DESIGN
PORT
FOLIO

by GUILHERME DE MEDEIROS

MSc. in ARCHITECTURAL DESIGN

Ca'Granda
Milano

CA'GRANDA - MILANO

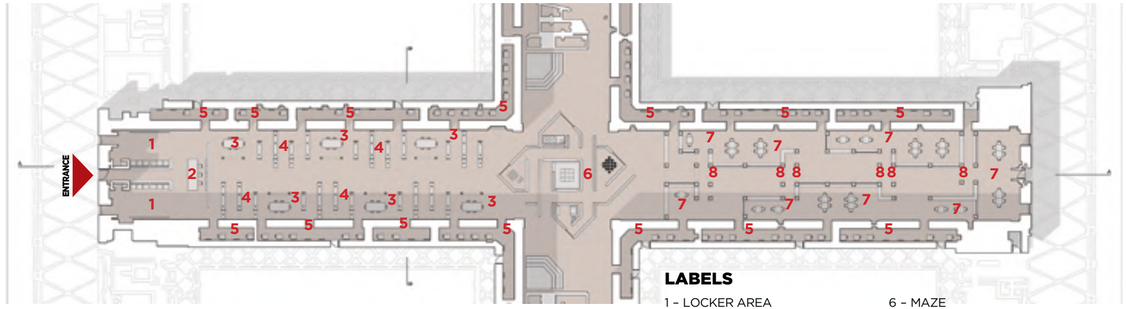
A NEW WAY TO THINK AND DESIGN A LIBRARY

The "Ospedale Maggiore" of Milan, is one of the most ancient hospitals in Italy, being founded by the Duke Francesco Sforza (1401-1466) in 1456. The hospital moved to a new location in1939 and has since been known simply by its nickname Ca'Granda. It was badly damaged during the Second World War, and was partially rebuilt and renovated to accommodate the Università Statale Milan's university.

We have been asked to work on the library an underutilized place. With a blank space in the middle, of the most prominent areas of it. So, at the beginning we wanted to bring more people to the library and make it feel more like home. Therefore, we developed the concept "Find your path through studying" centered on a maze and video wall.

Our concept is centered by the maze, which represent a path in which one has to follow in other to go to the next step in life: graduation this maze is like an island in the middle of the library and it has specific places for groups and singles. Since we propose the labyrinth to be a stand point breaking the atmosphere from serious (studying) to a lighter one (mental rest), the designs portray all these aspects embed in it. With two relax rooms: a Zen garden and home like atmosphere to bring the comfort of a home to a public space. And two mathematical games area to force the user's brain to switch from humanities to a more rational thinking. And in the center, we have our main touch point a room playing video 24/7 giving the user the opportunity to be inside for a few minutes transporting them to a different atmosphere always creating a scape space from the library.





FLOOR PLAN

LABELS

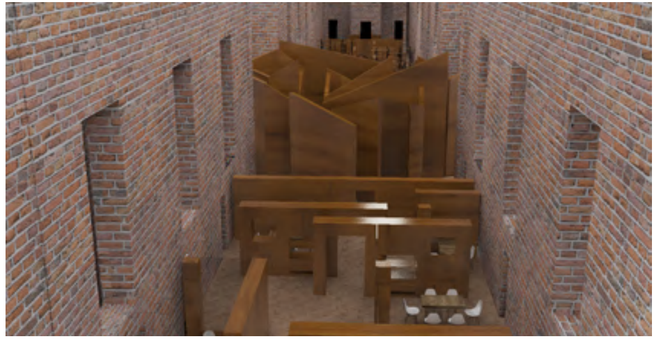
1 – LOCKER AREA
2 – RECEPTION
3 – SEMI QUIET ZONE
4 – BOOK SHELFS
5 – INDIVIDUAL STUDY ROOM
6 – MAZE
7 – SEMI LOUD ZONE
8 – EMBBED FURNITURE ON THE BOOK SELF



SEC A-A

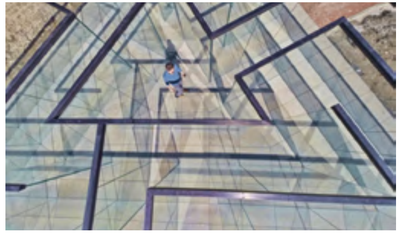
BEFORE AND AFTER PIC





INSPIRATION IMAGES

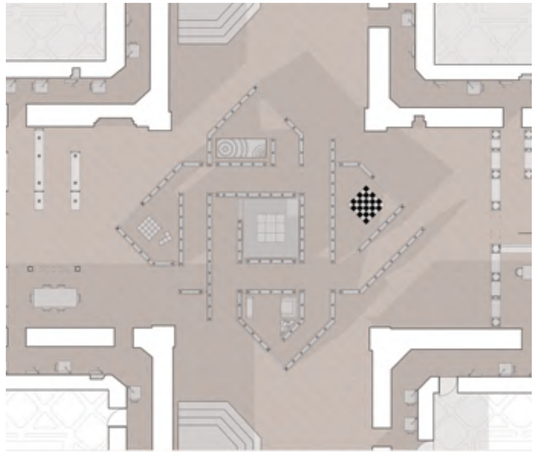




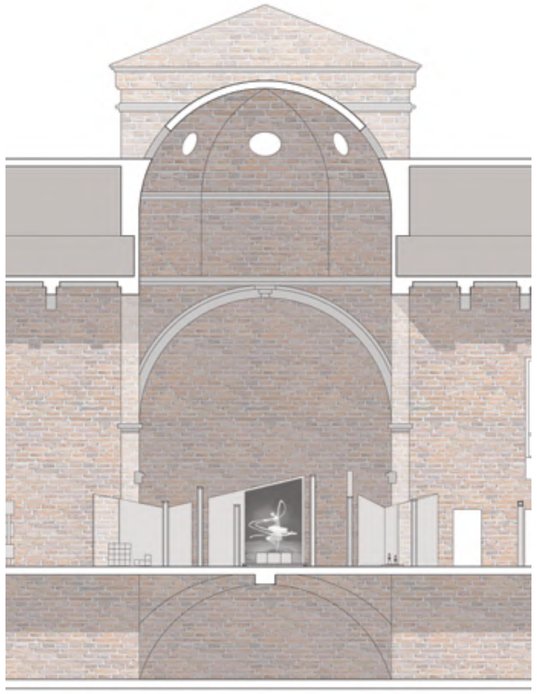








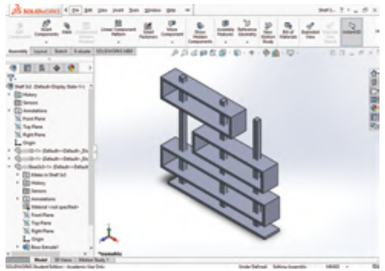
DETAILED FLOOR PLAN (CENTER PART)



DETAILED SECTION A-A (CENTER PART)

FURNITURE STUDIES & DESIGN

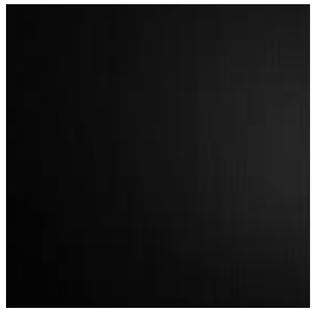
Concerning the furniture, we decided to get inspired by the Italian new Modern Classics from Kartell, Lago, Magis and Riva in order to better integrate with the concept. However, since we had several particular spaces, we had to develop from concept to final 3d model several pieces of furniture. For those we decided that they had to be modular giving the option to expand the library space in case of need and to be easy to assemble and disassemble. The bookshelves were a separated chapter inside this furniture processes we designed it ourselves always taking in consideration the New normal and the modularity concepts so it could be expanded and/or contracted in case of need. As mentioned before we sketched a lot therefore, bellow one example portraying the furniture composition process is found. We used a Tecnical 3d Software (Dassault Systèmes SolidWorks) to build and test the furnutire.



FURNITURE MOODBOARD



CONSTRUCTION WOOD



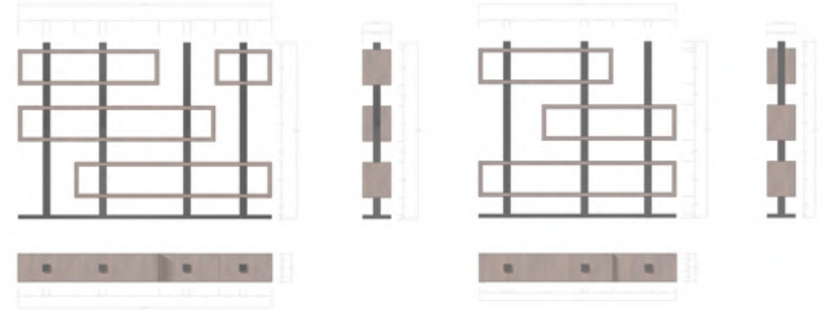
BLACK METAL



GLASS

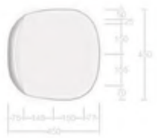
WHITE PLASTIC

BOOKSHELVES



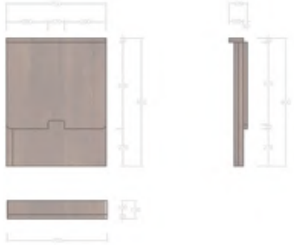
CHAIR





INDIVIDUAL STUDY TABLE

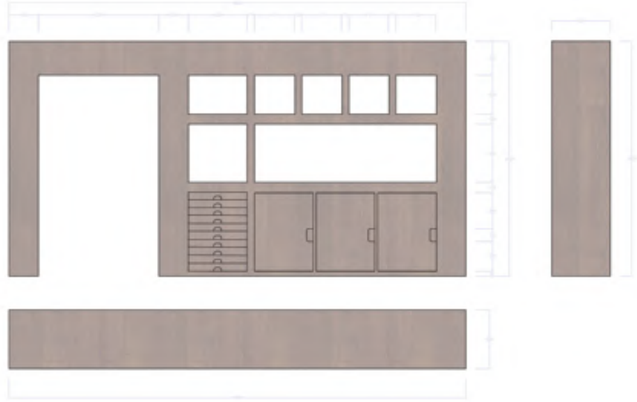
Opened Scenario



Closed Scenario



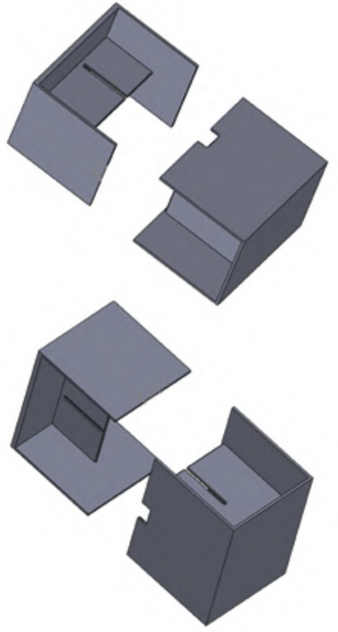
BOOKSHELF WITH EMBEDDED TABLE AND CHAIR



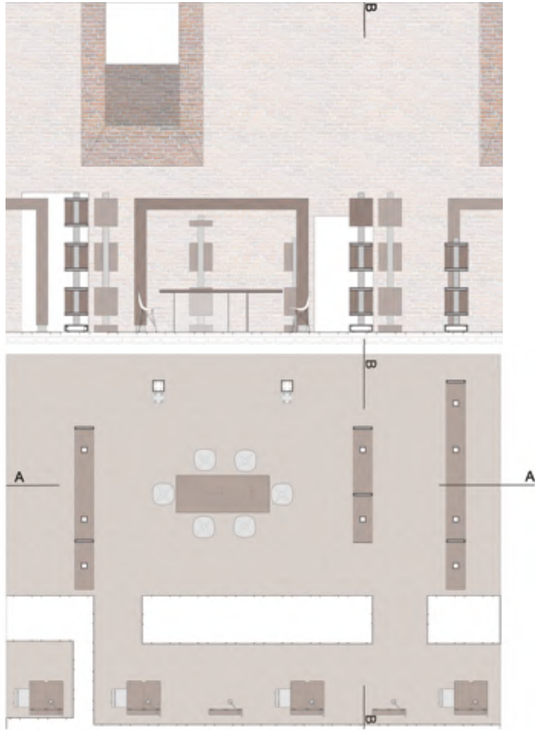
MODULAR TABLE AND BENCH

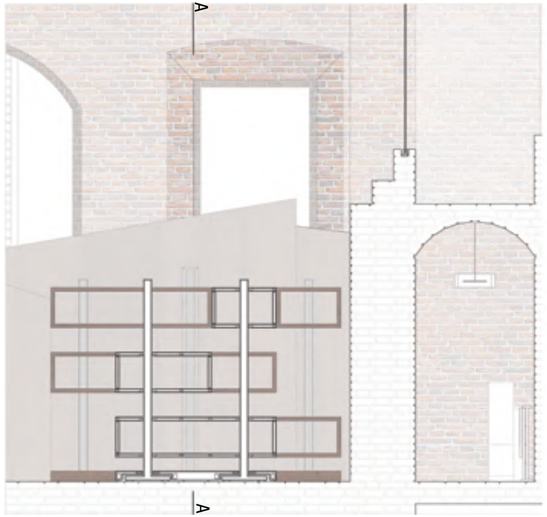


EXAMPLE OF ASSEMBLY MODULAR TABLE & BENCH



FURNITURE IN CONTEXT











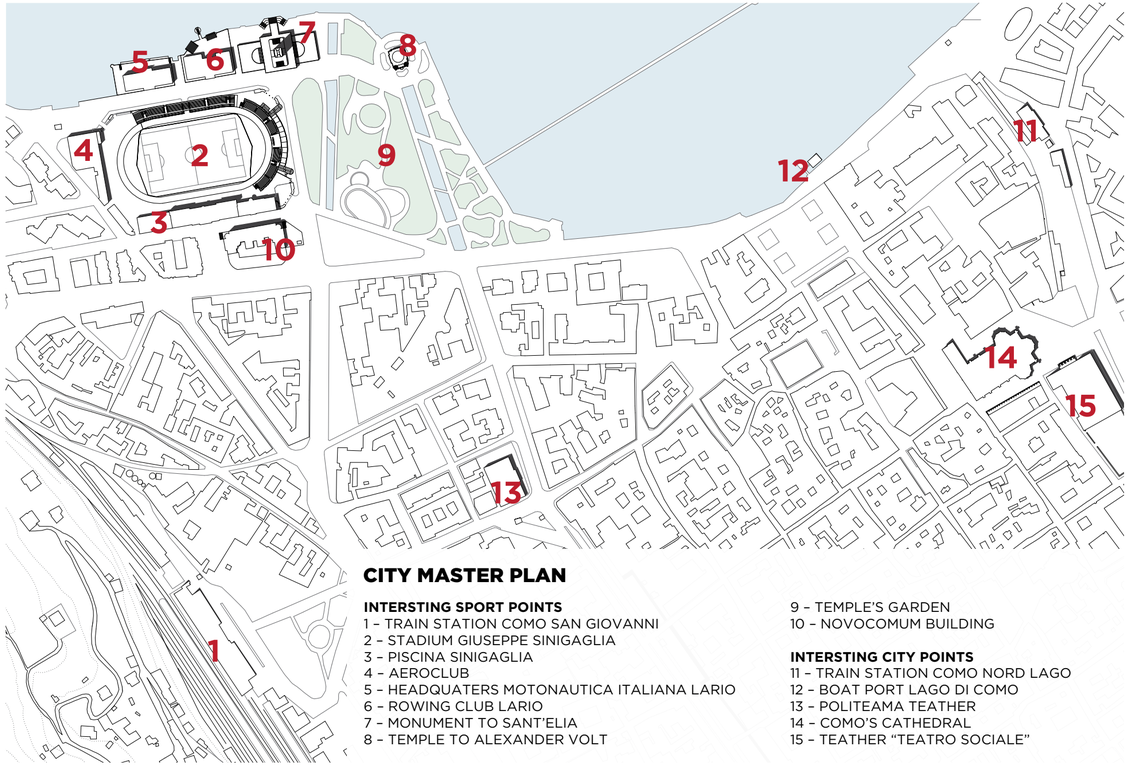
LAKE SHORE - COMO

A NEW COMMUNITY CENTER FOR COMO CITY INTEGRATING THE EXISTING STADIUM

The City of Como (CO) in Italy is home to one of the world's most beautiful lake. It attract annually tourist from all over the over, being, inclusive in front of great centers like Milan.Como Town is also a historical place to visit, with many famous historical buildings. Two train stations make the town easy to reach. The lake is very well known tourist attraction, however in its surroundings we found several underutilized buildings, Como Stadium is one of them. Currently used as home for the local soccer team, the stadium is used very few times per month. It has been renovated a few times the last on in 2002 but it still lacks a deeper contact with the city and the lake and also a pedestrian traffic close to it.

The stadium is one of the most prominent buildings in Como. But nowadays it is partly abandoned. To its east side, there are locate one monument, a temple and a park along the river bank. The newly designed area will be more attractive to make its western part alive.To achieve such goal one of the main project's characteristics is pedestrian integration. To do so, following the arc of the stand and the road, the ground is sliced into modulus, using blocks to define the solid spaces and virtual spaces. To define the place, and give it a "piazza" look and feel the ground is dug by 2.4 meters. Also a Gallery was placed beside the "piazza" giving the users two choices when crossing from city to the lake. At the Stadium we develop a Gym, Kids playground, a Library and a Dance School. Giving the area a more vivid spirit and preserving its original structure.

Inside the structure sphere, since the original structure is still in good condition, the main strategy is to reverse the remaining part and demolish the other buildings on the west side, then introduce the new design following the guidelines of the original project.

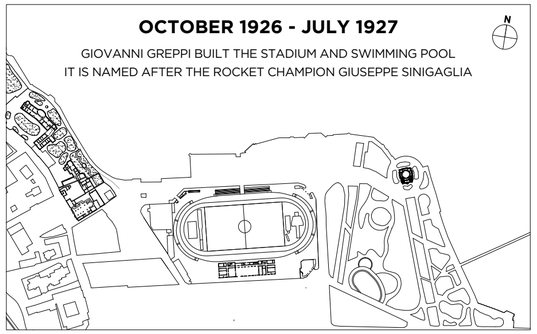


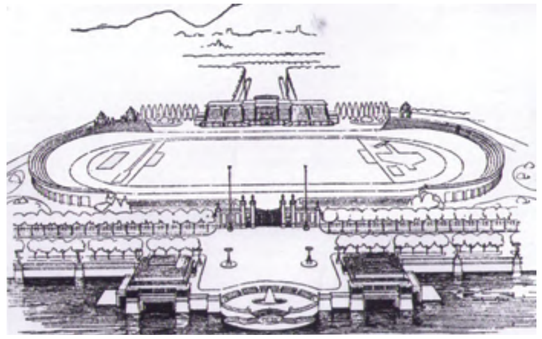
CITY MASTER PLAN

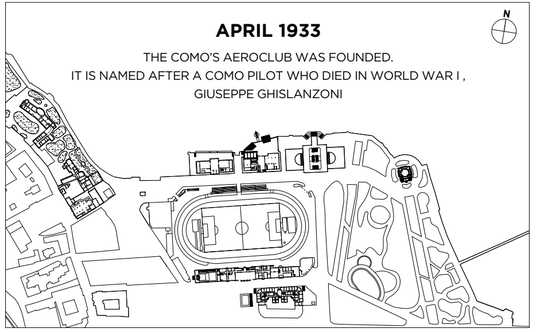
INTERSTING SPORT POINTS
1 – TRAIN STATION COMO SAN GIOVANNI
2 – STADIUM GIUSEPPE SINIGAGLIA
3 – PISCINA SINIGAGLIA
4 – AEROCLUB
5 – HEADQUATERS MOTONAUTICA ITALIANA LARIO
6 – ROWING CLUB LARIO
7 – MONUMENT TO SANT'ELIA
8 – TEMPLE TO ALEXANDER VOLT
9 – TEMPLE'S GARDEN
10 – NOVOCOMUM BUILDING

INTERSTING CITY POINTS
11 – TRAIN STATION COMO NORD LAGO
12 – BOAT PORT LAGO DI COMO
13 – POLITEAMA TEATHER
14 – COMO'S CATHEDRAL
15 – TEATHER "TEATRO SOCIALE"

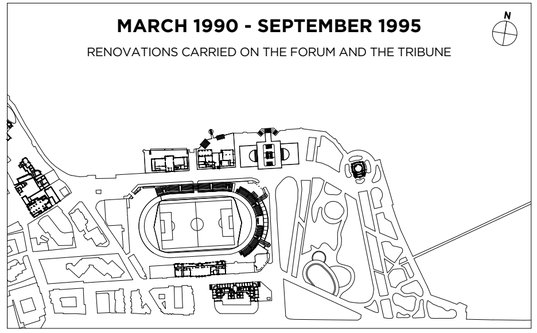
PROJECT EVOLUTION



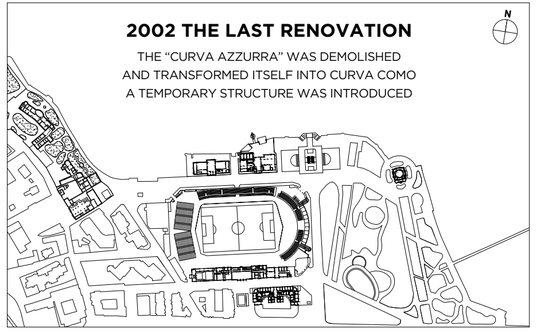














POINTS OF INTEREST CLOSE TO THE DEVELOPMENT





CASA DEL FASCIO
(LEFT PICTURE)

DESIGNED BY **GIUSEPPE TERANGI** IN 1932

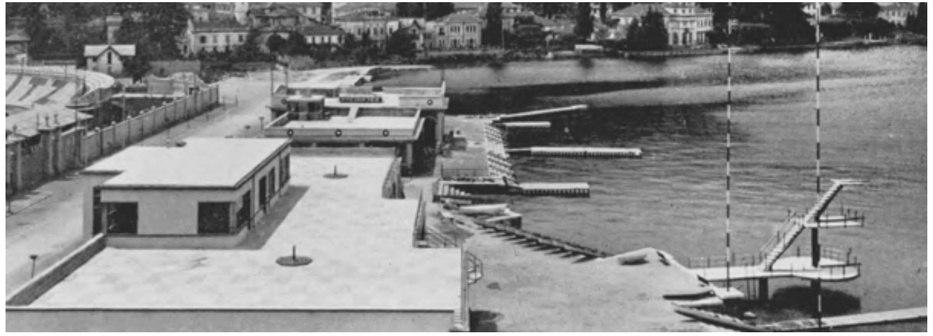
MILESTONE OF OF MODERN EUROPEAN ARCHITECTURE

MONUMENTO SANT'ELIA
(RIGHT PICTURE)

30 METERS HIGH

COVERED WITH AURISINA AND REPPEN STONE

DESIGNED BY THE ARCHITECT **GIUSEPPE TERRAGNI**



SOCIETÀ CANOTTIERI LARIO

IS AN EXAMPLE OF RATIONALISM AND MEDITERRANEAN SOLARITY





NOVOCOMUM
(LEFT PICTURE)

DESIGNED BY **GIUSEPPE TERRANGI** FROM 1927 TO 1929

MODERN APARTMENT COMPLEX WITH RATIONALIST THINKING

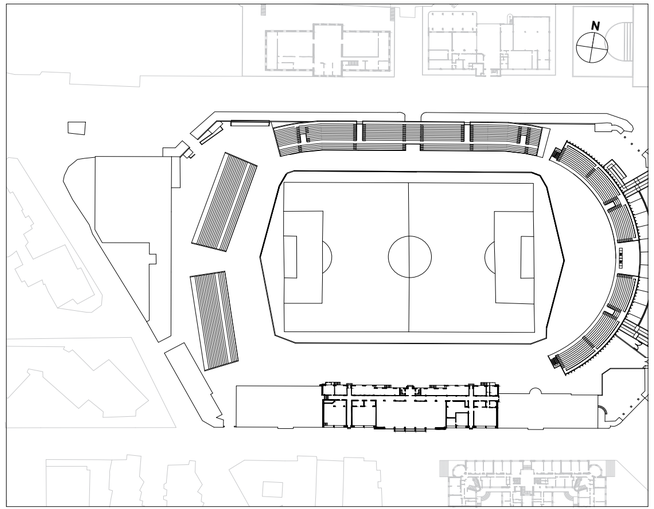
PISCINA SINIGAGLIA
(RIGHT AND BOTTOM PICTURES)

GIOVANNI GREPPI DESIGNED THE SWIMMING POOL AROUND 1927

IT IS NAMED AFTER ROCKET CHAMPION GIUSEPPE SINIGAGLIA



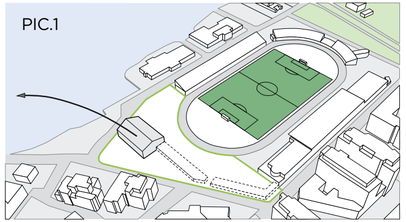
CURRENT MASTER PLAN

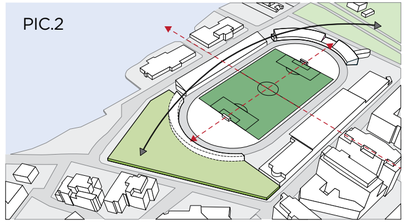


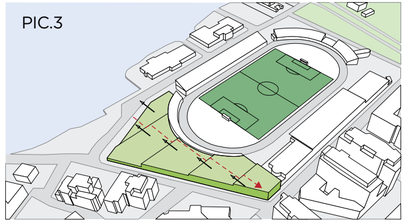
NEW CONCEPT DEVELOPMENT

1. Aeroclub removal to make space for the new buildings;
2. Clearing the view of the field to make it integrated with the lake;
3. Add the new buildings with different heights to reinforce lake integration;

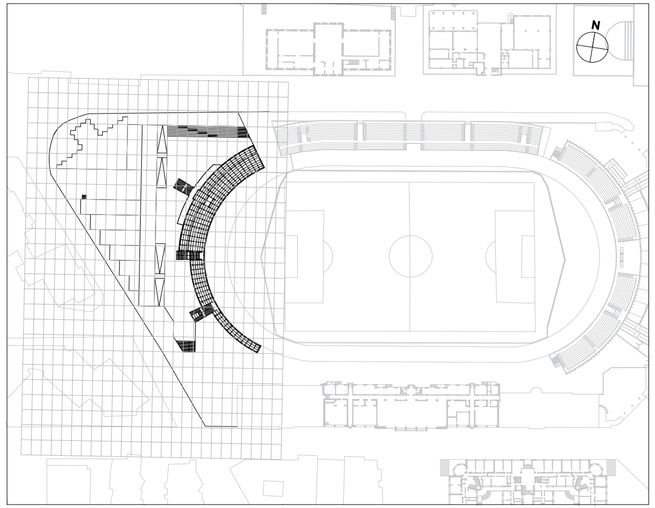
NEW CONCEPT DIAGRAMS







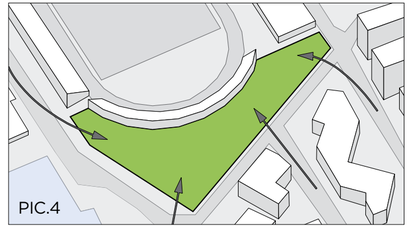
PROPOSED GRID SYSTEM

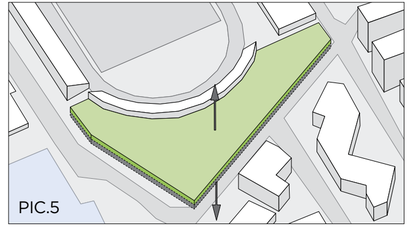


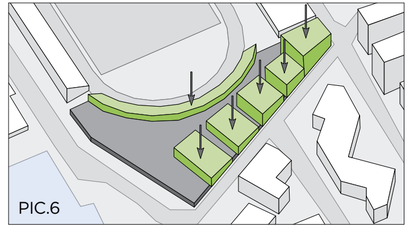
CONCEPT DEVELOPMENT FOR THE CENTER

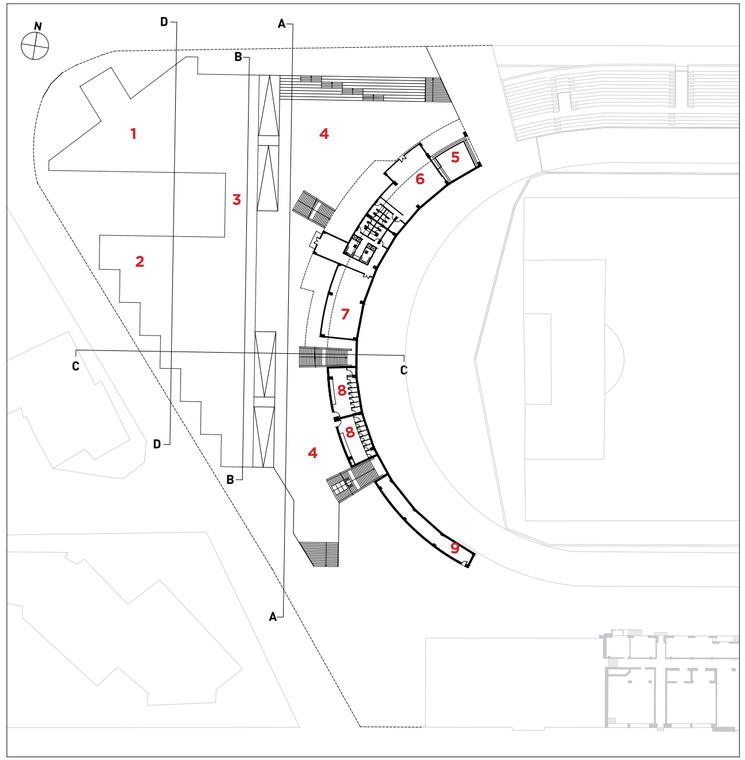
1. Clear the are and change its elevation for creating a “piazza” space;
2. Adjust the surrounds height;
3. Add the other buildings creating the stairs effect.

NEW CONCEPT DIAGRAMS









FLOOR PLAN
SQUARE LEVEL (-2,40m)

LABELS

1 – DANCE SCHOOL PROJECTION
2 – LIBRARY PROJECTION
3 – OPENED GALLERY PROJECTION
4 – OPENED SQUARE
5 – KID'S AREA
6 – FEMALE GYM & LOCKEROOM
7 – MALE GYM & LOCKEROOM
8 – PUBLIC RESTROOMS
9 – STORAGE ROOM

FLOOR PLAN
STREET LEVEL (± 0 m)

LABELS

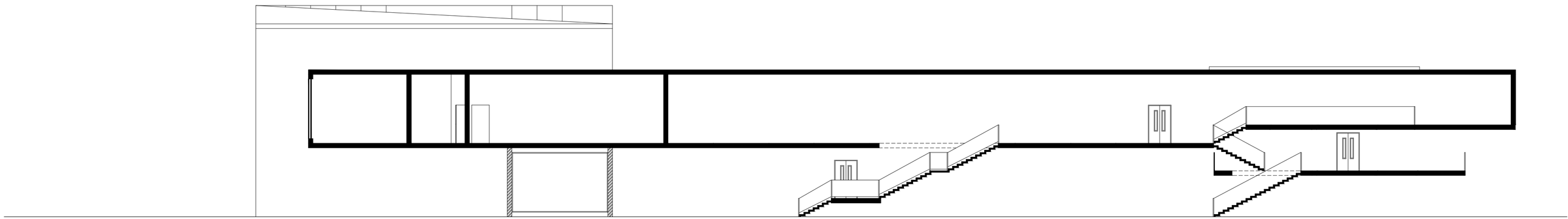
1 – DANCE SCHOOL STUDENT'S ENTRANCE
2 – DANCE SCHOOL CLASSROOM
3 – DANCE SCHOOL CLASSROOM WITH OUTDOOR ACCESS
4 – DANCE SCHOOL MALE DRESSING ROOM
5 – DANCE SCHOOL LAKE FRONT ENTRANCE FOR SHOWS
6 – LIBRARY
7 – OPENED GALLERY
8 – LIBRARY GALLERY ENTRANCE
9 – STORAGE ROOM
10 – OPENED SQUARE
11 – PUBLIC RESTROOM
12 – MALE GYM & LOCKEROOM
13 – FEMALE GYM & LOCKEROOM
14 – KID'S AREA
15 – DANCE SCHOOL / LIBRARY SQUARE





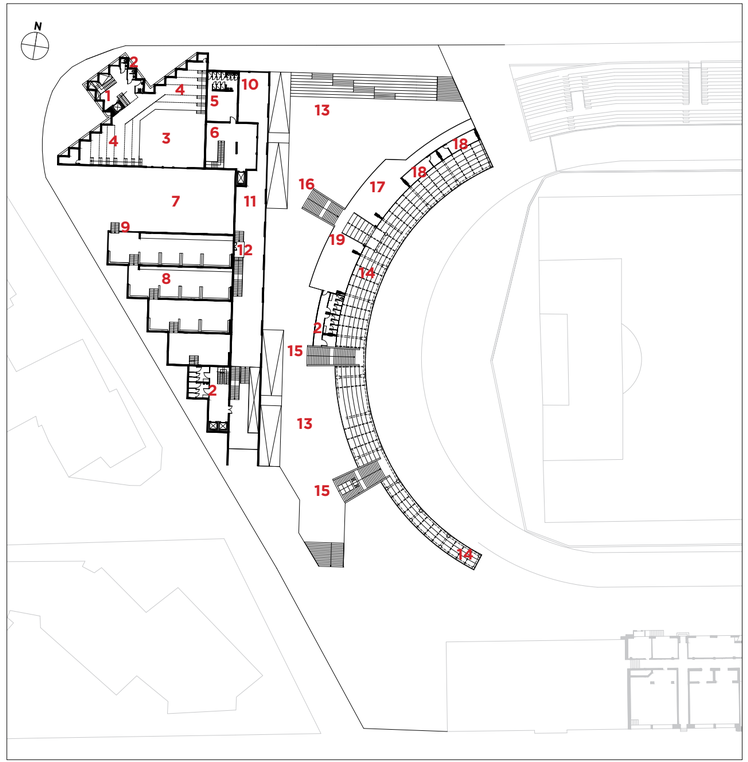
SECTION A-A

SECTION A-A portrays a longitudinal cut showing the new tribune with its additions, stairs, gym, food court.



SECTION B-B

SECTION B-B shows a cut inside the gallery designed to be a passage from road to lake. It shows the several entrances to the library.



FLOOR PLAN
MID LEVEL (+5,00m)

LABELS

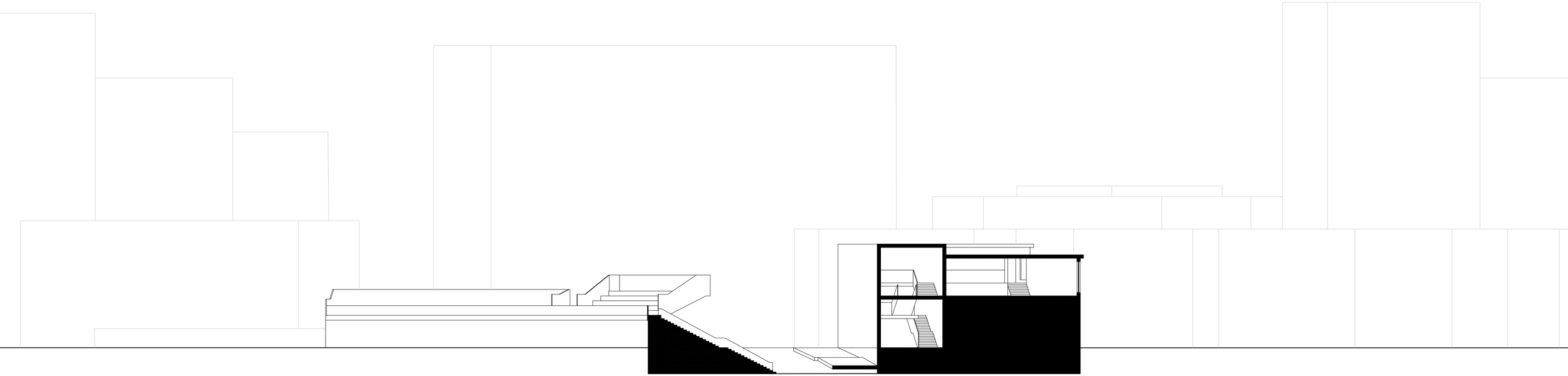
1 – DANCE SCHOOL SHOW'S HALL
2 – PUBLIC RESTROOMS
3 – DANCE SCHOOL STAGE
4 – DANCE SCHOOL SITTING AREA PROJECTION
5 – DANCE SCHOOL FEMALE DRESSING ROOM
6 – DANCE SCHOOL BACKSTAGE
7 – DANCE SCHOOL / LIBRARY SQUARE
8 – LIBRARY
9 – LIBRARY SQUARE ENTRANCE
10 – LAKE FRONT GALLERY
11 – GALLERY
12 – LIBRARY GALLERY ENTRANCE
13 – OPENED SQUARE
14 – NEW TRIBUNE
15 – ACCESS TO THE TRIBUNE
16 – ACCESS TO THE MEZZANINE
17 – MEZZANINE
18 – SNACK BAR
19 – MEZZANINE ACCESS TO THE TRIBUNE

FLOOR PLAN
TOP LEVEL (+ 8 m)

LABELS

1 – DANCE SCHOOL SITTING AREA
2 – DANCE SCHOOL STORAGE ROOM
3 – DANCE SCHOOL STAGE
4 – DANCE SCHOOL BACKSTAGE
5 – DANCE SCHOOL / LIBRARY SQUARE
6 – LIBRARY
7 – LAKE FRONT GALLERY
8 – LIBRARY MAIN ENTRANCE
9 – OPENED SQUARE
10 – NEW TRIBUNE
11 – ACCESS TO THE TRIBUNE
12 – ACCESS TO THE MEZZANINE
13 – MEZZANINE
14 – MEZZANINE ACCESS TO THE TRIBUNE





SECTION C-C

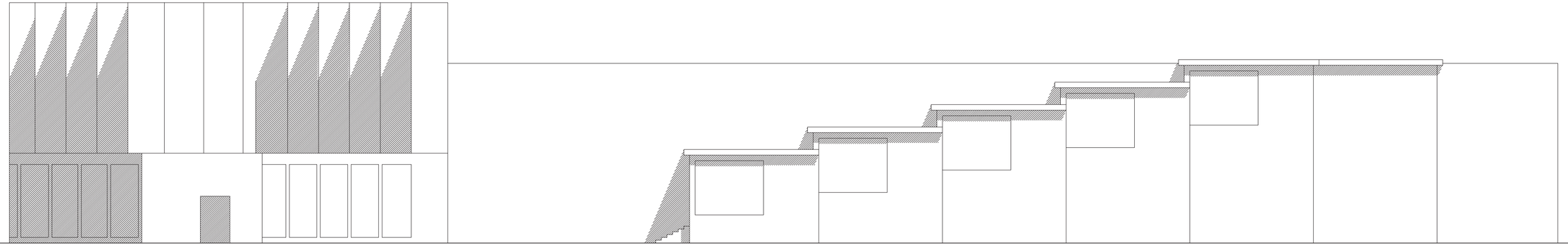
SECTION C-C portrays a transversal cut, showing half of the new tribune, passage, library and dance school.



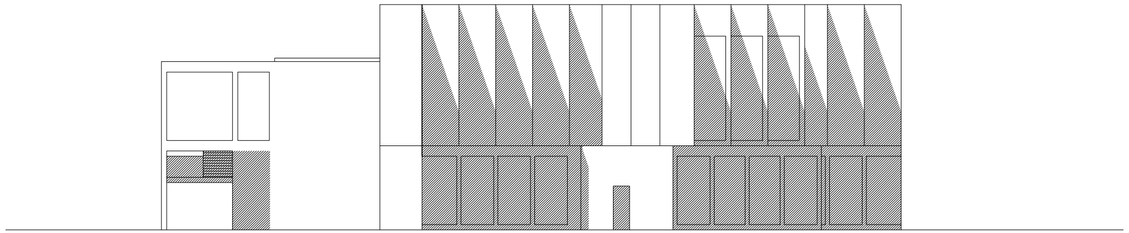
SECTION D-D

SECTION D-D shows a cut in the library and dance school. It shows a cut from the street level, therefore we have the shadows of the existing buildings behind.

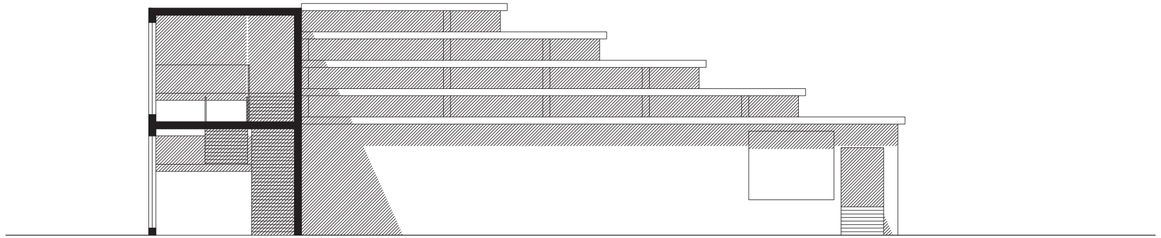
FAÇADES STUDIES



FAÇADE 1 - STREET FAÇADE

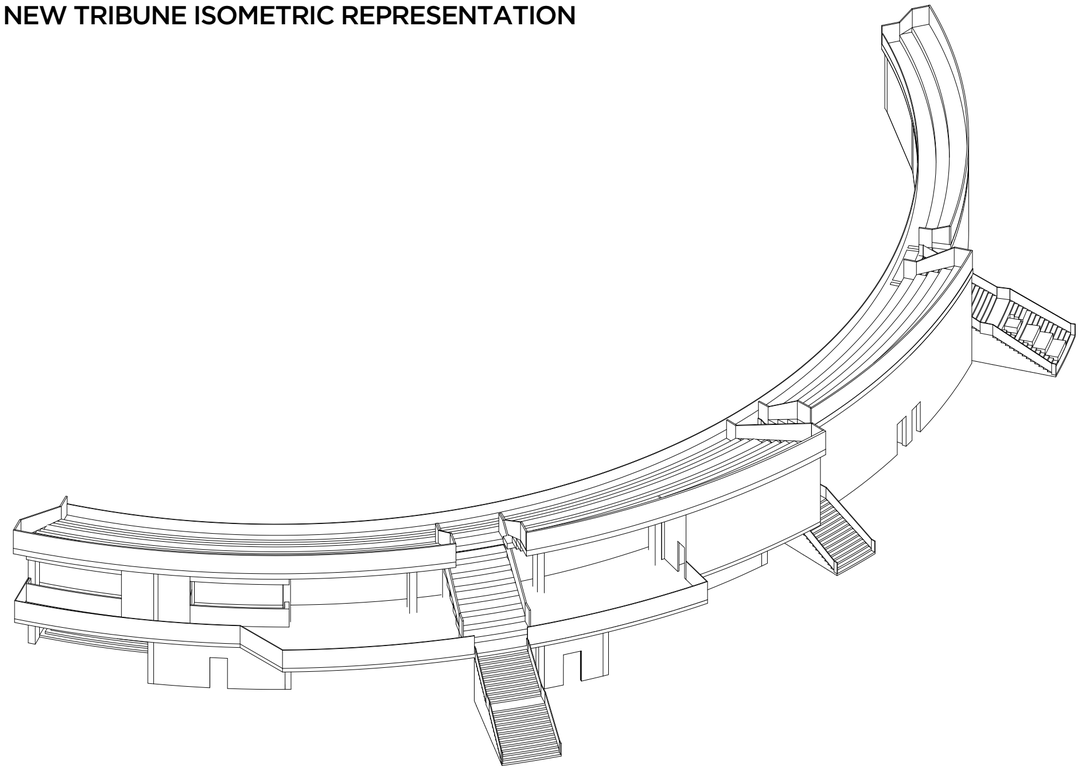


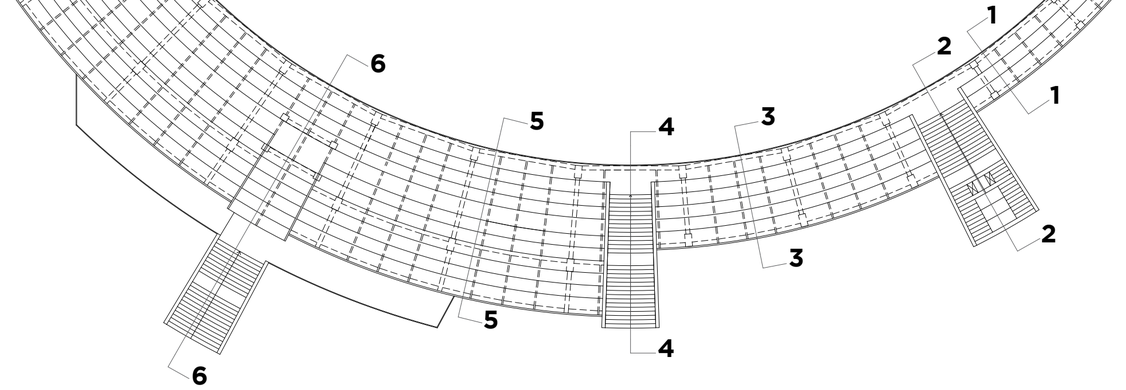
FAÇADE 2 - DANCE SCHOOL FAÇADE



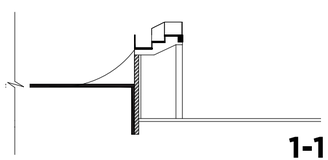
FAÇADE 3 - LIBRARY FAÇADE

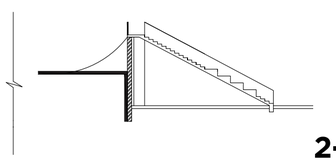
NEW TRIBUNE ISOMETRIC REPRESENTATION

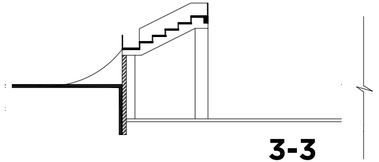


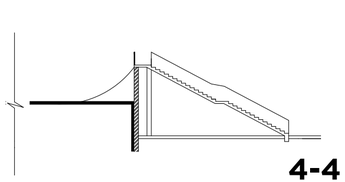


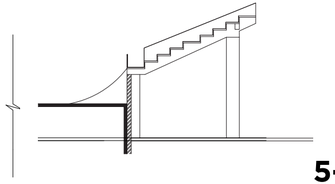
NEW TRIBUNE TECHNICAL DRAWINGS

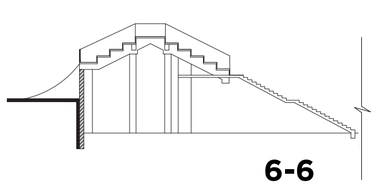




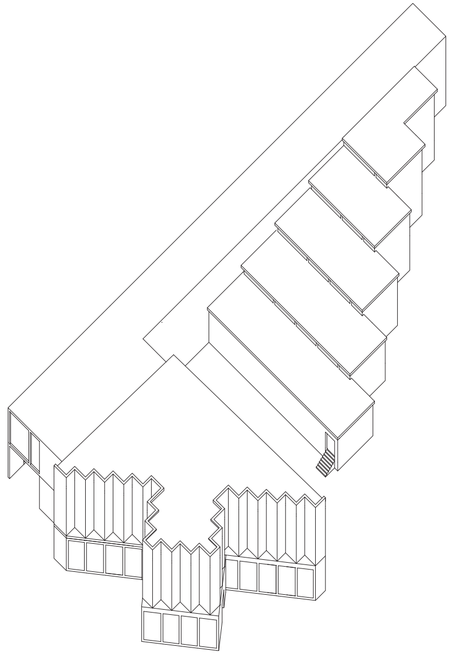


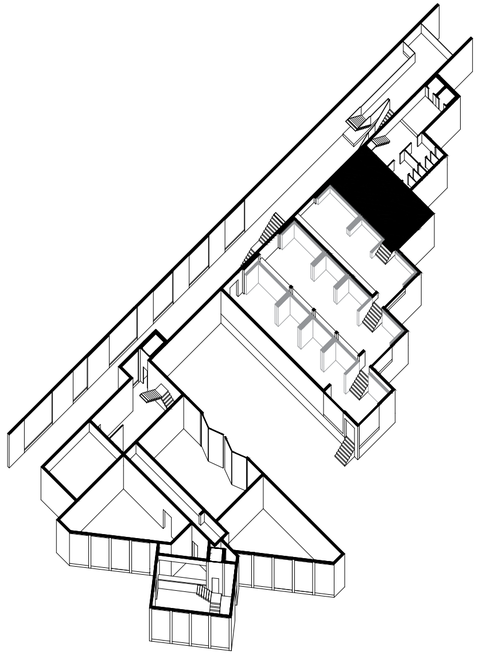


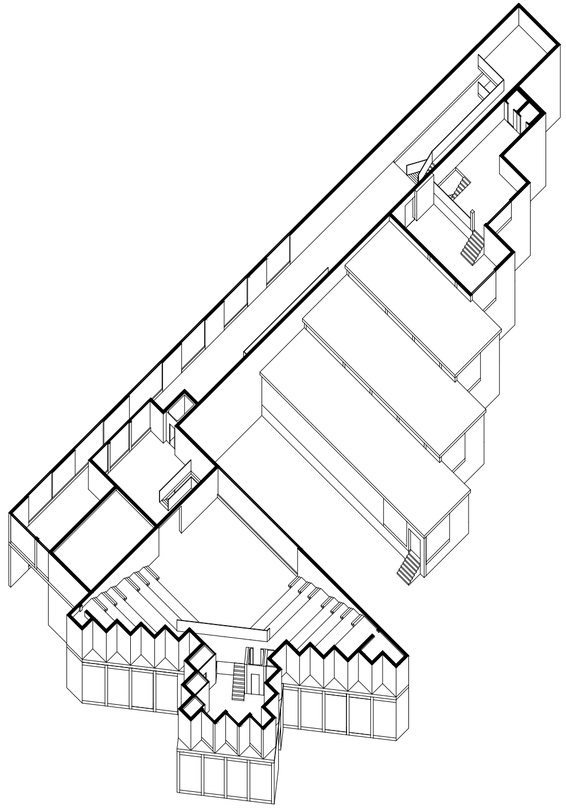




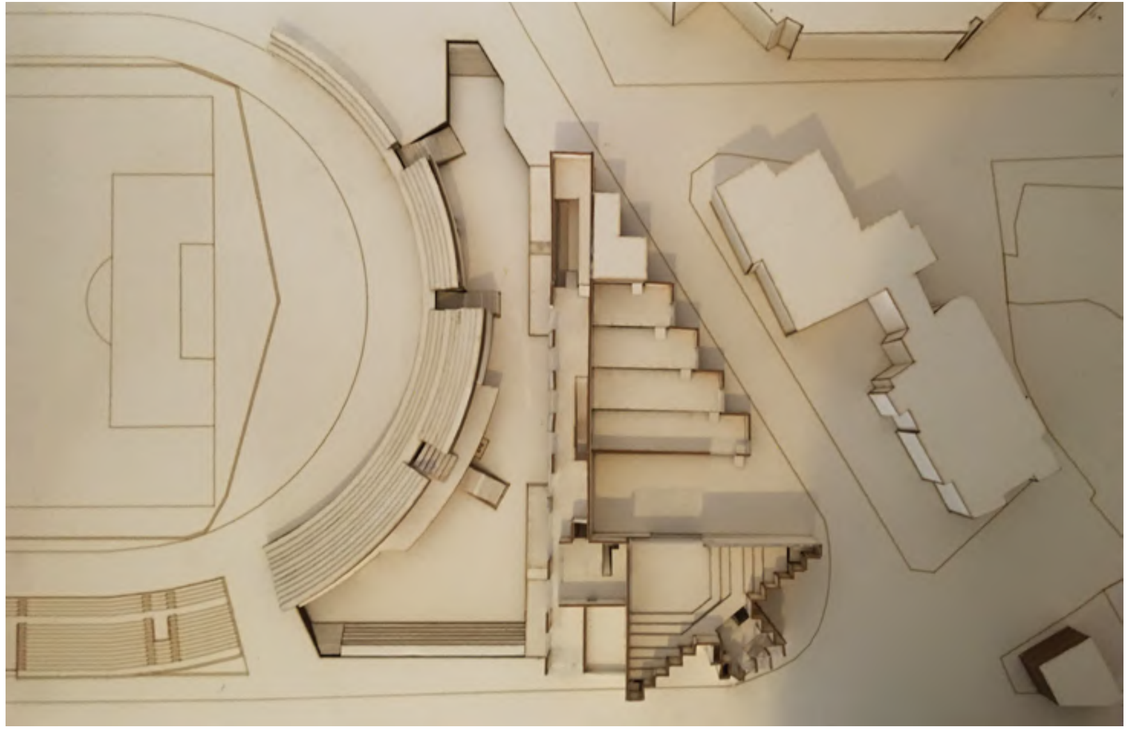
AXONOMETRIC DRAWINGS

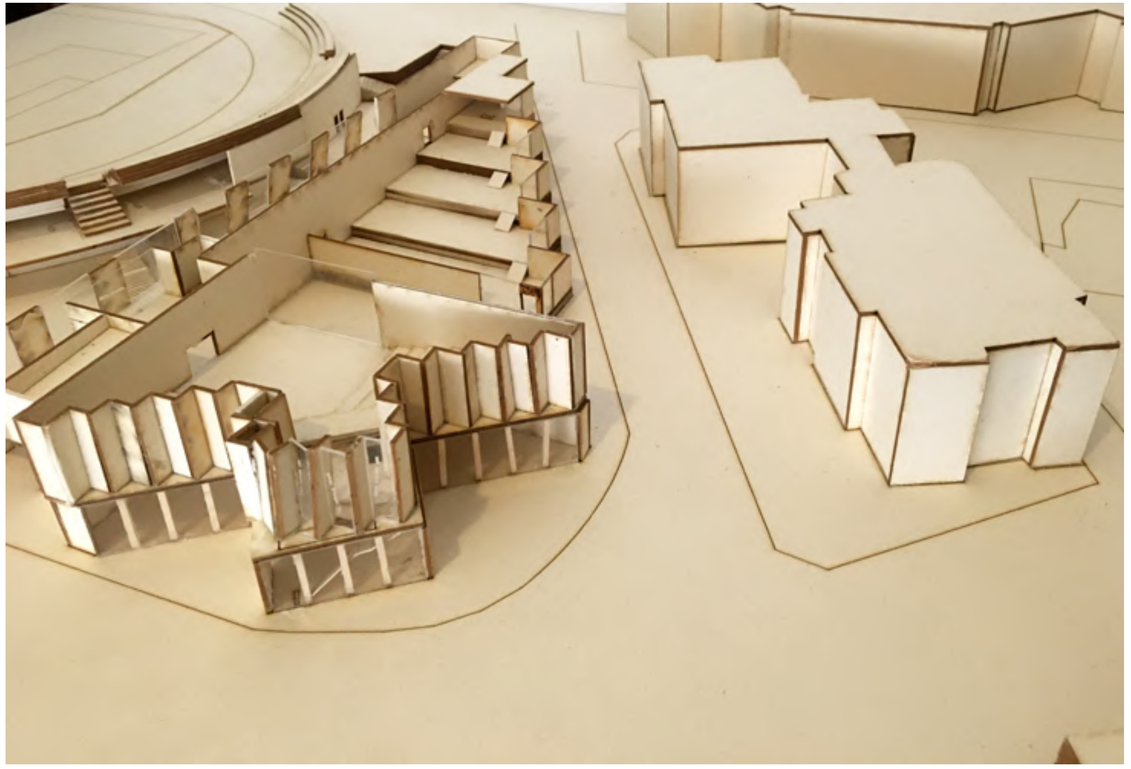


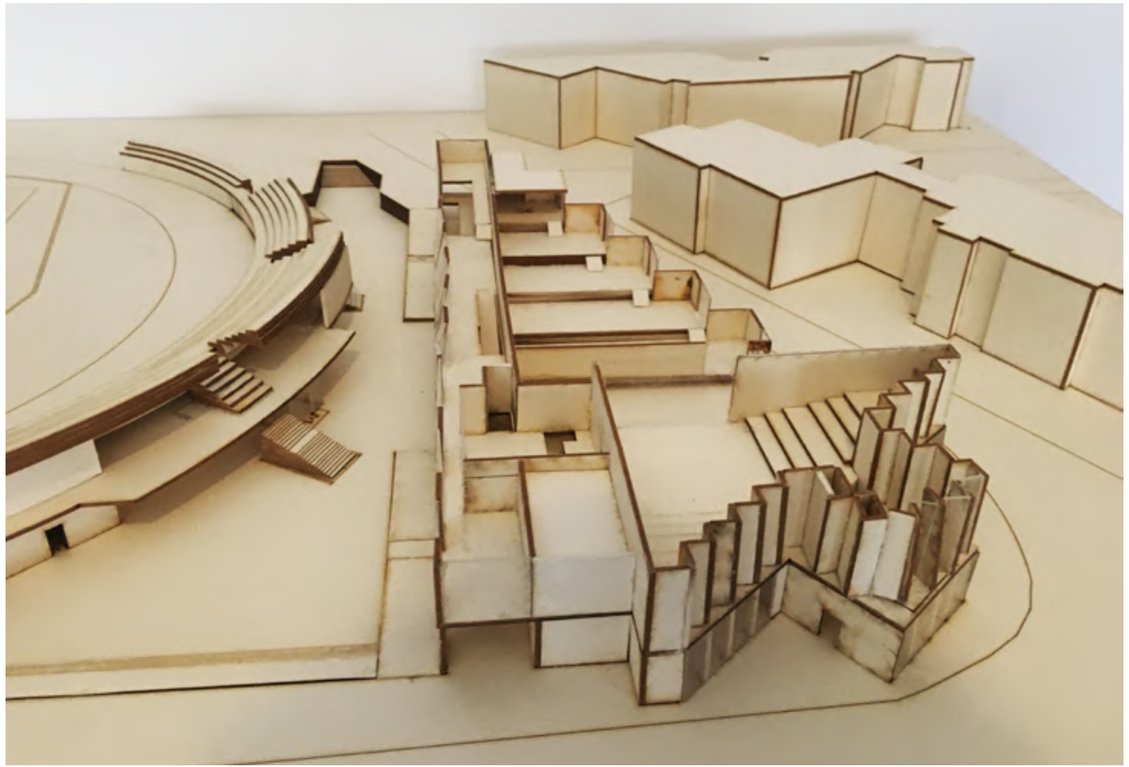


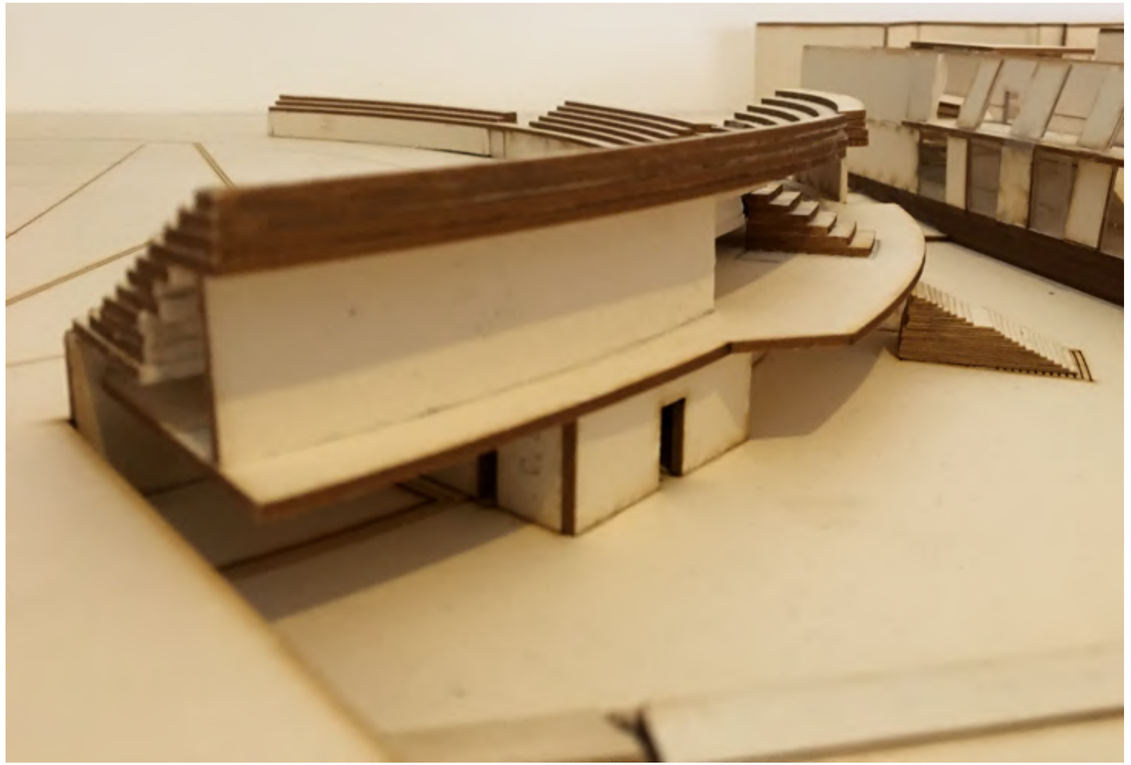


PHYSICAL MODEL PICTURES









RENESSO - GENOVA

A NEW USE TO A BUILDING DOOMED TO BE FORGOTTEN

Renesso is a building from the fascist period it is build reflecting the futuristic principles.It was originally designed to be a Colonia a place in which children of workers would go during the summer, while the parents carried on working, to learn how to behave and be good citizens. Therefore, the past use of the building was mainly public which is reflect by the building's internal distribution. It has two wings with very big public places in each floor, with the exception of basement which was used as a service floor, collective bathrooms and dorm style rooms.

For the renovation, we have design the building as spa hotel, a get away place in which one can go and unwind in the middle of the nature and have a food experience with one of the Italian classics: pasta, which is the main theme of our hotel, it is the starting point when it comes to interior and functions. We have made changes on the building's structure to reflects the shape of pasta. Based upon the book "The Geometry of Pasta"and inspired by the Guinness and Heineken museum we developed a part in which the user can get in touch with the ingredients of the pasta and it's production process, more than the process of manufacturing we also show the importance of this food in Italy and for pop culture. At the end the user has the opportunity to cook his/her own homemade pasta and have the taste that grandma used to make. When it comes to the room design we imagined it as a family place and which that in mind we introduced the concept of family room in which the guest can take his/her family with a master bedroom, a room for children and living room, it is designed to give the guest the experience of a house outside their homes.



DEVELOPING THE CONCEPT



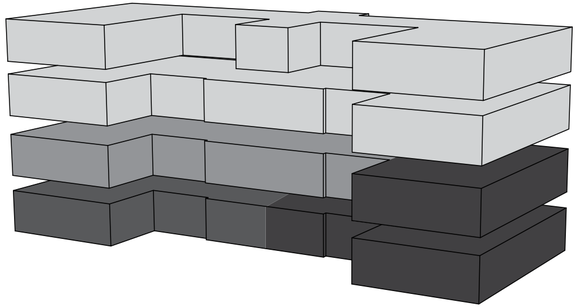








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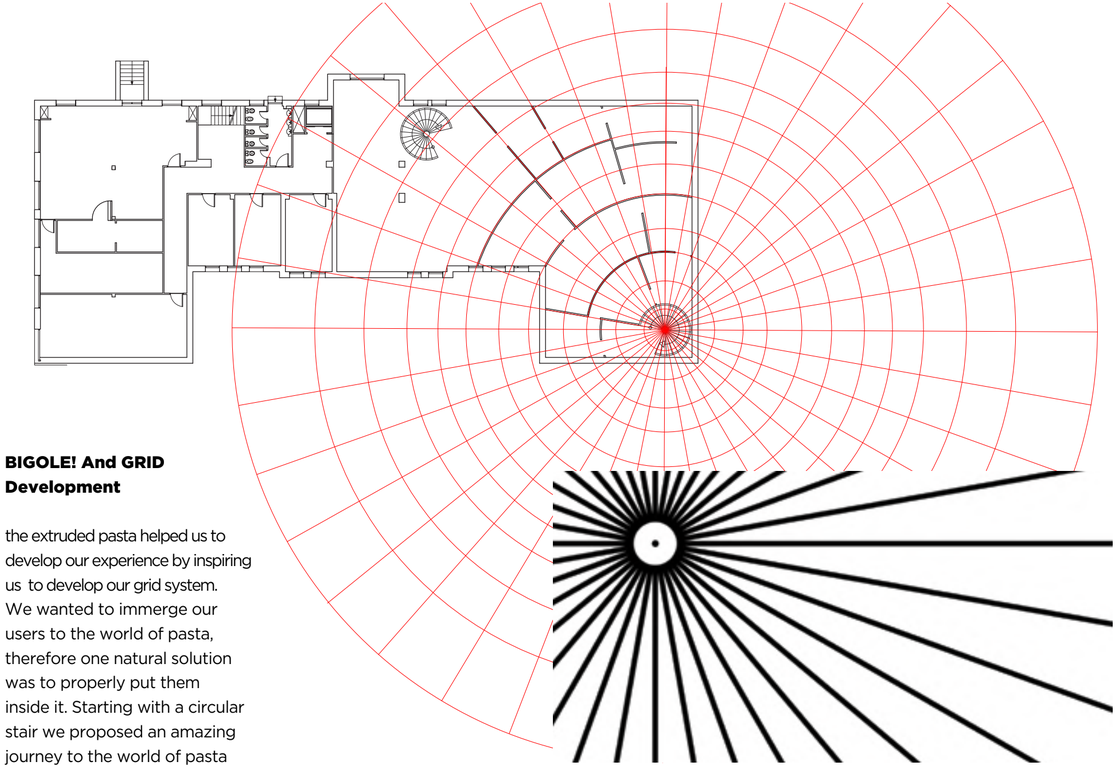


SERVICE AREA

EXPERIENCE USE

PUBLIC USE

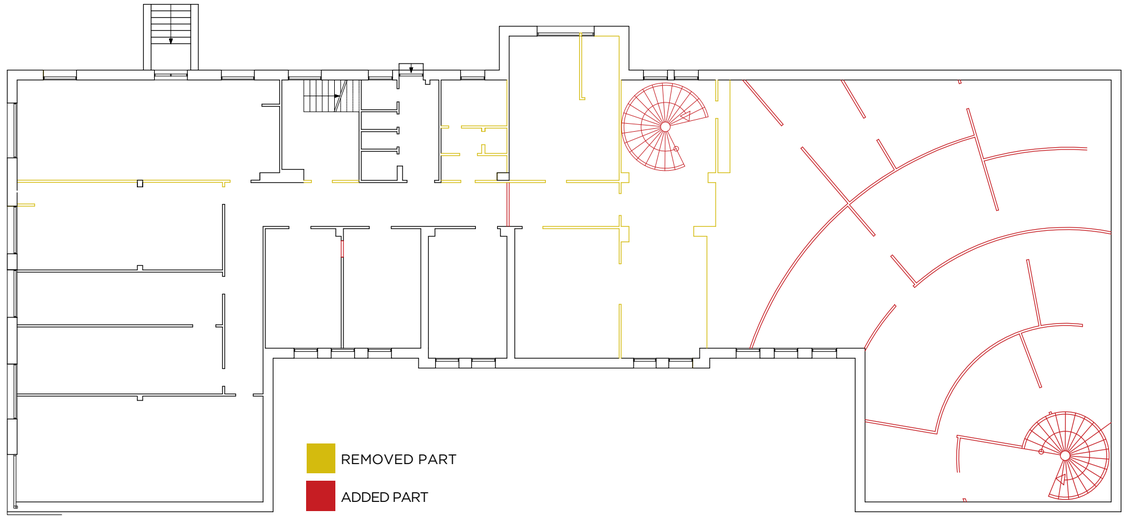
SEMI PRIVATE USE



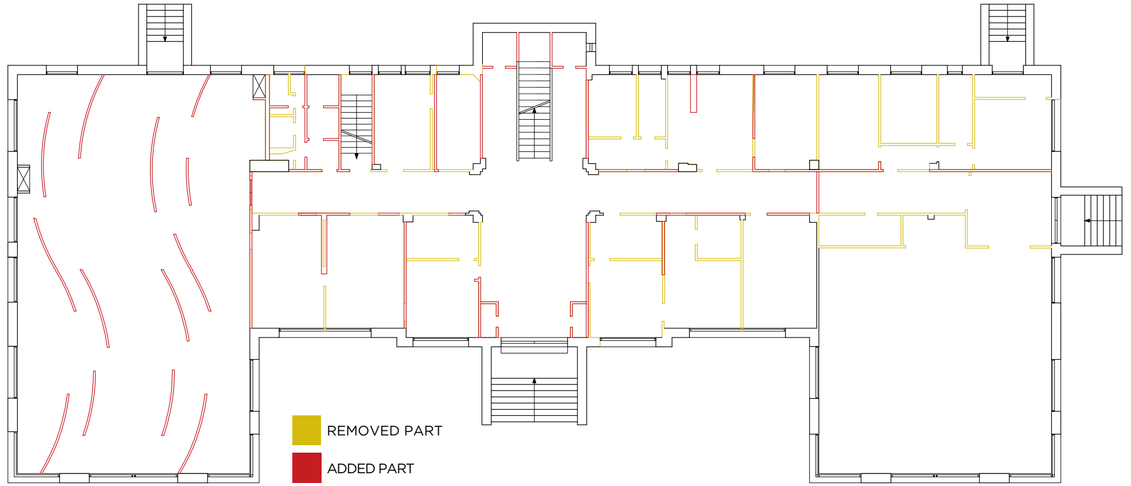
BIGOLE! And GRID Development

the extruded pasta helped us to develop our experience by inspiring us to develop our grid system. We wanted to immerge our users to the world of pasta, therefore one natural solution was to properly put them inside it. Starting with a circular stair we proposed an amazing journey to the world of pasta

RENOVATION CHANGES

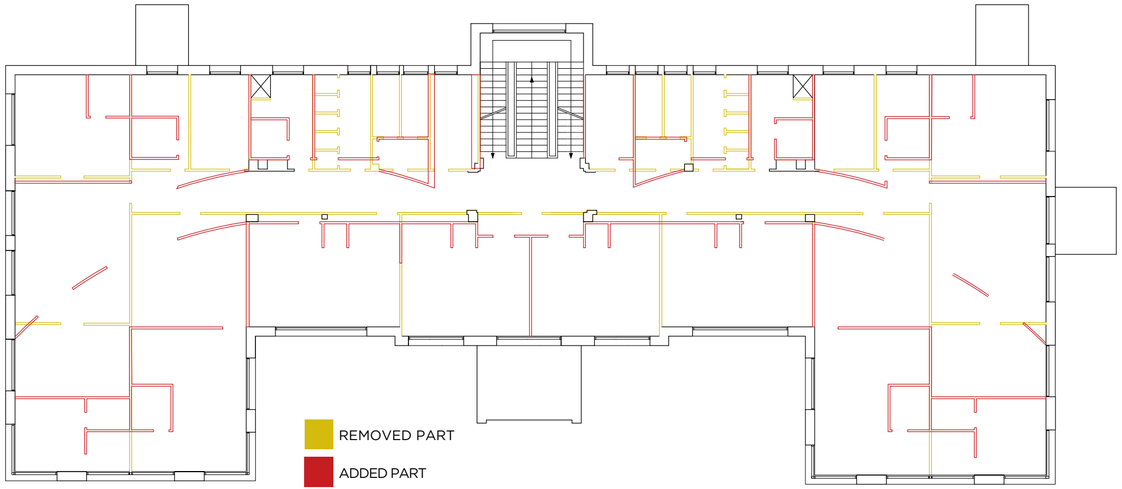


BASEMENT FLOOR

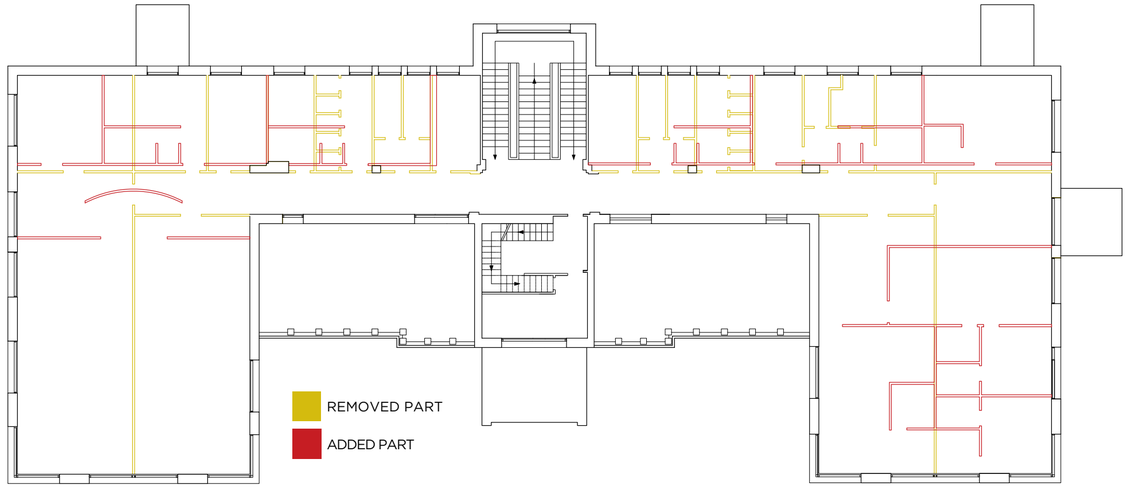


GROUND FLOOR

RENOVATION CHANGES

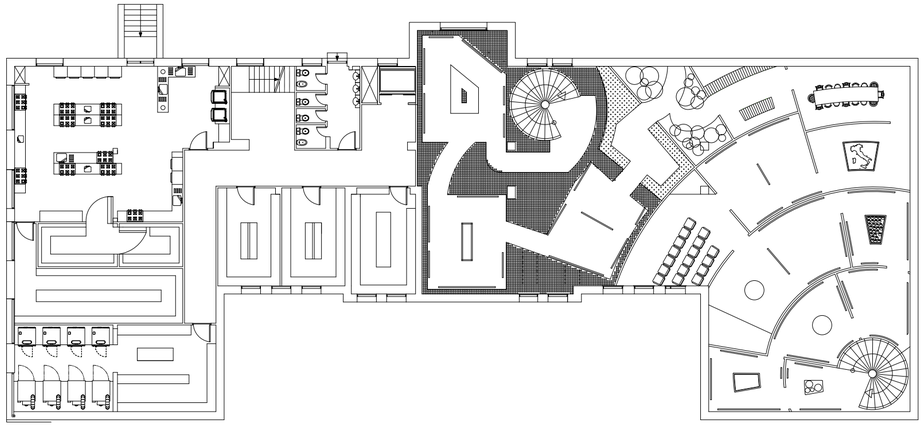


FIRST FLOOR



SECOND FLOOR

PROPOSED FLOOR PLANS



1 1

BASEMENT FLOOR

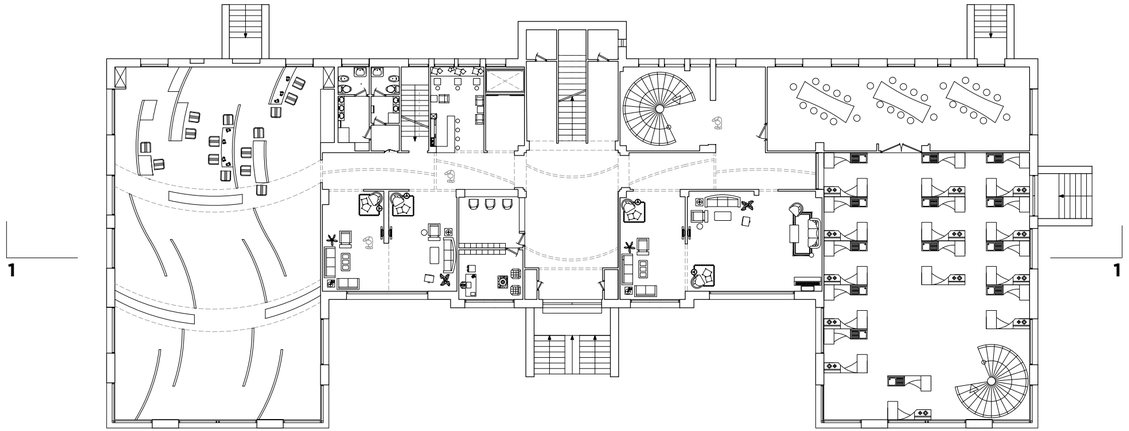
On the basement we have the service area. We proposed a kitchen, laundry room, storage area, room for employees on the left side. On the right side we design the experimental process of pasta, the locations was chosen because it was on basement floor with very few windows, therefore we would not need to make huge changes on this historical building.



INTERACTIVE PASTA

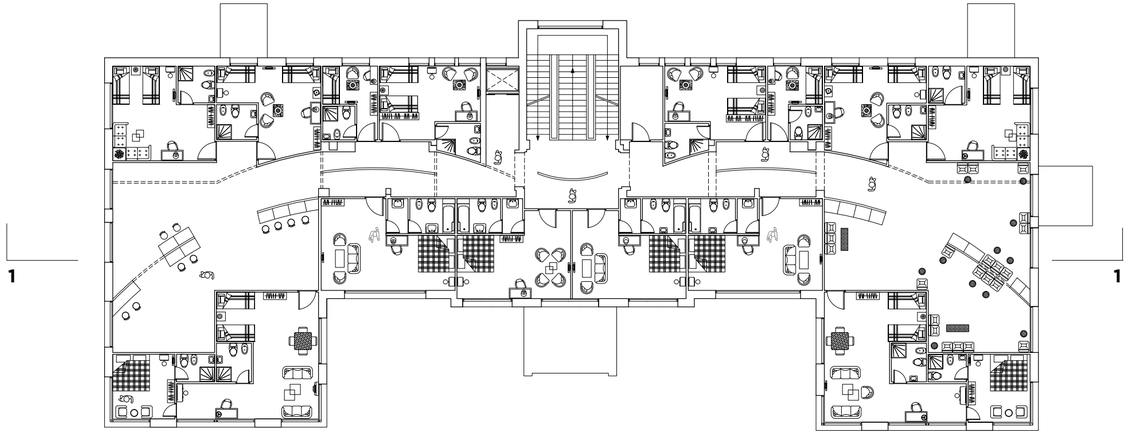
On the basement and the ground floor is where all of the process of pasta happens. This area consists on taking the user through the process of pasta production from the wheat cultivation to the final process where the toppings are add. Each room has a theme creating an interactive process. At the end the user can learn what they learned to cook their own home made pasta.

PROPOSED FLOOR PLANS



GROUND FLOOR

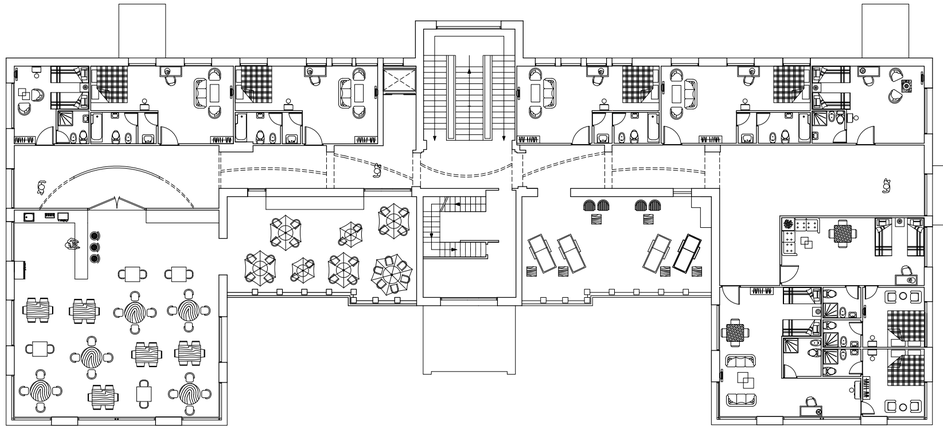
On the ground floor we developed a place for public use. On the right wing we have our experimental kitchen a finishing to the pasta experience started on the basement floor. This is the room where users can cook their own homemade pasta. On the left wing we have our cafeteria, this building is located on a remote place, so all the meal have to be made in loco. And finally on the center we have the front desk a living room for people who are staying on the hotel on the left and a living room for people who are not staying on the hotel, but, are only having the pasta experience on the right, restrooms and a small tea and coffee room.



FIRST FLOOR

On the first floor we have our rooms. We propose 3 different types of room: Standard (for one or 2 people), Luxury (a room for 2 people with more space) and family room (a big room with a living room a 2 sleeping spaces). This floor, is quieter by its nature since it hosts the room, so we propose some collective spaces to work as small libraries where people can come and spend a long quality time. These rooms are located on the middle of the two wings.

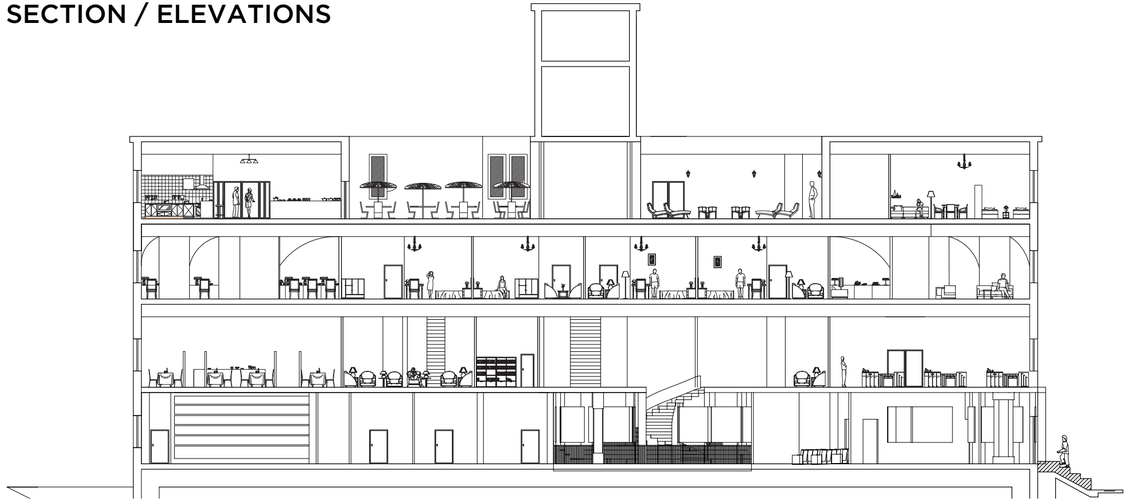
PROPOSED FLOOR PLANS



SECOND FLOOR

The second floor is mainly for rooms like the first floor. Here we have the same types of room and also a small cafeteria which can be extend to external area during spring and summer. This cafeteria would work as a support for the main on the ground floor. It is designed to work when the main cafeteria is being used as a conference room or holding other events. It also has a room where people can go get sunbath and spend some time under the sun.

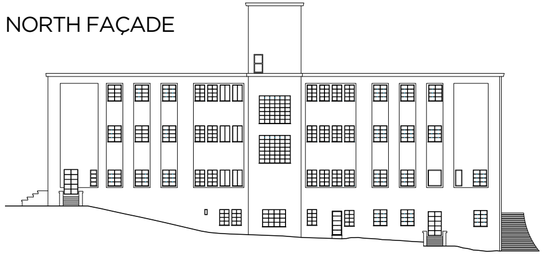
SECTION / ELEVATIONS



SOUTH FAÇADE



NORTH FAÇADE

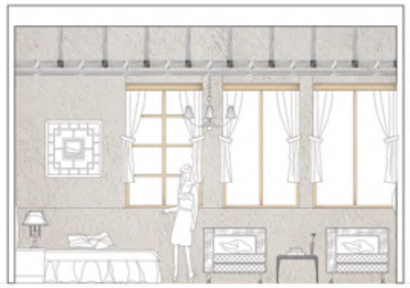


ROOM EXAMPLE





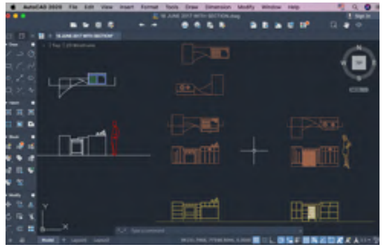
SECTION A:A



SECTION B:B

FURNITURE STUDIES & DESIGN

Always concerning pasta we had to develop great part of the experience inside the hotel, furniture included. For such we choose more neutral and classy materials, since the experience would be very bright and colourful by itself. When it comes to the room design we imagined 3 types of rooms from the most basic to most luxurious making this experience available to everyone. Therefore we followed the basic materials and added one touch depending on the category of the room.



FURNITURE MOODBOARD



WOOD

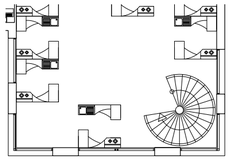


METAL



CEMENT

FURNITURE DESIGN



EXPERIMENTAL KITCHEN







FURNITURE DESIGN





LUCI E OMBRE - ALBA

DESIGNING A NEW, WARM AND COMFORTABLE STORE

The project for the new “Luci e Ombre” Boutique in Alba stems from the need to transfer the previous store to a larger location.The choice of the owners of the shop, were motivated by the desire to offer the target customers a large, attractive, welcoming and modern environment. The new project starts from the idea of creating a path that leads the customer into this environment designed specifically to excite, as well as to enhance the product.

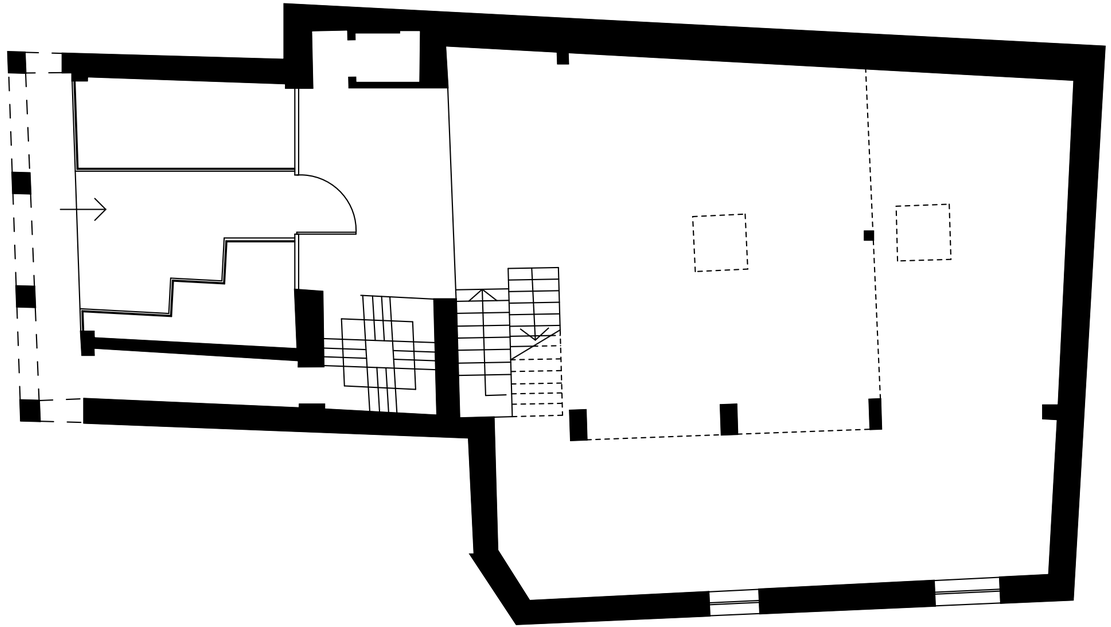
From the atrium, furnished with two period pieces of furniture displaying the tights collections, you can glimpse the double-height central room. Before arriving at the central room, we find the cashier area on the left. In the central room there is a mirrored platform positioned at the skylight: above the platform, three mannequins with different heights make up the classic pyramid of visual merchandising.The set-up has a strong impact and the whole ensemble was enhanced by technical lighting that highlights the product and its qualities.

On the left wall of the central room there is an exhibition of bras and suits. In order to let the products be tested, two dressing rooms have been provided at the back of the central room: each dressing room has two dressing rooms for women and two dressing rooms for men. All dressing rooms are state of the art illuminated and set up with the utmost comfort for customers. To complete the shopping experience, a real living room has been provided for receiving customers comfortably.

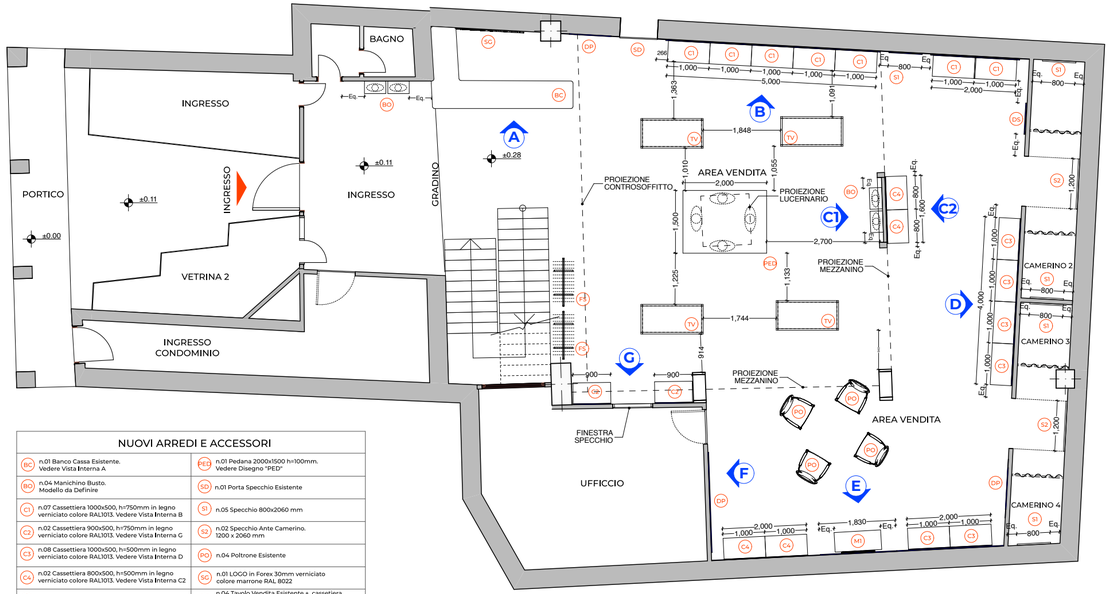
The shop windows have been renovated with special lighting that enhances and highlights the product and the setting. All the window finishes, which were previously dark, gray and “cold”, have been changed to “warm” colors and finishes which are then taken up inside the shop.



CURRENT FLOOR PLAN



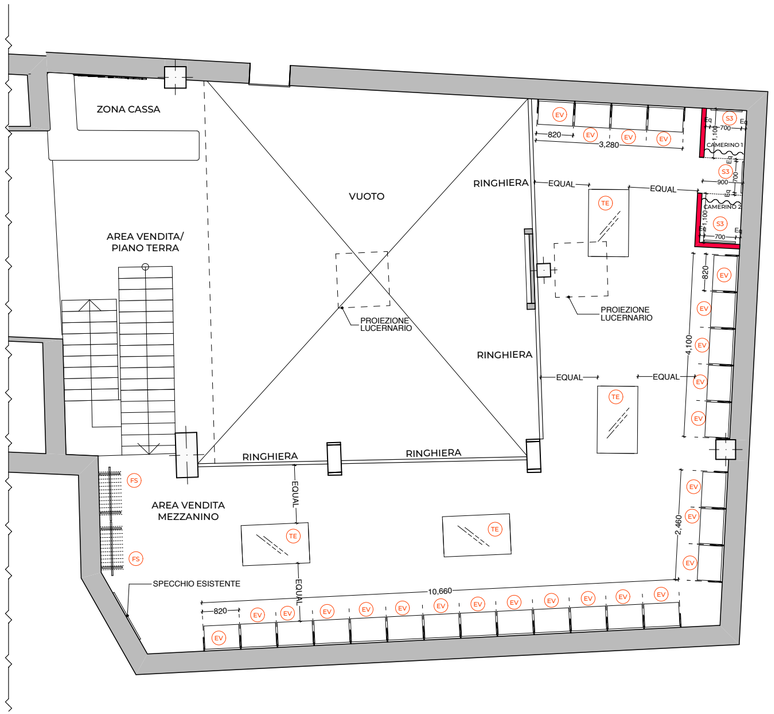
PROPOSED FLOOR PLAN - GROUND FLOOR



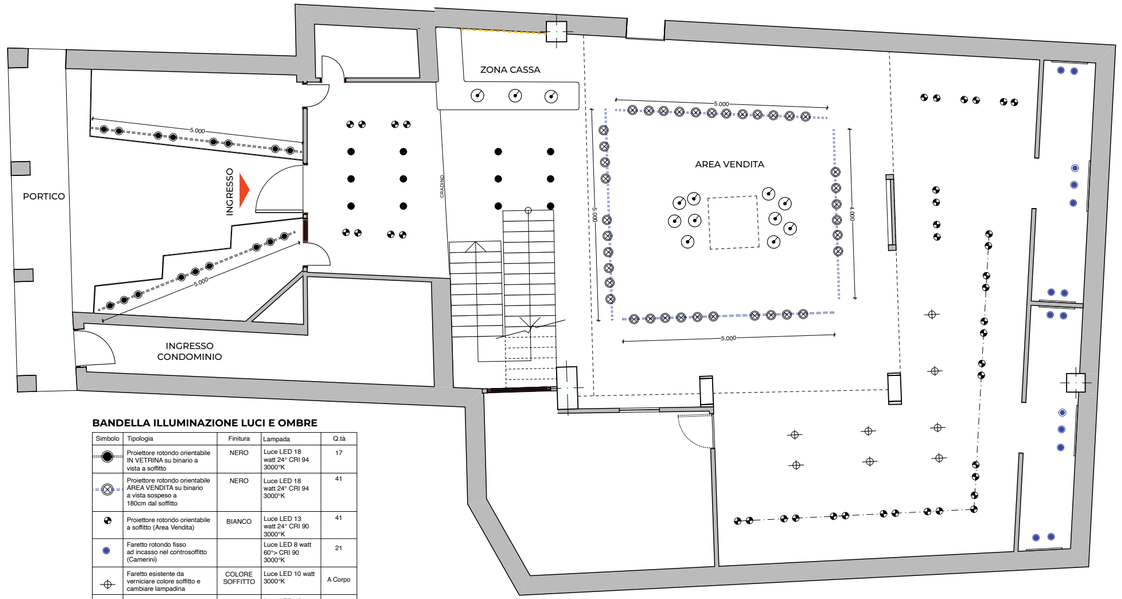
NUOVI ARREDI E ACCESSORI	
BC n.01 Banco Cassa Esistente. Vedere Vista Interna A	PED n.01 Pedana 2000x1500 h=100mm. Vedere Disegno "PED"
MO n.04 Manichino Busto. Modello da Definire	SD n.01 Porta Specchio Esistente
C1 n.07 Cassettiera 1000x500, h=750mm in legno verniciato colore RAL1013. Vedere Vista Interna B	S1 n.05 Specchio 800x2060 mm
C2 n.02 Cassettiera 900x500, h=750mm in legno verniciato colore RAL1013. Vedere Vista Interna G	S2 n.02 Specchio Ante Camerino. 1200 x 2060 mm
C3 n.08 Cassettiera 1000x500, h=500mm in legno verniciato colore RAL1013. Vedere Vista Interna D	PO n.04 Poltrone Esistente
C4 n.02 Cassettiera 800x500, h=500mm in legno verniciato colore RAL1013. Vedere Vista Interna C2	SC n.01 LOGO in Forex 30mm verniciato colore marrone RAL 8022
DP n.03 Display Parete. Vedere viste interne A, D, F	TV n.04 Tavolo Vendita Esistente + cassetiera. Struttura da verniciare colore RAL 8022 ed applicare adesivo colore cipria sotto il top in vetro
DS n.01 Display TV. Modello da definire	A SIMBOLO VISTA INTERNA
PS n.02 Appenderia Freestanding Esistente da verniciare colore Marrone Merastro RAL 8022	SIMBOLO MANICHINO
M1 n.01 Mobile Cassetiera Vintage Esistente	

PROPOSED FLOOR PLAN - MEZZANINE

NUOVI ARREDI E ACCESSORI	
EV	n.25 Espositore Vendita Esistente
TE	n.04 Tavolo Vendita Esistente. Struttura da verniciare colore RAL 8022 ed applicare adesivo colore cipria sotto il top in vetro. VEDERE DISEGNO "TE"
FS	n.02 Appendería Freestanding Esistente da verniciare colore Marrone Merastro RAL 8022
S3	n.03 Specchio Camerino. 700x1800 mm
	NUOVA PARETE / DIVISORIA



FLOOR PLAN - ELECTRICAL INSTALLATIONS

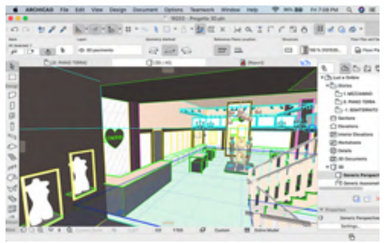


BANDELLA ILLUMINAZIONE LUCI E OMBRE

Simbolo	Tipologia	Finitura	Lampada	Q.tà
	Proiettore rotondo orientabile IN VETRINA su binario a vista a soffitto	NERO	Luce LED 18 watt 24° CRI 94 3000°K	17
	Proiettore rotondo orientabile AREA VENDITA su binario a vista sospeso a 180cm dal soffitto	NERO	Luce LED 18 watt 24° CRI 94 3000°K	41
	Proiettore rotondo orientabile a soffitto (Area Vendita)	BIANCO	Luce LED 13 watt 24° CRI 90 3000°K	41
	Faretto rotondo fisso ad incasso nel controsoffitto (Camerini)		Luce LED 8 watt 60°> CRI 90 3000°K	21
	Faretto esistente da verniciare colore soffitto e cambiare lampadina	COLORE SOFFITTO	Luce LED 10 watt 3000°K	A Corpo
	Faretto rotondo fisso ad incasso nel controsoffitto		Luce LED 15 watt 24°> CRI 90 3000°K	16
	Lampadario decorativo a sospensione da definire /diverse altezze		Luce LED 13 watt CRI 90 3000°K	12
	Profilo LED con diffusore opalino		14 watt al metro 3000°K	2,7m
	Binario a Sospensione	NERO		22m
	Binario a Soffitto	NERO		10m

MATERIALS STUDIES & DESIGN

The main aim when the materials were chosen was to bring warmth and comfort to the retail space making the clients feel embraced by it. To accomplish such goal the challenge of choosing materials was not a small one. Therefore the colour peach was elected to be main one in the project and complemented brown was used. Always inside that theme we used a 3d wall paper and warm carpet on the floors. All these materials are perfect complements to red chairs used on the sitting area and still remain neutral when it comes in touch with the merchandise.



MATERIALS MOODBOARD

WHITE RAL 9010

PEACH SIKKENS D8-13.77



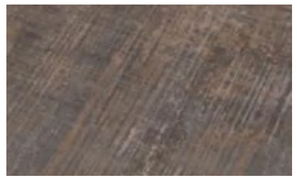
3D WALLPAPER



BROWN RAL 8022

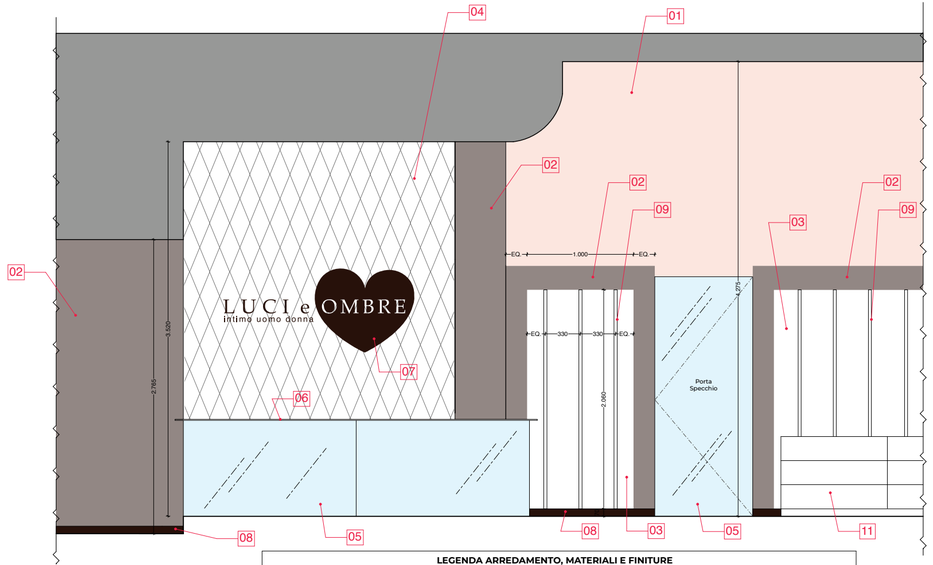


BEIGE FLOOR



BROWN FLOOR

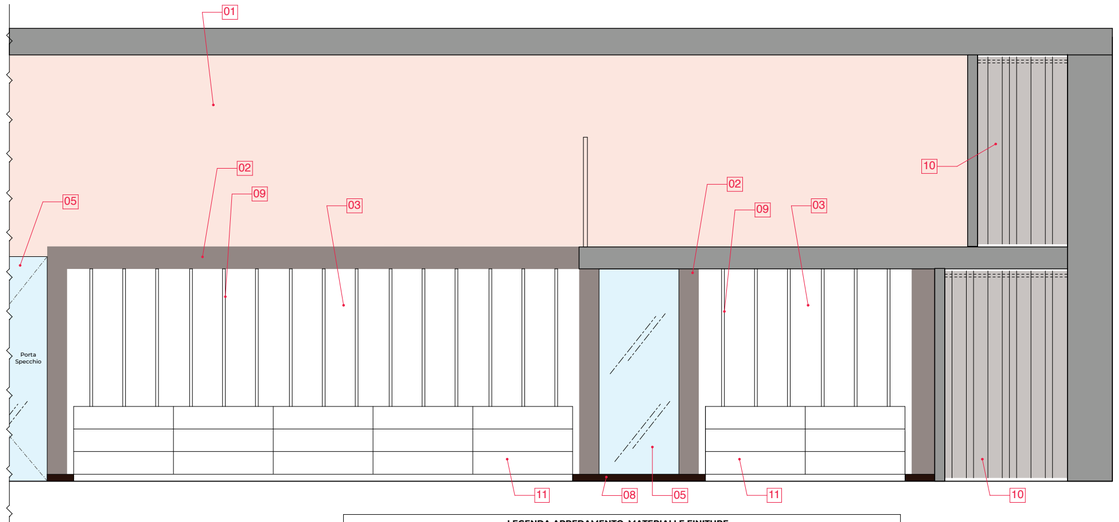
INTERNAL VIEW A.1



LEGENDA ARREDAMENTO, MATERIALI E FINITURE

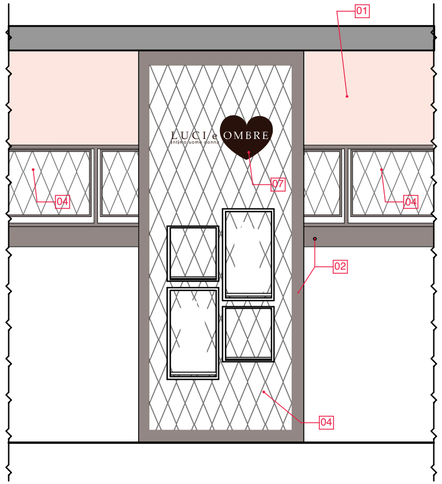
01 Parete verniciata colore CIPRIA SIKKEN D8-13.77 - Finitura opaca	06 Lastra di vetro trasparente retro-verniciata colore CIPRIA SIKKEN D8-13.77	11 Cassettiera verniciata colore BIANCO AVORIO RAL 1013
02 Parete verniciata colore MARRONE SCURO RAL 8019	07 LOGO Luce e ombre in Forex colore MARRONE NERASTRO RAL 8022 incollato a muro	
03 Parete verniciata colore BIANCO AVORIO RAL 1013	08 Battiscopa H 7cm verniciato colore MARRONE NERASTRO RAL 8022	
04 Carta da parati, modello da definire	09 Canalina cremagliera verniciata colore BIANCO AVORIO RAL 1013	
05 Specchio	10 TENDA CAMERINO in velluto colore MARRONE	

INTERNAL VIEW B.1

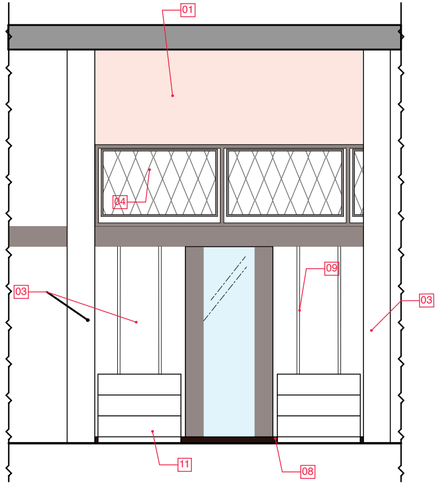


LEGENDA ARREDAMENTO, MATERIALI E FINITURE		
01 Parete verniciata colore CIPRIA SIKKEN D8-13.77 - Finitura opaca	06 Lastra di vetro trasparente retro-verniciata colore CIPRIA SIKKEN D8-13.77	11 Cassettiera verniciata colore BIANCO AVORIO RAL 1013
02 Parete verniciata colore MARRONE SCURO RAL 8019	07 LOGO Luce e ombre in Forex colore MARRONE NERASTRO RAL 8022 incollato a muro	
03 Parete verniciata colore BIANCO AVORIO RAL 1013	08 Battiscopa H 7cm verniciato colore MARRONE NERASTRO RAL 8022	
04 Carta da parati, modello da definire	09 Canalina cremagliera verniciata colore BIANCO AVORIO RAL 1013	
05 Specchio	10 TENDA CAMERINO in velluto colore MARRONE	

INTERNAL VIEW C.1

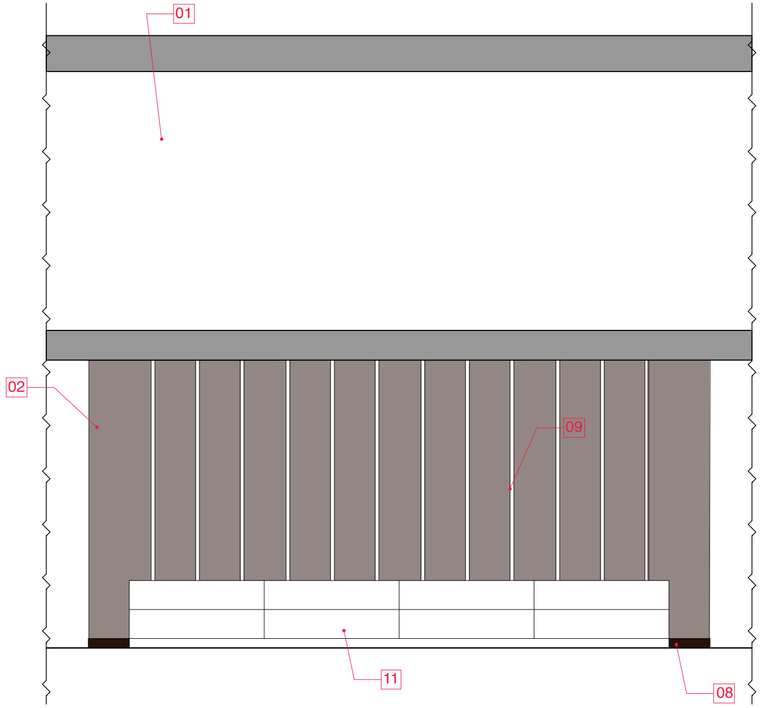


INTERNAL VIEW C.2



LEGENDA ARREDAMENTO, MATERIALI E FINITURE		
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02 Parete verniciata colore MARRONE SCURO RAL 8019	07 LOGO Luce e ombre in Forex colore MARRONE NERASTRO RAL 8022 incollato a muro	
03 Parete verniciata colore BIANCO AVORIO RAL 1013	08 Battiscopa H 7cm verniciato colore MARRONE NERASTRO RAL 8022	
04 Carta da parati, modello da definire	09 Canalina cremagliera verniciata colore BIANCO AVORIO RAL 1013	
05 Specchio	10 TENDA CAMERINO in velluto colore MARRONE	

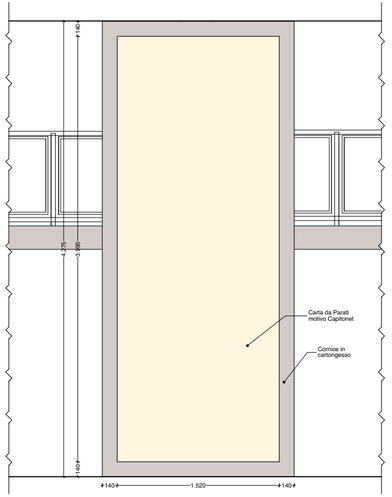
INTERNAL VIEW D



LEGENDA ARREDAMENTO, MATERIALI E FINITURE

01	Parete verniciata colore CIPRIA SIKKEN D8-13.77 - Finitura opaca	06	Lastra di vetro trasparente retro-verniciata colore CIPRIA SIKKEN D8-13.77
02	Parete verniciata colore MARRONE SCURO RAL 8019	07	LOGO Luce e ombre in Forex colore MARRONE NERASTRO RAL 8022 incollato a muro
03	Parete verniciata colore BIANCO AVORIO RAL 1013	08	Battiscopa H 7cm verniciato colore MARRONE NERASTRO RAL 8022
04	Carta da parati, modello da definire	09	Canalina cremagliera verniciata colore BIANCO AVORIO RAL 1013
05	Specchio	10	TENDA CAMERINO in velluto colore MARRONE
		11	Cassettiera verniciata colore BIANCO AVORIO RAL 1013

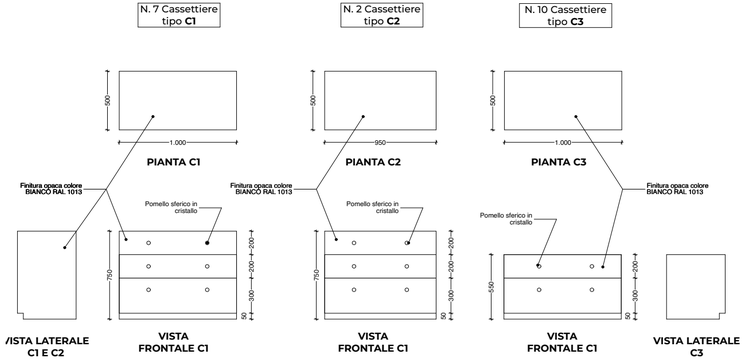
TECHNICAL DRAWINGS PORTRAYING THE INTERNAL WALL AND FURNITURE



VISTA FRONTALE



PIANTA




#unwrap_me
LUCI e OMBRE
intimo uomo donna


#unwrap_me
LUCI e OMBRE









CHRONO - PORTO SAN GIORGIO

INTEGRATING 2 DIFFERENT SPORTS IN ONE NEW STORE

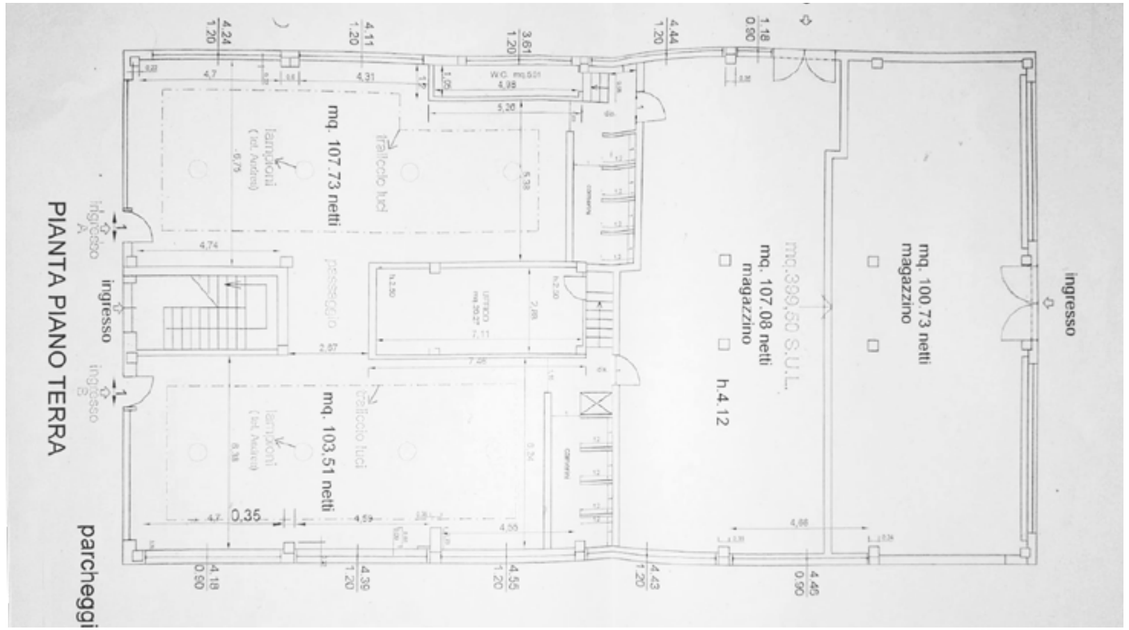
This particular project has a very interesting background. The owner had 2 separated stores in the city of Porto San Giovanni (FM) - Italy, one dedicated to bicycle gear and a second one dedicated to swim equipment. At one point he decided to rent an extensive property and he wished to join the 2 activities in one place. Therefore the main goal of the project is to join this such different sports modalities into one same space and to give each one of them their particular identity and it's specific target a great experience.

When it comes to experience the job was made a bit convenient since the owner rented a place which was 3 times bigger than the one before, with two main entrances. Therefore it was possible to dispose all the item he had on previous stores and add some other functions inside the store such as the bike repair shop. With the two entrances it was possible to create two different façades displaying Chrono Bike and Chrono Swim. Each of them portraying different colors and graphic styles referring to the sport it represents. Inside the store one of the biggest modifications applied was the redesign of cashier desk which was made using the previous pieces that were divided between the two stores.

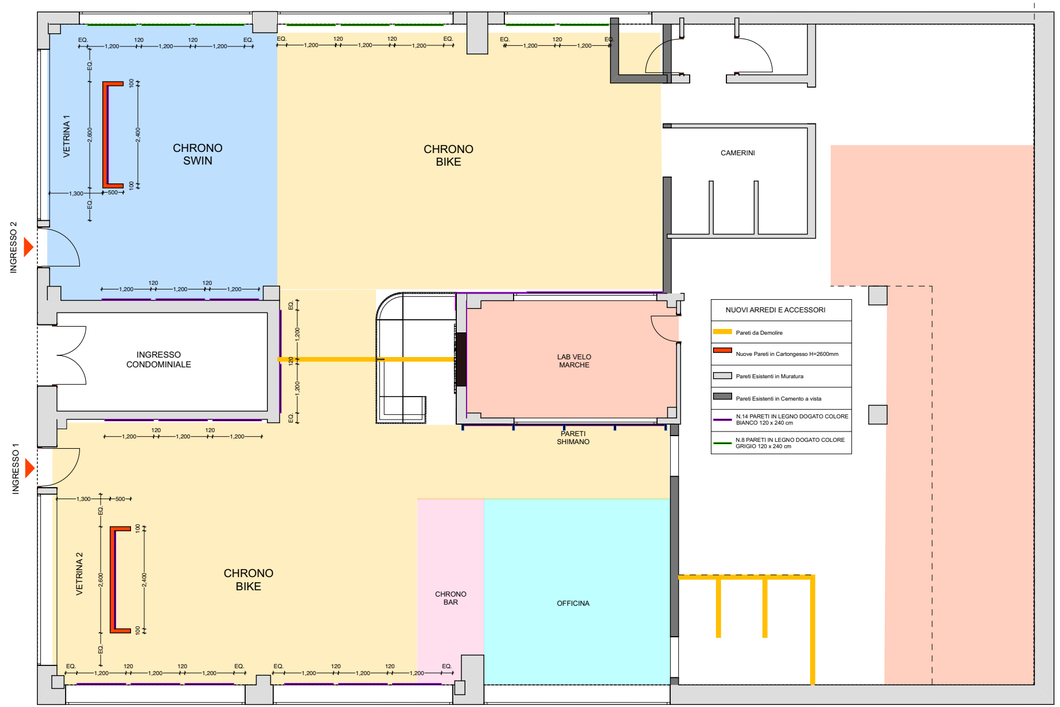
The project was satisfactory to make and end the end the owner was very pleased with the results specially when it comes to the façades and graphics on totems and inside the store.



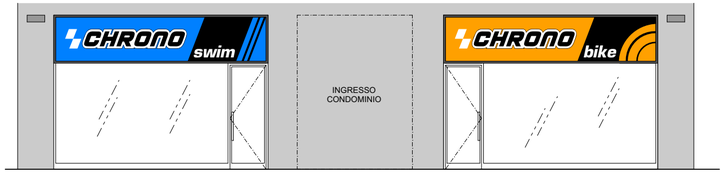
CURRENT FLOOR PLAN



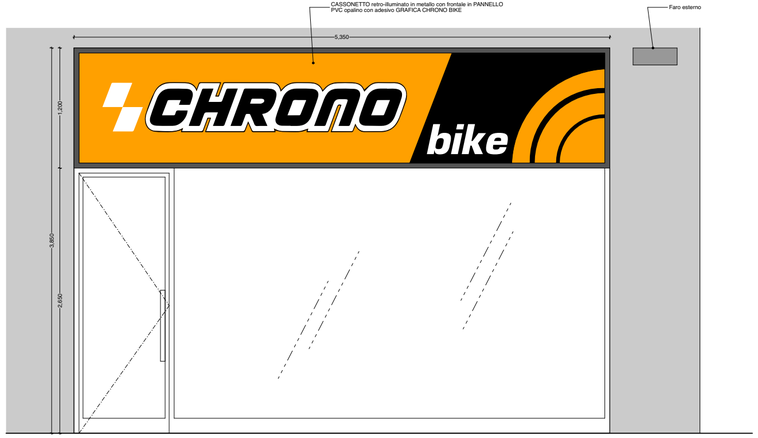
PROPOSED FLOOR PLAN



PROPOSED FAÇADES

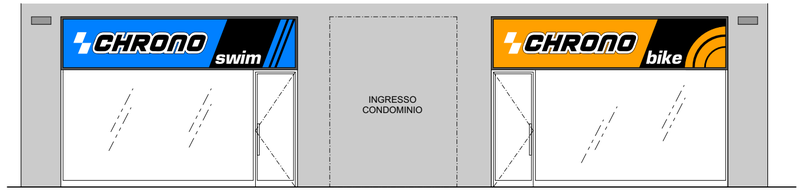


PROSPETTO ESTERNO SCALA 1:50

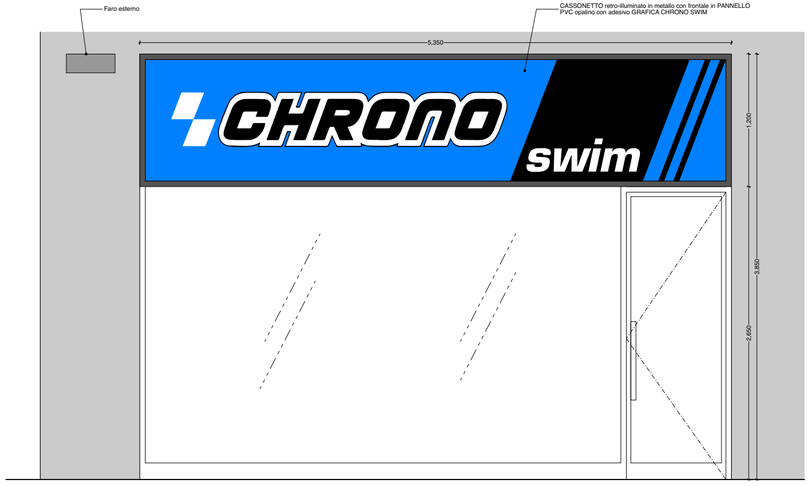


PROSPETTO ESTERNO CHRONO BIKE - SCALA 1:20

NOTA: tutte le misure devono essere verificate nel locale



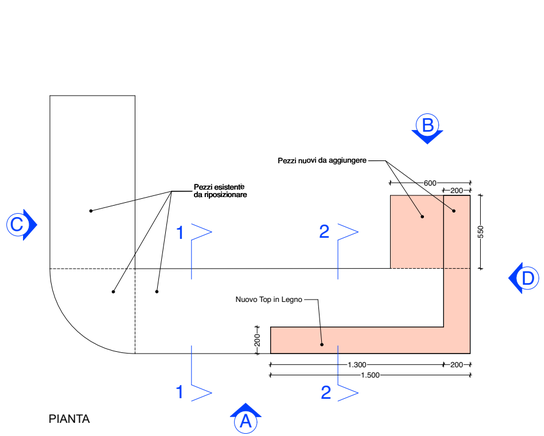
PROSPETTO ESTERNO SCALA 1:50



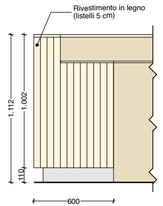
PROSPETTO ESTERNO CHRONO SWIM - SCALA 1:20

NOTA: tutte le misure devono essere verificate nel locale

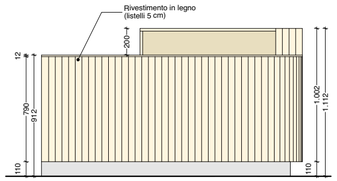
NEW CASHIER TECHNICAL DRAWING



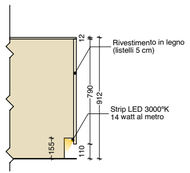
PIANTA



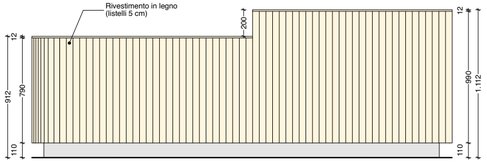
PROSPETTO B



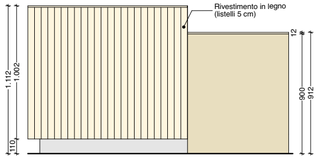
PROSPETTO C



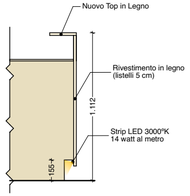
SEZIONE 1-1



PROSPETTO A



PROSPETTO D



SEZIONE 2-2

RENDERED IMAGES




SHIMANO


SHIMANO

IBSA - MILANO

CREATING AN EXPERIENCE WITH DESIGN AT PREGNENT'S FAIR

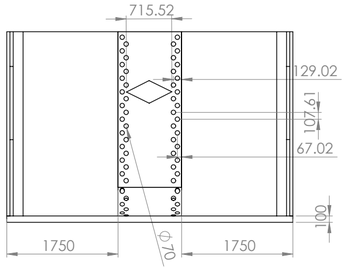
IBSA being a medium sized company is participant in many fairs to promote its products to its different target. They came with a proposal to sketch one of these stands, but, this time we would have to develop a stand for the pregnant women's fair that would happen in Italy later that year. The client request a table a shelf and a sitting cozy area to prospect potential clients. Using the fair's theme as main point of inspiration and the requests we were able to design a great solution.

When it comes for the solution, the area of the stand was virtually divided into 2. A string of metal with lights would divide the meeting part on the left to the viewing part part on the right at the central of the string we designed a counter to help the employees to display the products. Therefore on the left the living room style is found and on the right we have shelves and a digital display portraying the products. As a touch of design we designed both left and right parts of the stand with rounded parts that make reference to the women's body when expecting. After theses uses the next step the closing of colors was made simpler.

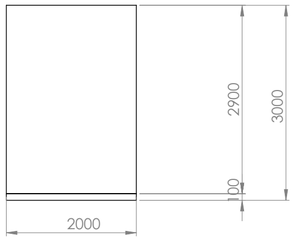
Concerning the colors we wanted the atmosphere to reflect femininity and warmth. We wanted to create this cozy environment for the clients and employees to interact. Therefore we choose a shade of brown to main color and purple to refer to the femininity which the client specified on the briefing. For the furniture more neutral colors were chosen in order not to interfere with the concept we would like to refer. After all the process the client was pleased with the project and enjoyed our design details.



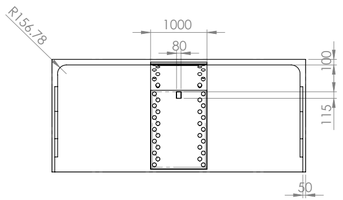
TECHNICAL DRAWINGS (units in mm)



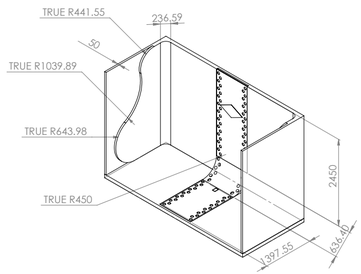
Front View



Left View

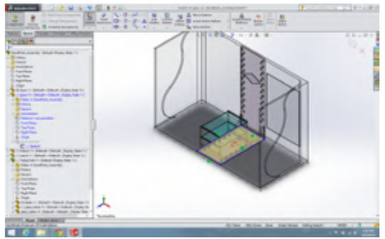


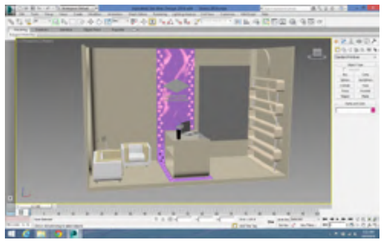
Top View



Isometric View

CONSTRUCTION IMAGES









CASA MERATE - LECCO

GIVING A NEW USED FOR AN UNUSED GARAGE SPACE

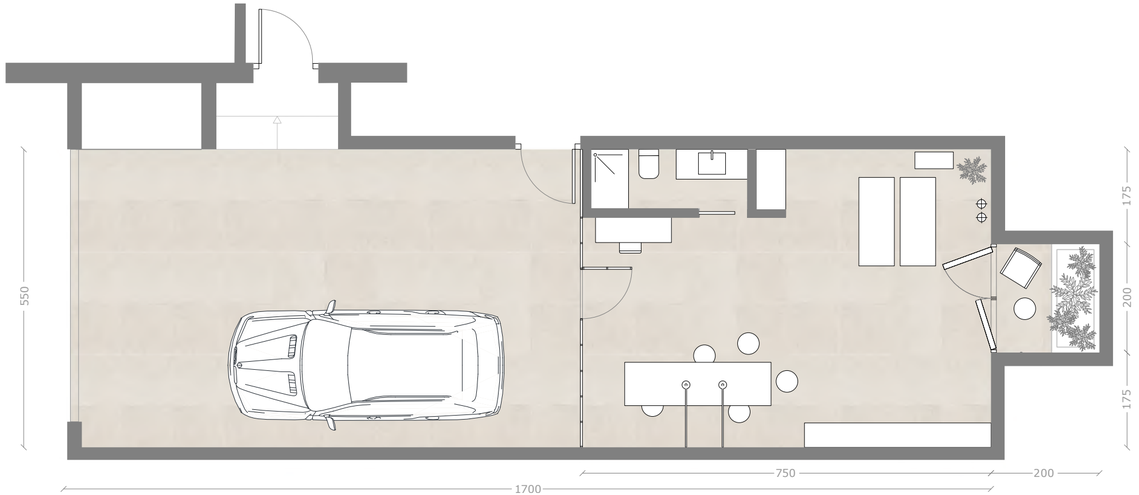
This private house owner's came to us with an unusual proposition: the garage. It was way too big for the two vehicles that the family owned and they wanted to give use to space remaining. In other to create a meaningful experience and space for the owners we had a quick survey to get to know more about them and their hobbies and habits to make a usage proposition. After this initial conversation we had and insight and start to develop the concept.

Primarily for the concept we decided to go with unwind theme. Create an space where people could relax and spend time doing their hobbies. Therefore we created a divisor door in other to mark a clear division between garage and the hobby areas but we also would like to make them seamless so we used for the division mainly metal e glass. Inside the unwind space we developed two solutions for the area one smaller (with around 41 sqm) and bigger one (with around 55 sqm) in both we designed a restroom and a table for collection and shaping stones (one of the owner's hobbies) and making room also for a yoga studio. After having decided the concept it was time to make the visualization.

In other to make the idea clear, specially for the client, we bought about making a visualization image. In other to accomplish such results we used Solidworks for creation of more complex parts, namely, the divisor wall and Rhinoceros for modeling and scene creation. For the final images V-Ray was used as the main render engine.



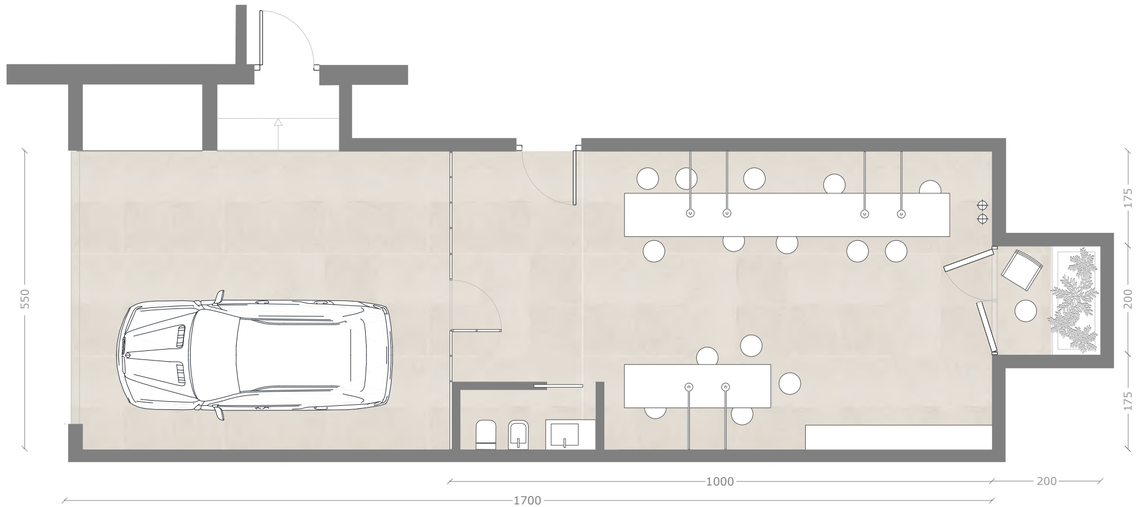
PROPOSED SOLUTION A (Mesures in cm)



52 sqm

41 sqm

PROPOSED SOLUTION B (Mesures in cm)



38 sqm

55 sqm

RENDERED IMAGES





triangleNYC

TRIANGLE - NEW YORK CITY

DEVELOPING CONSTRUTIVE METHOD TO MAKE THE FAÇADES TO WORK

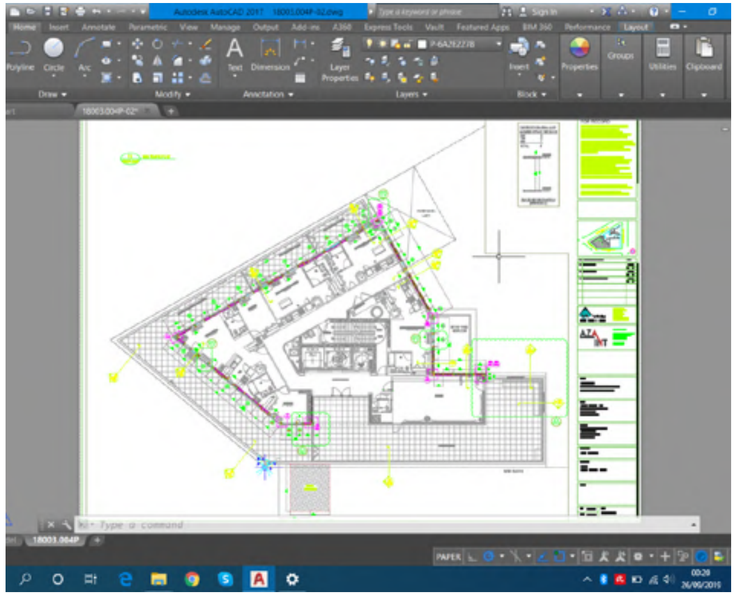
The approach on how we got this project is very curious. The supplier who produces the parts to the façade which will be assembled on site contacted us so we could model parts that go inside each individual cell. With this 3d model they would use it as a model to send it to the machine so that it could be produced in Italy and then exported to the United States to be assembled in New York City. Since it is Avery precise work organization here is the key for a successful job.

In order to make a precise Jobe here we needed organization. The final output needed to go to the machine in the production was a .step file therefore we decided to use Solidworks as the main modeling and assembly software. But before we start the actual modeling process we first had to organized the work. Therefore we started looking at the floor plans taking measures of each cell and looking at its specifics detail. After doing so we created a spreadsheet with measures and developed a set of codes to join together pieces with the same size in order not model the same piece 2 times. After the organization process we could finally start the modeling process.

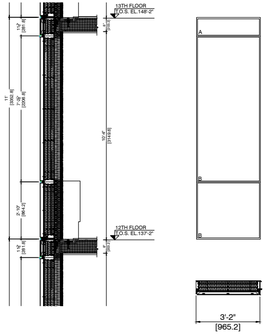
As mentioned above the modeling was held in Solidworks. For the visualization process we used the Autodesk Navisworks which helped us build the whole façade using the cells we developed and for the rendering we used Keyshot. After 6 months on this project we could deliver all the parts and the façades are now under production.



TECHINICAL CONSTRUCTIVE DRAWINGS



Picture of a cad model portraying an example of a shop-drawing received showing each individual cell connection



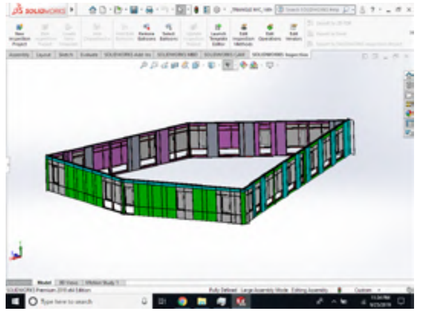
Picture of a cad model portraying the drawing detail used as base for the cell modeling

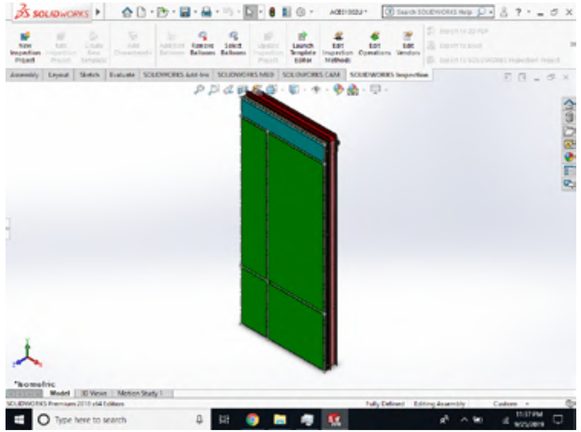


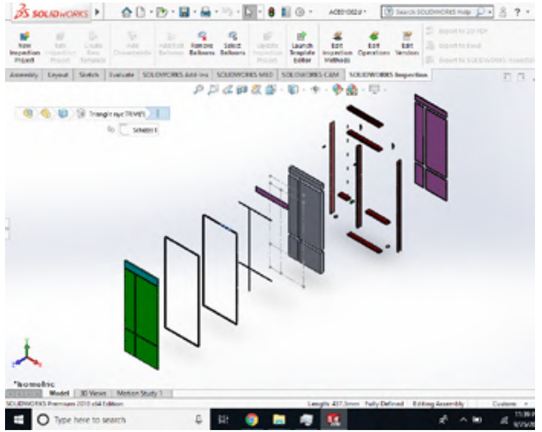
Picture showing the production of each individual cell

3D DEVELOPMENT

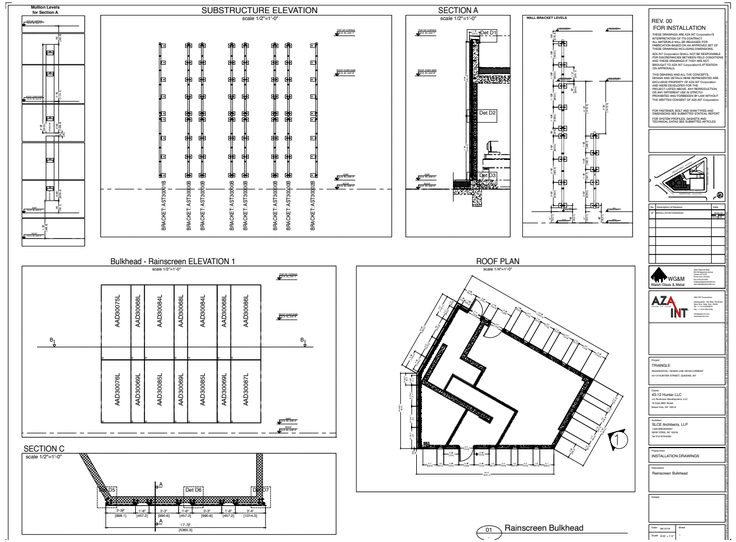
Here on the right we see an example of a complete floor in SolidWorks. **Bellow** an example of an Opaque Cell, modeled and documented in Solidworks portraying it completed and also in the exploded view.

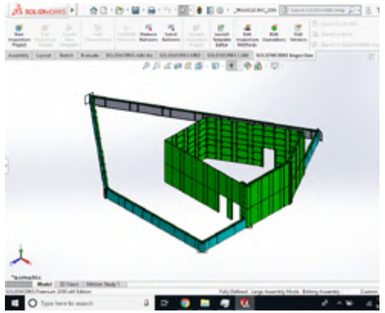


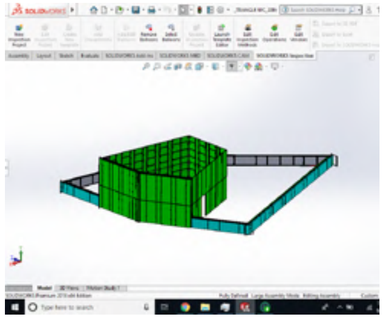




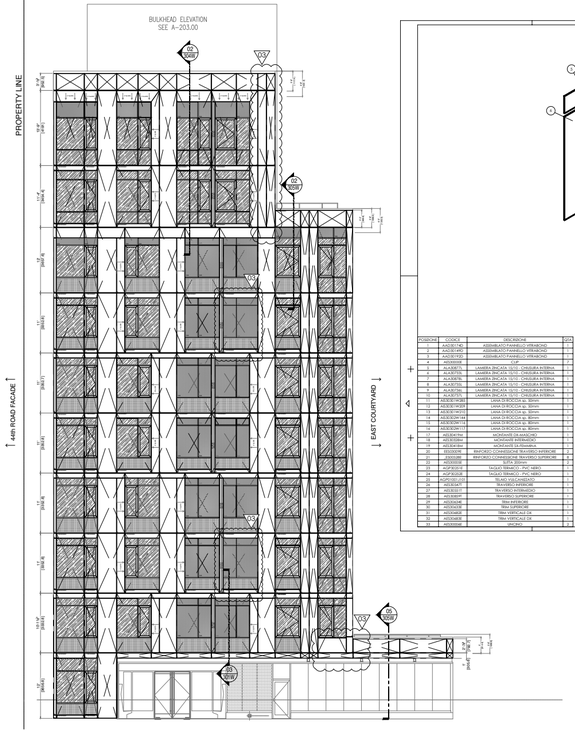
TECHINICAL RAINSCREEN DRAWINGS & MODEL

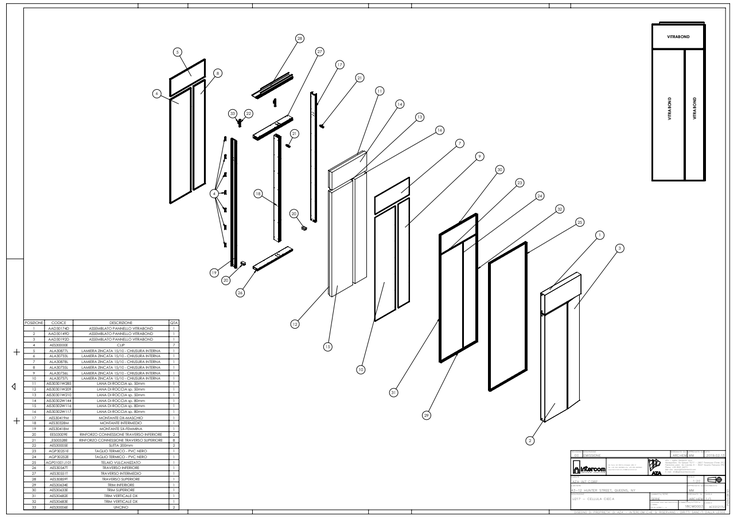






Above, an example of a produced rainscreen drawing
On the right, Solidworks screenshot portraying the rainscreen Model and sctructure in 3d





On the left a façade 2d drawing used as based for the 3d model.
On the right top an assembly drawing used for production.

RENDERED IMAGES







THANK YOU!

