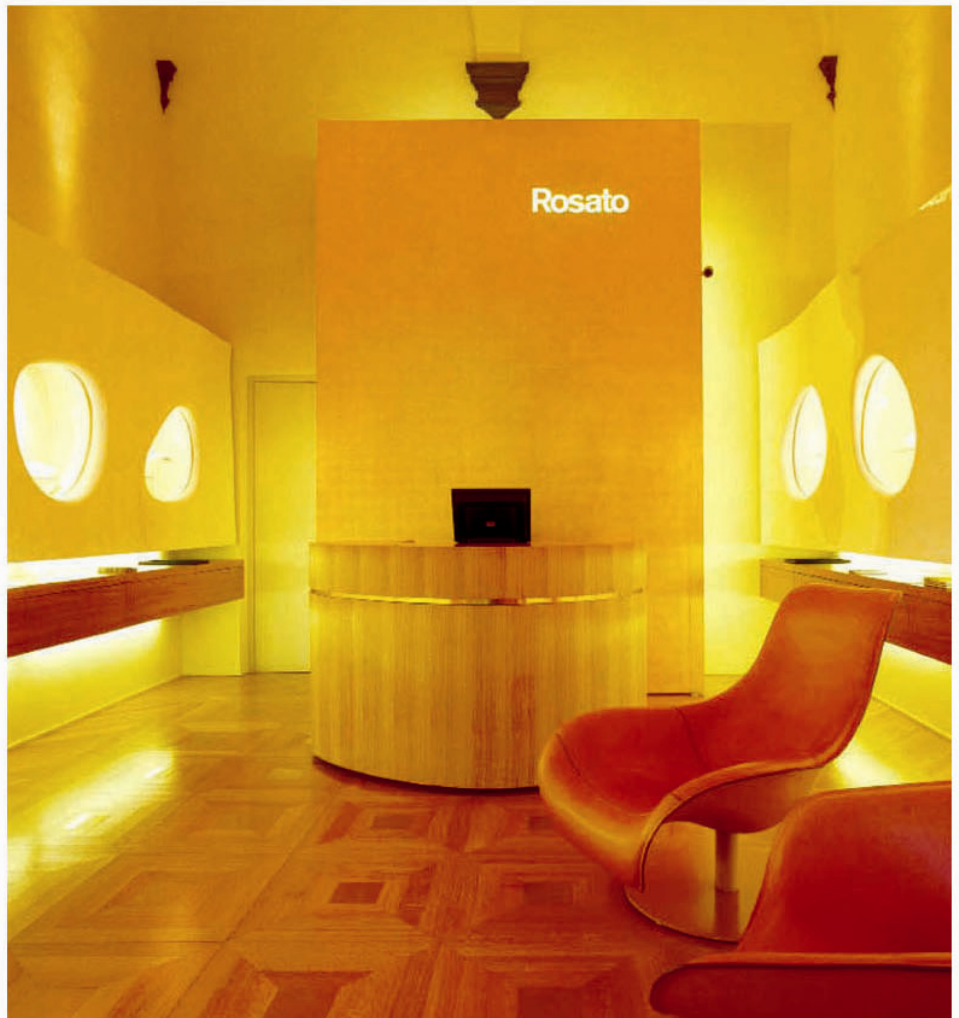
Photography/ Yael Pincus

Site/ Milan, Italy

Area/ 20 sqm

Date of Completion/ October 2007





This project was created with a precise mix of traditional and contemporary, with references to art accompanying the visitor throughout the three floor store. It is an architectural box both liberating and revealing in its structure. The structure becomes part of the atmosphere. The concept of an art gallery on the ground floor and the materials to use to create it were carefully researched, and various artists worked together on location, as in a workshop. Walls were considered canvases, counters were considered sculptures, and graffiti was employed throughout the space. Materials such as iron, cement, stone, and wood accompany the art works.

PULZELLI

Studio 63 *Architecture + Design*

Client/ Pulzelli
Photography/ Yael Pincus
Site/ Tuscany, Italy
Area/ 900 sqm
Date of Completion/ September 2007



Decorative 226







Standard



Established in 1992 as an art and architecture gallery in Venice, California, Standard evolved into an informal collaboration of a small group of architects, artists and writers with shared interests in contemporary art, architecture, and the urban environment. Standard has grown into a multidisciplinary architecture and design practice.

Standard's ethos derives from the firm's mastery of craft and process and fundamental belief in collaboration. The firm's meticulous attention to detail and commitment to relationships based on dialogue, continuity and trust ensures work of high quality and integrity. Standard produces architecture that responds effectively, efficiently and succinctly to a project's context and a client's needs. Standard's designs are elemental, evocative and precise.

www.standard-la.com

Studio 63 Architecture + Design



Studio 63 Architecture + Design is based in the historical center of Florence, Italy. The fruitful encounter between Piero Angelo Orecchioni and Massimo Dei led to the foundation of Studio 63 in 1998. By 2003, Studio 63 inaugurated its New York City office, by 2005 its office in Hong Kong and by 2008 its office in Shanghai and an operative partnership in Dubai.

The creative team is composed of gifted professionals, coming from various disciplines, working together in a fertile and challenging multi-cultural exchange.

A strong identity is the hallmark of their projects. This identity is the result of extended research, creative proposals and deep respect for the contemporary language criteria.

www.studio63.it

Studio Arthur Casas



Arthur Casas graduated in 1983 from Mackenzie University in Sao Paulo with a degree in Architecture. His architectural designs cover a scope of interior, residential, commercial and new construction projects. Arthur Casas has claimed prestigious awards such as 2008 Red Dot Design Award and he continues to be an active participant in various global exhibitions. Since 2004, he has been frequently invited to speak about his architecture and design.

www.arthurcasas.com

Suppose Design Office



Makoto Tanijiri was born in Hiroshima, Japan, in 1974. In 1994, he finished his study in Anabuki Design College. Suppose Design Office was established in 2000. Makoto Tanijiri thinks that it is important to keep looking for something new as an architect. He defined his work as a chance to realize fresh ideas about buildings and relationships of all interactive elements.

www.suppose.jp

Sybarite



Sybarite is an architectural and design practice that aims to tease all of the human senses and to sculpt architecture into the living environment in which it exists, whilst retaining complete functionality. We draw our passion and inspiration from organic forms in nature as well as technologies transferred from other industries. Striking a balance between realized and experimental projects is crucial in keeping us at the top of our game.

The practice was formed in 2002 by Torquil McIntosh (right) and Simon Mitchell (left) who both believe design can and should fulfill the twin briefs of functionality and pleasure and that there should be no boundaries between art, sculpture and architecture. The word "Sybarite" encapsulates this design ethos - voluptuous, luxurious and pleasurable.

An RIBA registered practice based in London in the UK, Sybarite has representatives in major cities worldwide and is fully capable of handling geographically dispersed projects.

www.sybarite-uk.com

Tokuji Yoshioka Design



Tokuji Yoshioka was born in Saga, Japan in 1967. After worked under Shiro Kuramata and Issey Miyake, he established his own studio, Tokuji Yoshioka Design in 2000.

Tokuji has collaborated with various noted companies in and outside Japan such as Hermes, Swarovski and Issey Miyake, for which he has been doing shop design and installation.

The paper chair "Honey-pop" (2001), Yamagiwa's lighting "ToFu" and cell phone "Media Skin" for au design project have been highly evaluated as art works more than as design works and became a part of permanent collections in the world's well-known museums such as the Museum of Modern Art (MoMA) in New York.

He has been awarded Mainichi Design Award, 2001, Cultural Affairs Section of Government of Japan, Encourage Prize, 2006 and Design Miami/Designer of the Year, 2007. He has also been selected as one of "100 Japanese respected by the world" in Newsweek magazine of Japanese edition.

www.tokujiin.com



Fashion Décor

New Interiors for Concept Shops

Fashion Décor documents the push to go beyond the "lifestyle" approach to merchandising. Retail spaces from around the world feature interiors which are on the surface conceptual, thematic, minimal or wildly decorative. More importantly though, these spaces are full immersion experiences drawing on the creative use of color, texture, finishes, layout, fixtures and furniture to draw in customers and enhance their shopping experience. More than sixty exclusive projects, from the Reed Space's Tokyo shop to the Alexander McQueen store in Los Angeles and the Kensiegirl showroom in New York.

ISBN 978-988-18544-0-7



9 789881 854407

sandu