

# Primo Piano Store

## PRIMO PIANO 商场



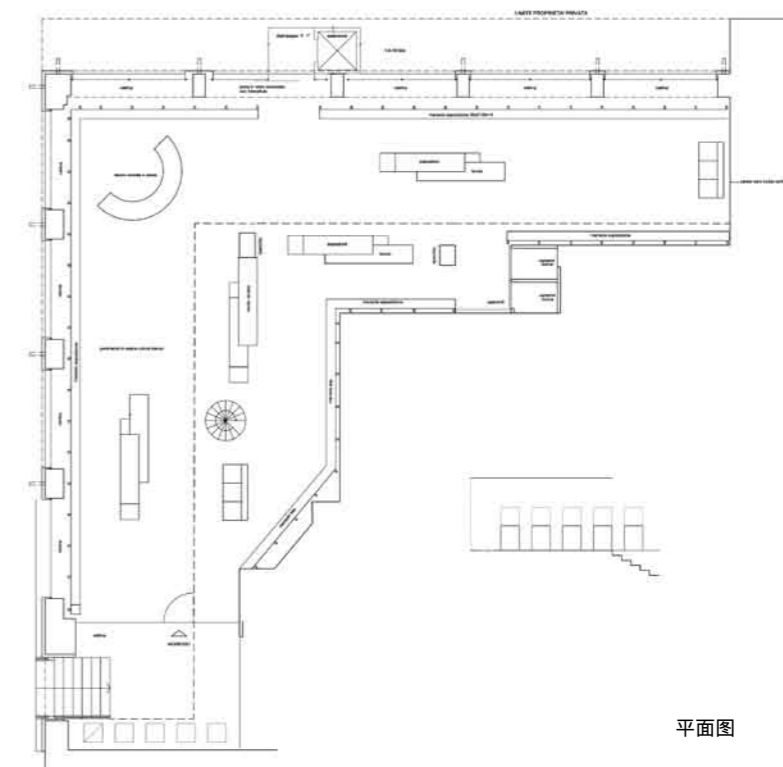
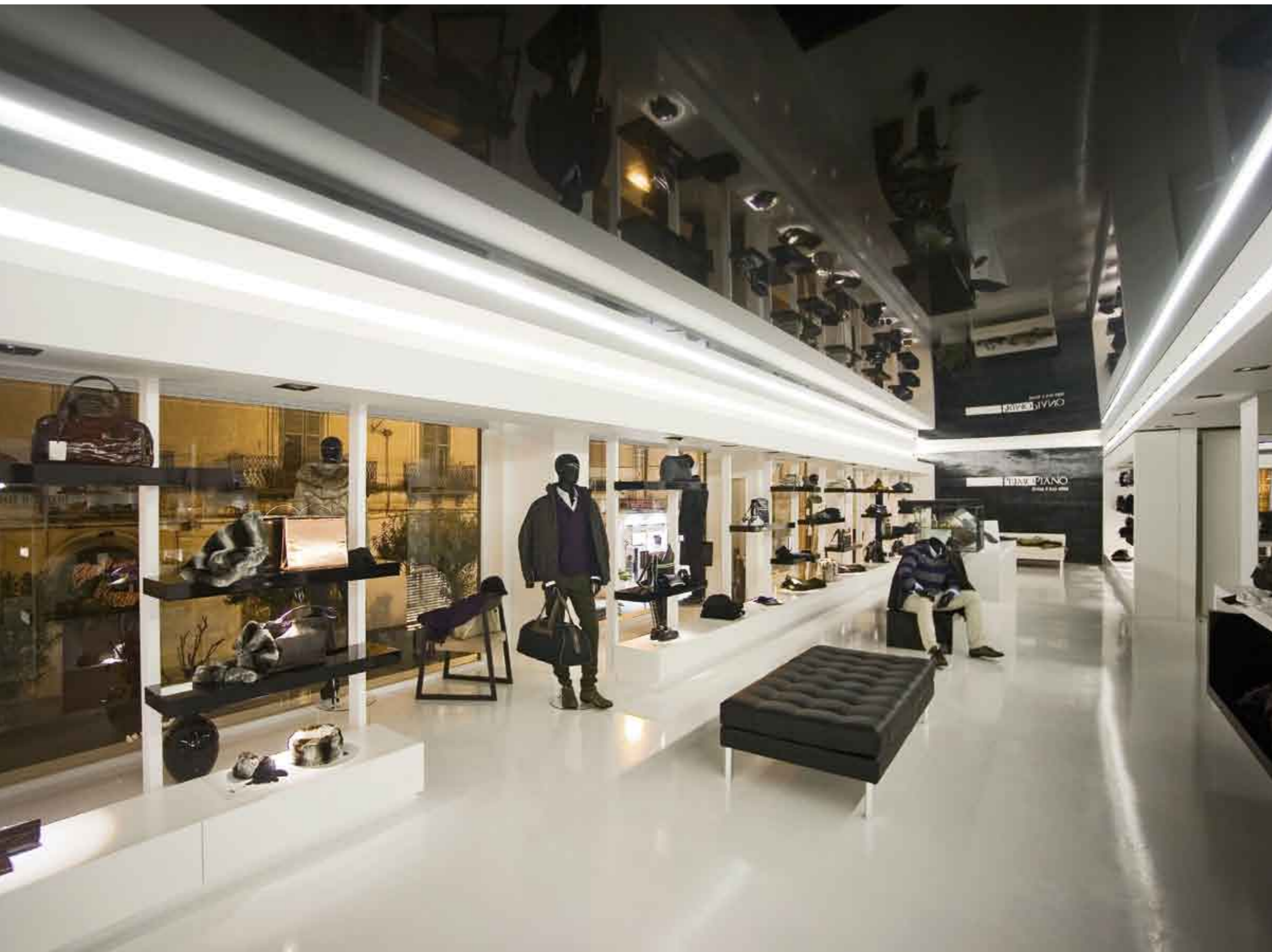
The overall design process, from the thoughts and design plan at the initial stage to the construction of a high-quality and valuable building, takes catering for the client's demands of the location and environment as a starting point, which are all reflected in the design process. The designer has tried multi-disciplinary design to attempt to achieve the maximum effect with the minimal forms. The designer has made perfect interpretation of the classic match of black and white and with the strong contrast of surreal colors. The black spiral staircase in the center of the hall spirals up towards the upstairs, arousing people's desire to stepping on it. Extensive cold tone of black and white has made the space brighter and more spacious, which makes it easy for customers passing by to see clearly the shoes and bags in the store and motivates their desire to buy.



设计师: Gaetano Manganello  
Camelio Turino  
设计单位: 意大利设计中心  
项目地址: 西西里拉古萨

本案所有的设计过程都以满足客户对地点和环境的需求为出发点, 从建筑阶段的想法、设计, 到建造高质量、有价值的建筑。这些都在设计的过程中体现。设计师试图跨学科设计以求用最小化的形式达到最大化的效果。设计师在此空间里完美地演绎了黑与白的经典, 利用黑与白的强烈色彩对比, 表现出此空间的现代简约与超现实的美感。大厅中央的黑色旋转楼梯蜿蜒曲折, 让人有拾阶而上的欲望。空间大范围的黑、白冷色调, 使进入店内的顾客可以放心冷静的选购自己心仪之物。大量反光、玻璃材质的应用, 可以使空间宽敞明亮, 更利于客人在外就可看清店内鞋包, 进而产生入店购买的欲望。





平面图

