

Retail



S M P

# Engaging customers through design

The design concept of Studio Marco Piva for retail's spaces comes from the need to describe one's brand values, philosophy and successes, highlighting at the same time the products or services it offers.

The design is never based on a simple display, but on the realization of extremely flexible and dynamic spaces, at the same time innovative and functional, that involves the visitor.

Flexible showrooms or commercial spaces, studied to constantly change, characterized by the search for the most exclusive materials and details, a perfect framework to welcome the clients and be messengers of a brand's own world.



**MARCO PIVA**  
FOUNDER

**Studio Marco Piva** resides in the creative and multicultural heart of Milan: **a Research Center and an Experimental Workshop, more than an Architecture and Design Firm.** This is where, on the base of continuous investigation into shapes, materials, and technologies, the multidisciplinary Design Teams conceive and develop projects at different scales for the most prestigious private and public clients around the world, **from Masterplanning to Architecture, from Interior Design to Product Design.**

**Marco Piva**, the founder, a traveler and designer, is an innovator who is dedicated to create unique design creations pervaded by stylistic freedom. Distinguished by an exciting, fluid and functional language, it has become one of the most representative archetypes of Italian Design.



**ARMANDO BRUNO**  
PARTNER - CEO



**SARAH GABAGLIO**  
STYLE AND DESIGN DIRECTOR



**DANIELA BALDO**  
PARTNER - COO



**FABIO BASILE**  
PARTNER - GENERAL MANAGER

## Board of directors

The leadership of Studio Marco Piva is constituted by a Board of directors which, in addition to the founder Marco Piva, includes: **the co-founder Sarah Gabaglio, Head of the Style and Design Department; Armando Bruno, the Chief Executive Officer of SMP and Head of Educational; Fabio Basile, the General Manager; and Daniela Baldo, the Chief Operating Officer and responsible together with Marco Piva for Overseas operations.**

**The firm is currently composed of a hundred collaborators** all extremely skilled in the various disciplines from Urban Design to Architecture, from Interiors to Product design. They are distributed between the **main office in Milan, the second office in Shanghai and the many sites around the world.**

**The opening of the Chinese office has allowed SMP to be able to maintain a more stable presence in the vast Chinese territory,** allowing for complex coordination of projects in several cities like Shanghai, Beijing and Chengdu.

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Milan, Italy

# Calligaris Group Flagship Store

An immersive shopping experience



**CLIENT**

Calligaris Group (Calligaris, Ditre Italia, Luceplan)

**PROJECT**

Interior Design

**AREA**

713 sqm (627 ground floor, 86 mezzanine)

**DATE**

2021 - 2022

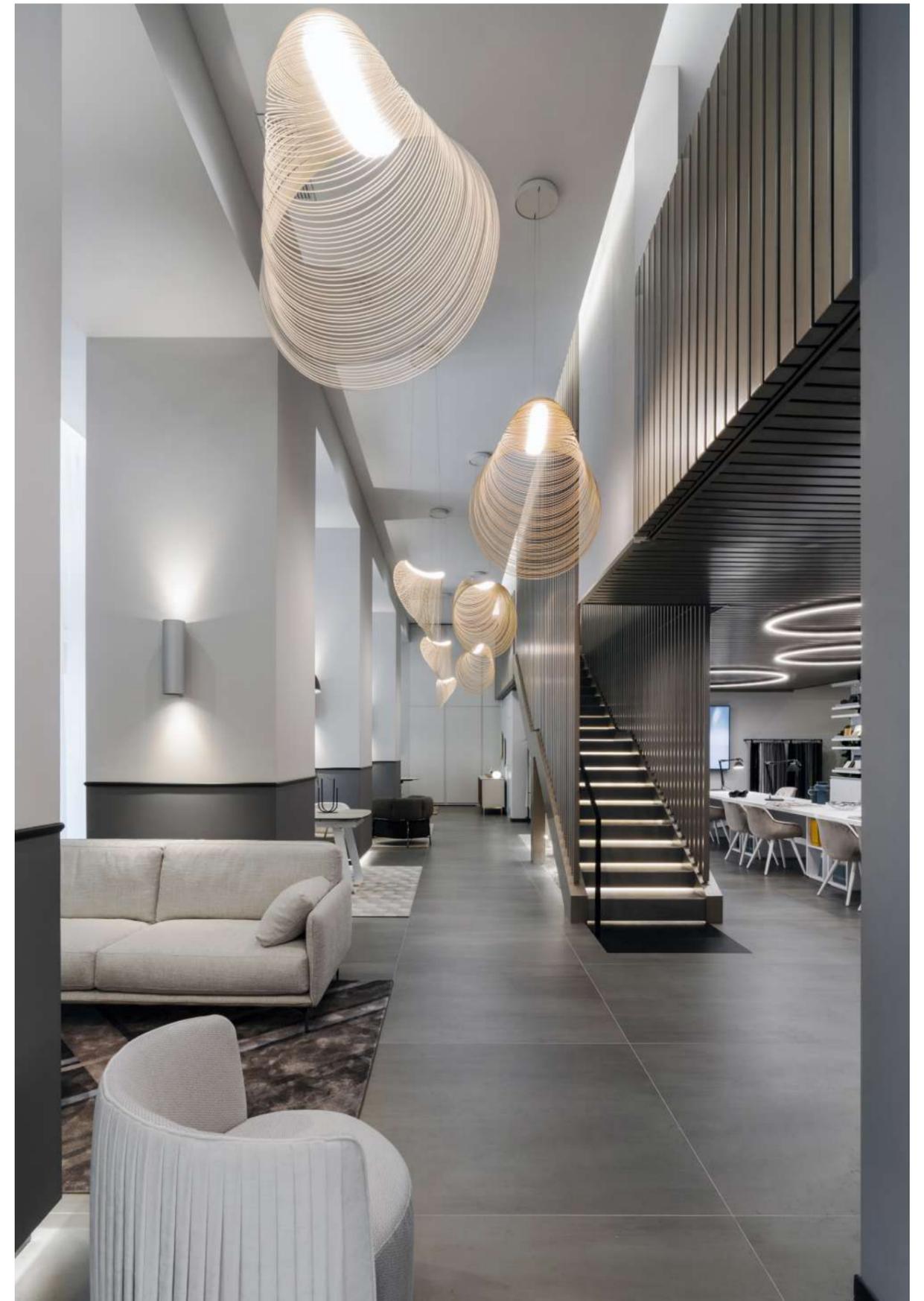
Studio Marco Piva designed the new Calligaris Group showroom, in the heart of the Brera District. A new strategic point of reference in which to present the brands' iconic collections and products, as well as to host events and public relations activities, offering the clientele an "immersive" shopping experience that reflects the group's style and qualities.

The interior design project was to preserve the monumental architecture of the place, with its almost 5-metre-high ceilings, without changing the original layout, but rather by configuring the different areas for work, socialising, or discovery.

The Flagship Store's concept accommodates open, flexible, and interconnected spaces: it integrates the three brands, creating scenarios that unify the different environments and ways of experiencing the contemporary home, making Italian design, manufacturing the focus of attention, and highlighting the wide range of customisation options available.

The dining, living, sleeping and recreational areas are configured in a fluid and dynamic way as community spaces within which more intimate and reserved areas can be created. The entrance, created with a compass of grey smoked glass with black metal inserts, offers a sweeping view and an invitation to explore, culminating in the imposing 3.5-metre-high interactive LED wall located in the Lounge & Bar area, a latest generation screen promoting the group's achievements.

Large floor-to-ceiling windows unify the ground floor and the mezzanine: true picture windows that extend the interior spaces into the courtyard, and an invitation to citizens and people passing by on Via Solferino.







16

The lighting, whether natural light from the large windows or artificial light, plays a key role: it highlights the products, the materials, and the architecture by means of recessed lighting and ceiling projectors, LED strips in the plinths and around the large portals that mark the pathways, to create vibrations in synergy with the decorative suspended lighting by Luceplan. There are also four lighting scenarios, that can be selected depending on the time of day and the amount of natural light filtering in from outside.

A significant aspect of the outfitting is the carefully designed colour scheme: neutral grey-scale tones (from anthracite to silver) have been selected. Applied to the floor and wall coverings and used to mark architectural elements, they emphasise the design of the products in the different configurations of the rooms, which have been designed to change with the changing seasons of the year or for the presentation of new collections.

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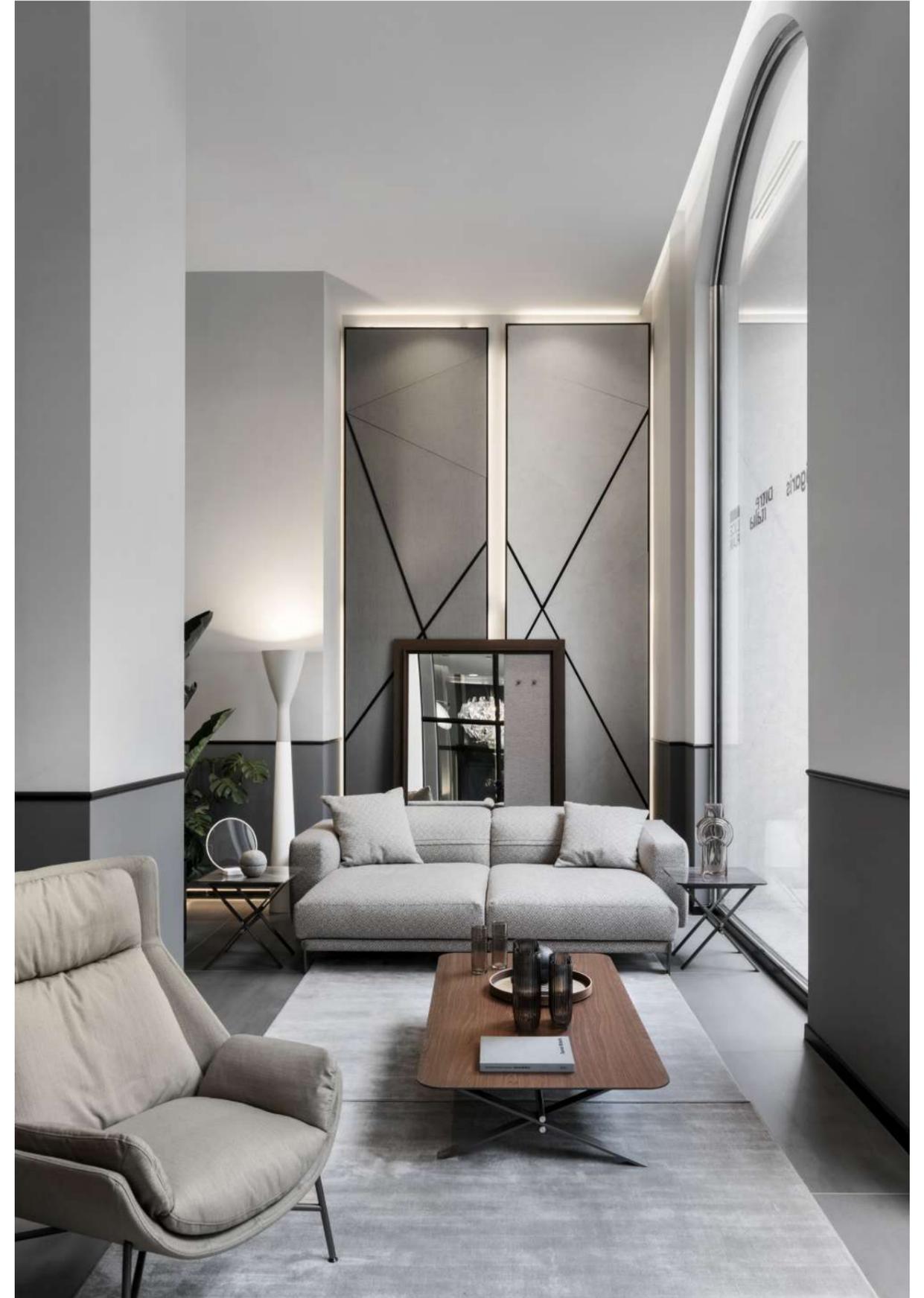






20

The selected materials, a combination of ceramics, glass, metals, fabrics, and textures create essential and elegant geometries accentuating the design of the products on display. Spaces for conversing, socialising, and sharing – such as the space cinema – alternate with other areas used as exhibition/interactive and co-working spaces – the materioteca and lounge bar – to offer visitors, professionals, and guests of the Store an immersive experience. A meeting hub having the appearance of an urban loft, a place that combines the art of hospitality and domestic intimacy, professionalism, and sensitivity.



21



Worldwide

# Bulgari Windows

An **eternal** moment of **elegance**  
expressed through the **ceramics**





**CLIENT**  
Bulgari

**PROJECT**  
Window Design Concept

**DATE**  
2013

Studio Marco Piva's intensive attention to detail, together with a rigorous selection of exclusive materials, have contributed to the creation of the window dressing concept for Bulgari, that emphasizes the quality and original, unmistakable style of this brand. The materials selected for the window dressing are metals, woods and ceramics, embellished through the use of refined techniques, the result of a millennium of unequalled craftsmanship made current with the latest technologies.

A theatrical exhibition, different and innovative, that showcase the aesthetics and manufacturing techniques of Bulgari creations in a fascinating setting of shapes, lights and colours, rich with references to the history of goldsmithing and Italian design.

BVLGARI

10





30







Worldwide

# Bulgari Diva

A tribute to the world of cinema  
and theatre with its muses

CROWN BUILDING

BUS LANE  
BUSES ONLY

5 AV

W 57 ST

7AM-7PM  
EXCEPT BUSES

BVLGARI

ONE WAY

BVLGARI

TITAN

celine

JEFF GOLDBLUM





The concept of the window design created by Studio Marco Piva for Bulgari was inspired by the DIVA jewels collection, that celebrates the big stars of the past. DIVA shop windows come from evolving experimentations on ceramics and from the shapes and colours explored by Bulgari for its jewels.

**CLIENT**  
Bulgari

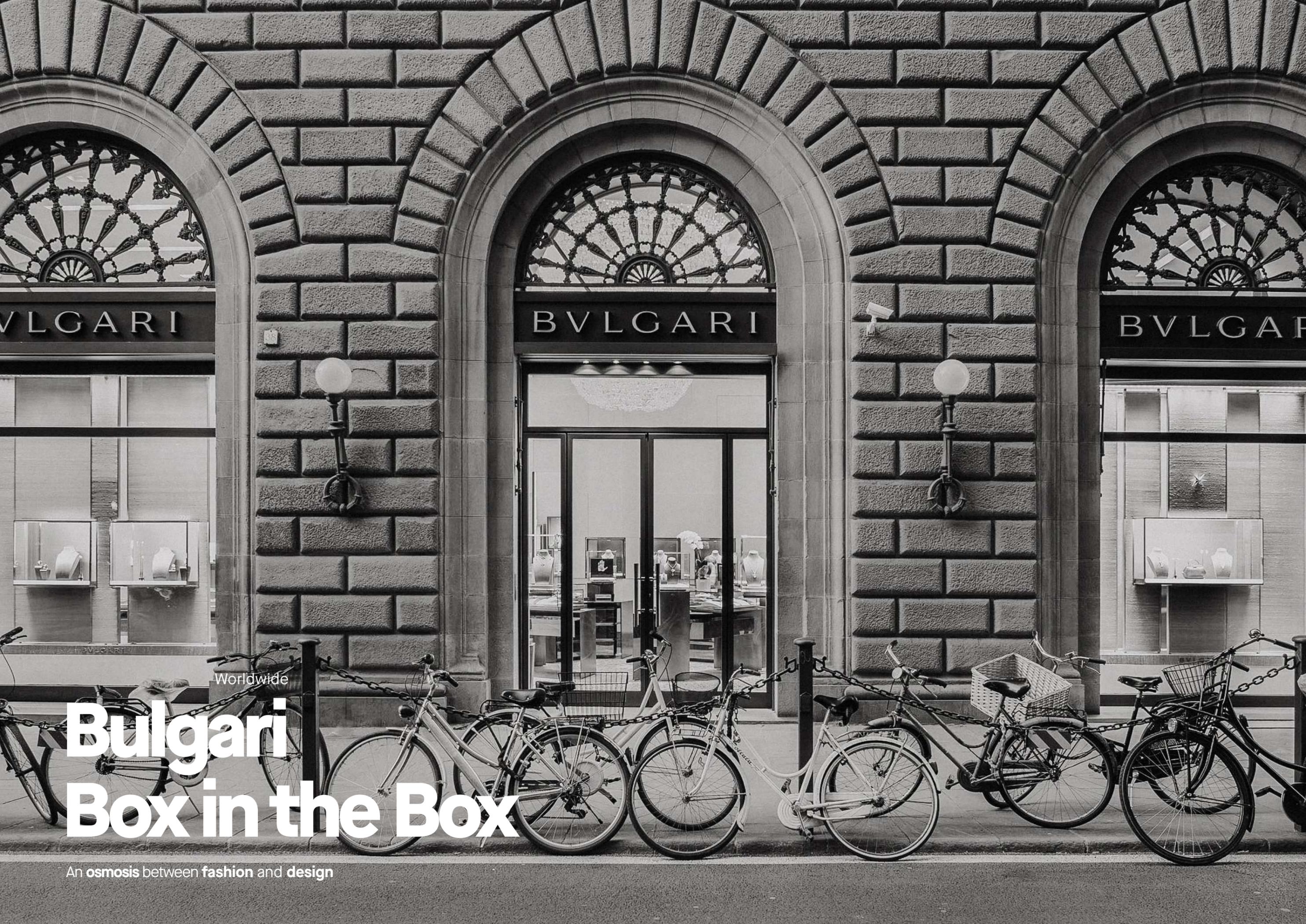
**PROJECT**  
Window Design Concept

The design evokes the world of cinema and theatre with its muses, through exclusive amethyst and rubellite shantung silk panels that remind the sliding curtains which close the theatre stage, acting as a frame for the protagonists. Ceramics, clothes and metals blend together on stage to enhance the jewels' colours and brightness. Joyous and lively, the windows pay a tribute to the appeal and femininity of the women to whom the jewels are inspired.

**DATE**  
2014







BVLGARI

BVLGARI

BVLGARI

Worldwide

# Bulgari Box in the Box

An osmosis between fashion and design





Marco Piva continues its cooperation with the prestigious brand Bulgari dressing the 2014-2015 worldwide shop windows.

Further testimony of the endless search for an innovative and timeless style, the display show an high level of sophistication in terms of shape and details.

The concept is always inspired to the theatre world, with soft textiles acting both as theatrical wings than as background for precious modular elements in golden metal, boxes through which the jewels are displayed as real protagonists.

Box in the Box window design is an elegant display where precious materials, use of lights and memorable jewels merge together, creating an osmosis between fashion and design.

**CLIENT**

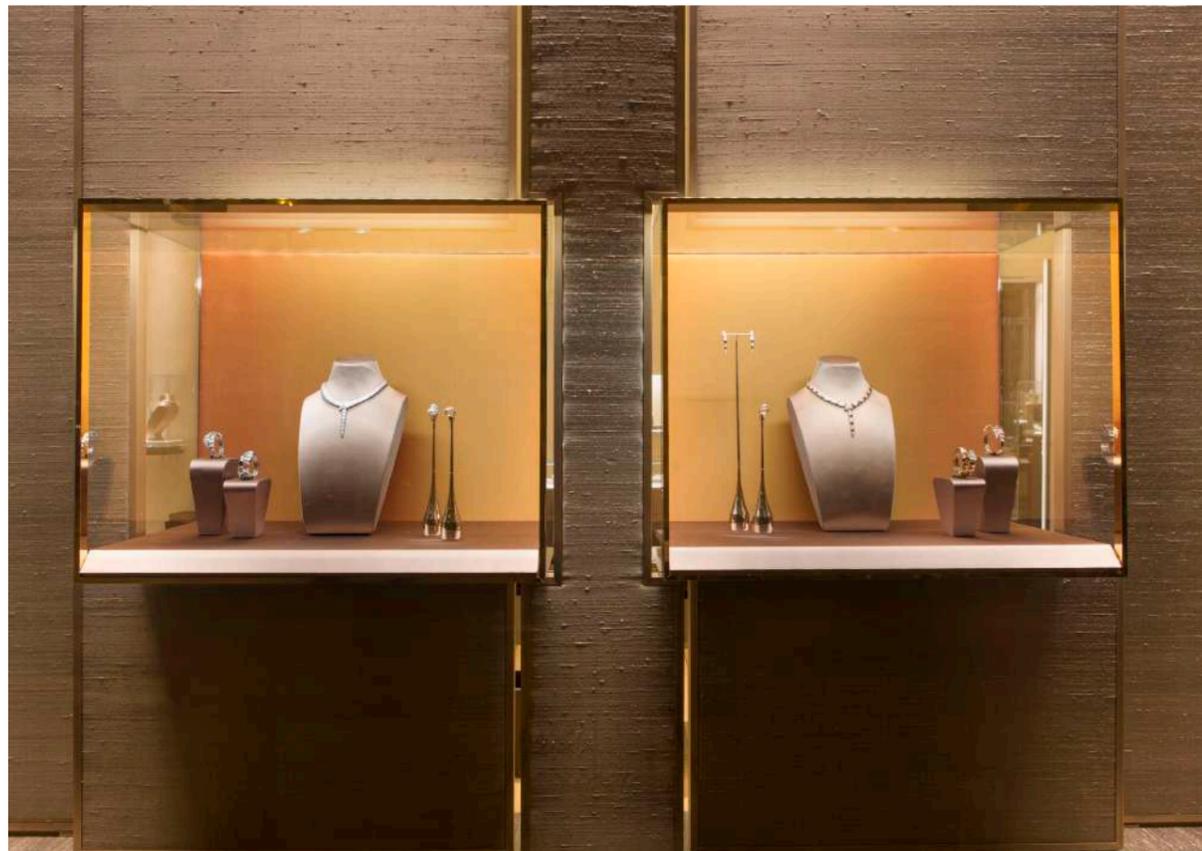
Bulgari

**PROJECT**

Window Design Concept

**DATE**

2014-2015

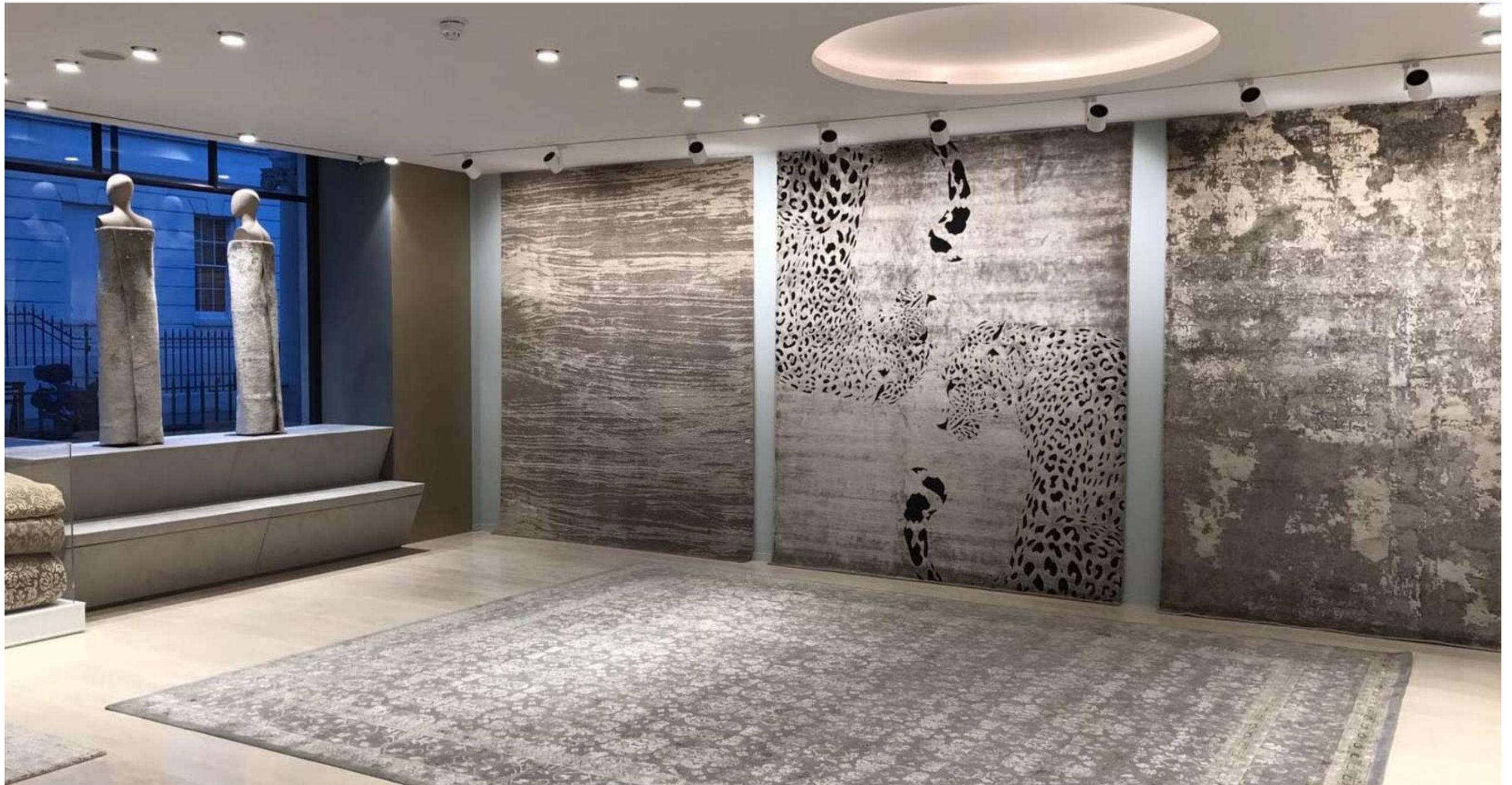


London, UK

# Sahrai Showroom

Contemporary and refined  
elegance with traditional values





50

51

In the prestigious Mayfair district, in the heart of London, Studio Marco Piva has been commissioned to project the interior design of the Sahrai Milano Flagship store.

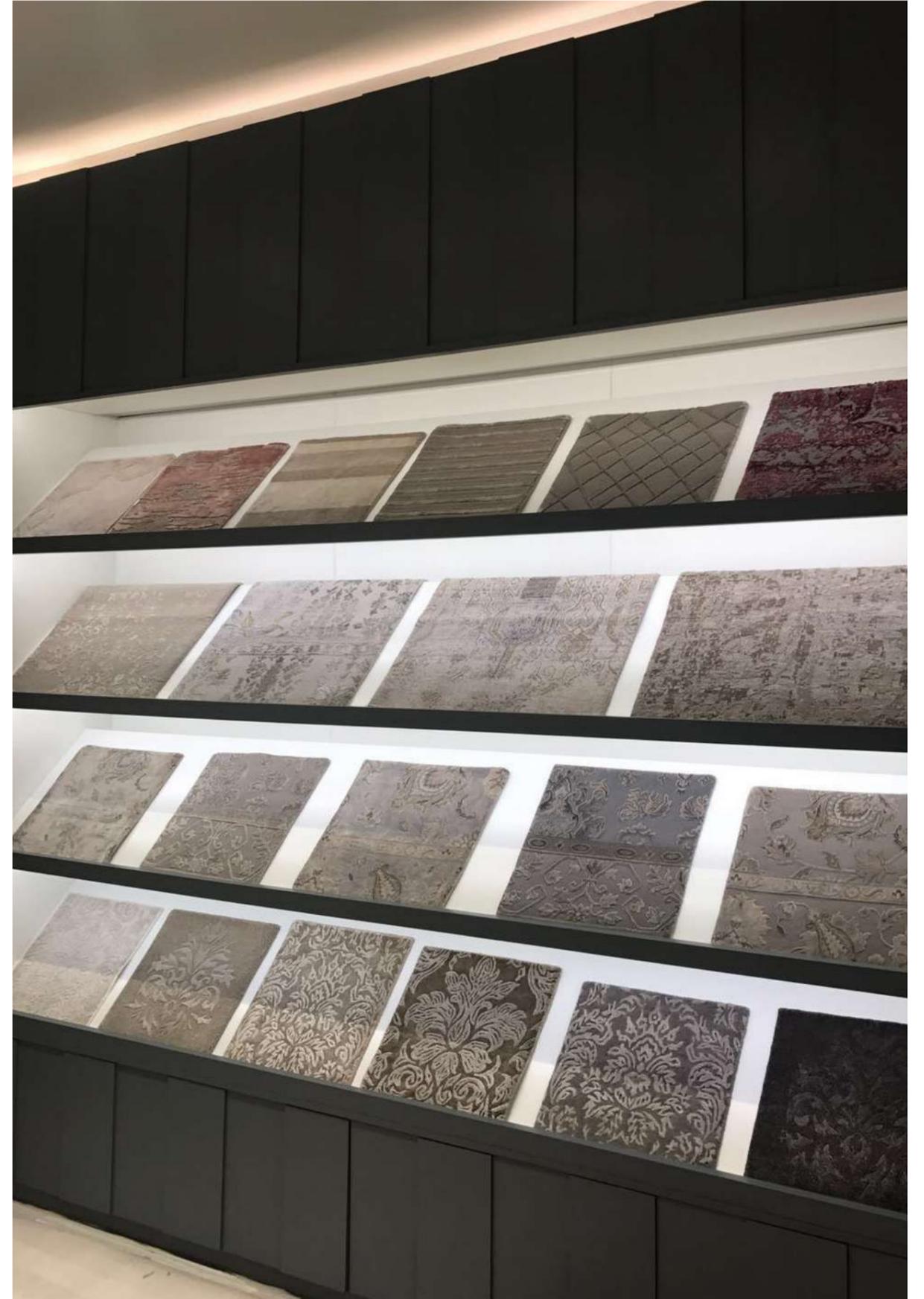
The space, has been designed as extremely clean and functional, modern and elegant.

On the ground floor, where the main entrance leads from the street, the layout has been reorganized to display the carpets and to maintain a vision of the whole space: a single large area that encloses the visual depth and uniqueness of space, divided only partially by symmetrical walls that act as exhibitors and also separate from the view from the street, to give privacy to the reception and a small meeting area.

**CLIENT**  
Sahrai Milano

**PROJECT**  
- Interior Design  
- G -1

**DATE**  
2017



Milan, Italy

# Montenapoleone District

Windows Display between  
Fashion and Hospitality







Marostica, Italy

# Vimar Showroom

An extremely **flexible** and **dynamic** space



Soluzioni  
Ingresso  
Entrance

Home automation solutions

EFFICIENZA ENERGETICA

SIUREZZA

ENERGY EFFICIENCY  
SAFETY AND SECURITY

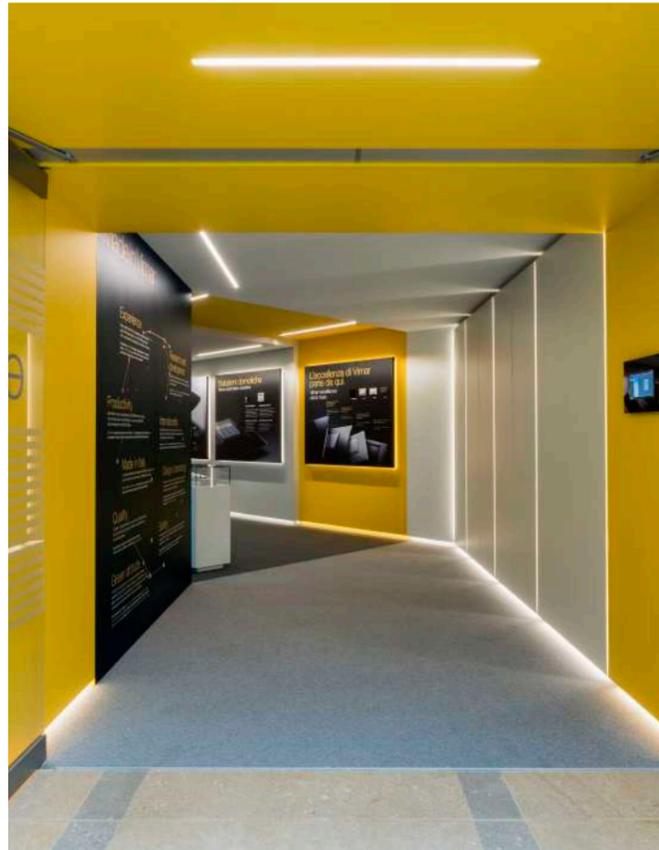
Strutture sanitarie  
Health Care Facilities

COMFORT

CONTROL

CONVERT

CON



The design concept for Vimar showroom, housed inside their Headquarter, comes from the need to show the products and, above all, to describe the company's values, philosophy, services and successes.

The design of Studio Marco Piva was not based on a simple display, but on the realization of an extremely flexible and dynamic space, at the same time innovative and functional, that involves the visitor, with a clean style and visual paths which enclose the whole Vimar world.

The showroom has been ideally divided into three main thematic areas. Very strong, in all spaces, the technological component behind the exposure of products. A rigorous spatiality, yet fluid, a flexible showroom, fitted to constantly change.

**CLIENT**  
Vimar S.p.A

**PROJECT**  
- Showroom Interior Design  
- Ground floor, 230 sqm  
- Entrance, Exhibition Area, Meeting Room

**DATE**  
2016



# Made in Vimar

## Experience

Siamo partiti nel 1945 con passione e voglia di progressi oggi 1.300 dipendenti, su cui 1.000 in Italia, lavorano con lo stesso spirito supportando un'evoluzione continua. We started out in 1945 with passion and a desire for innovation today, 1.300 employees, of which 1.000 in Italy, work with the same spirit of supporting a continuous evolution.

## Productivity

200 milioni l'anno di pezzi venduti, oltre 12.000 articoli in catalogo. Cifre che raccontano una produzione di successo, protagonista nei più importanti mercati internazionali. 200 million pieces sold per year and more than 12.000 catalogue items. Figures that tell of a successful production and a key player on the most important international markets.

## Made in Italy

La nostra produzione completamente italiana si ispira un mix unico al mondo di qualità estetica e affidabilità tecnologica. Our wholly Italian production is inspired by a unique blend within the world of aesthetic quality and technological reliability.

## Quality

Testiamo i nostri prodotti uno a uno, per una qualità massima. Ecco perché siamo in grado di offrire al consumatore ben 3 anni di garanzia. We test each product individually for maximum quality. This is why we can offer our customers a 3 year guarantee.

## Green attitude

Il nostro ciclo produttivo ha un basso impatto ambientale: utilizziamo solo vernici a base acquosa o a reticolazione UV, stiamo sostituendo i bagni galvanici con i processi a basso contenuto di emissioni sotto i limiti più restrittivi. Our production cycle has a low carbon footprint: we use only water based or UV reticulation paints, we are replacing electroplating baths with the ecological MSD process, and we keep our emissions below even the most restricted limits.

## Research and development

Investiamo il 10% del fatturato in Ricerca e Sviluppo e abbiamo un parco di brevetti che ha permesso di realizzare oltre 100 brevetti. We invest 10% of our production in R&D. This amount has made it possible to create a patent park of more than 100 patents.

## Internationality

Siamo presenti nel mondo con 800 espositori e stiamo realizzando prodotti a oltre 100 nazioni, soprattutto offrendo soluzioni innovative e tecnologiche per il futuro. We have 800 expositors worldwide and produce more than 100 different countries, offering innovative and technological solutions for the future.

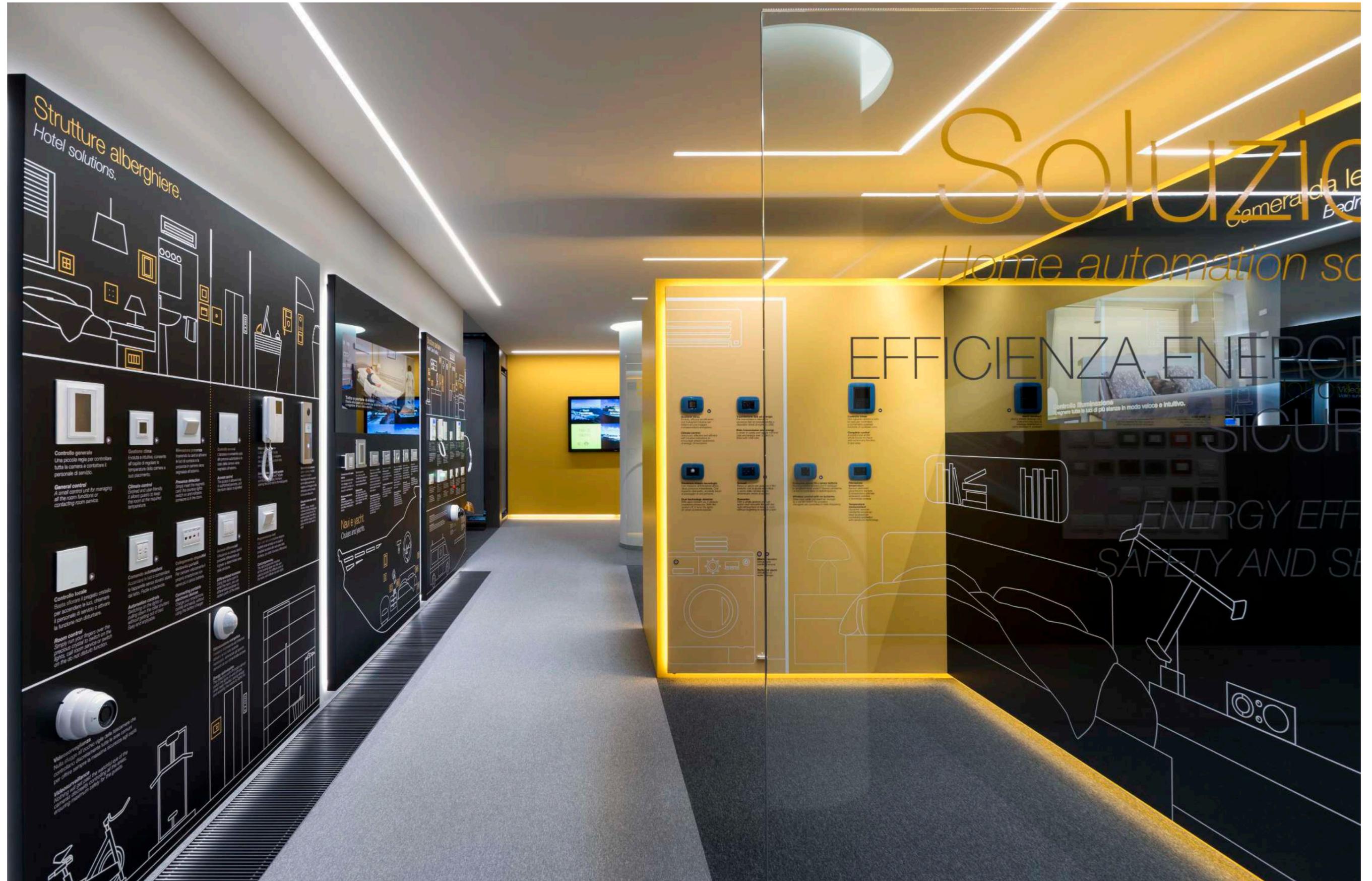
## Design & technology

Pensiamo che forme e tecnologia debbano convivere, per questo sviluppiamo prodotti a curve, angoli e forme originali, tecnologie inedite e innovazioni. We believe that shapes and technology have to go hand in hand, that's why we develop products with curves, angles and original shapes, technologies and innovations.

## Safety

Per tutti gli accessori della gamma abbiamo ottenuto il marchio europeo di sicurezza, il marchio CE, e abbiamo ottenuto il marchio CE per tutti i nostri prodotti. Personal safety is our priority and for this we obtained the European CE mark for all our products.

L'eccellenza di Vimar parte da qui. Vimar excellence starts here.





Milan, Italy

# Sicis Showroom

A scenographic and flexible display  
created with mosaic pieces



The building is laid out on three levels, linked horizontally as well as vertically by emptying the floors, making space for great scenographic displays created with mosaic pieces.

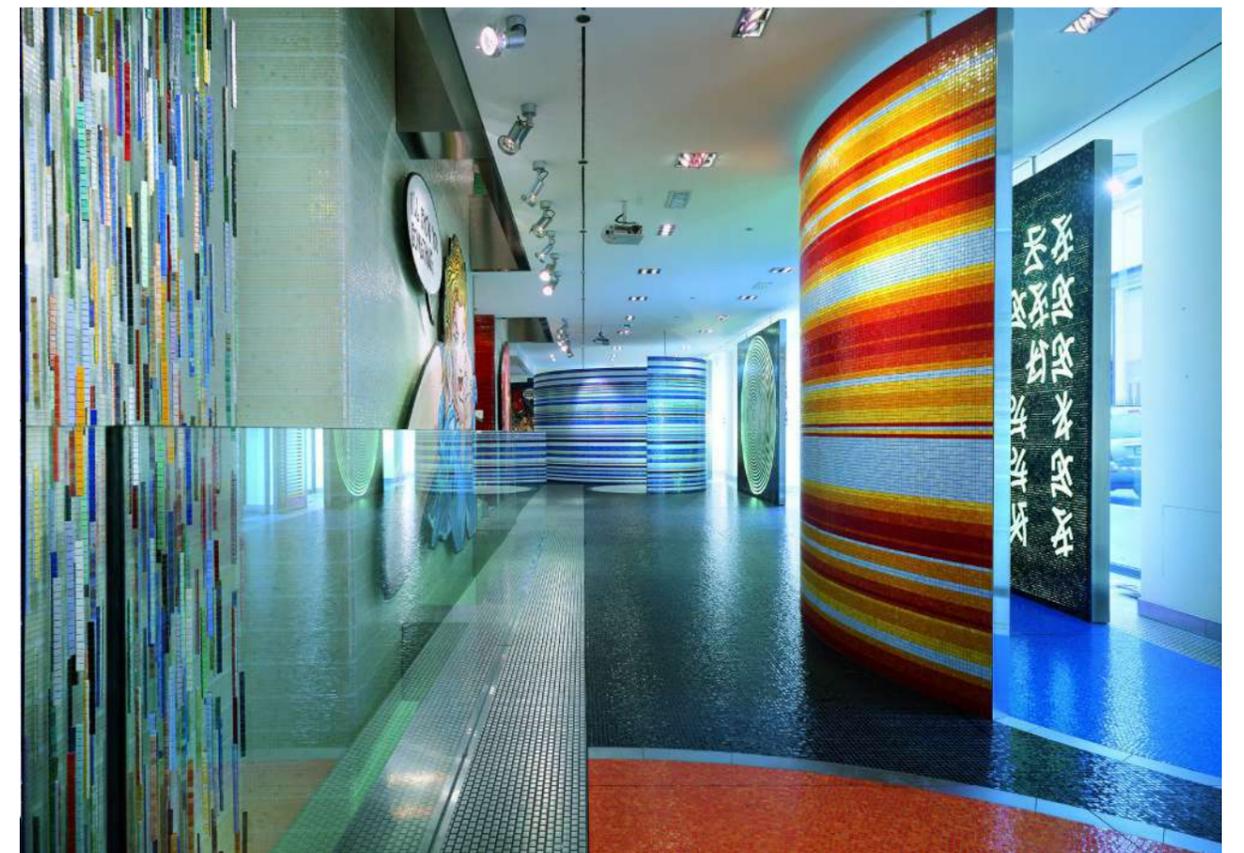
**CLIENT**  
Sicis S.r.l.

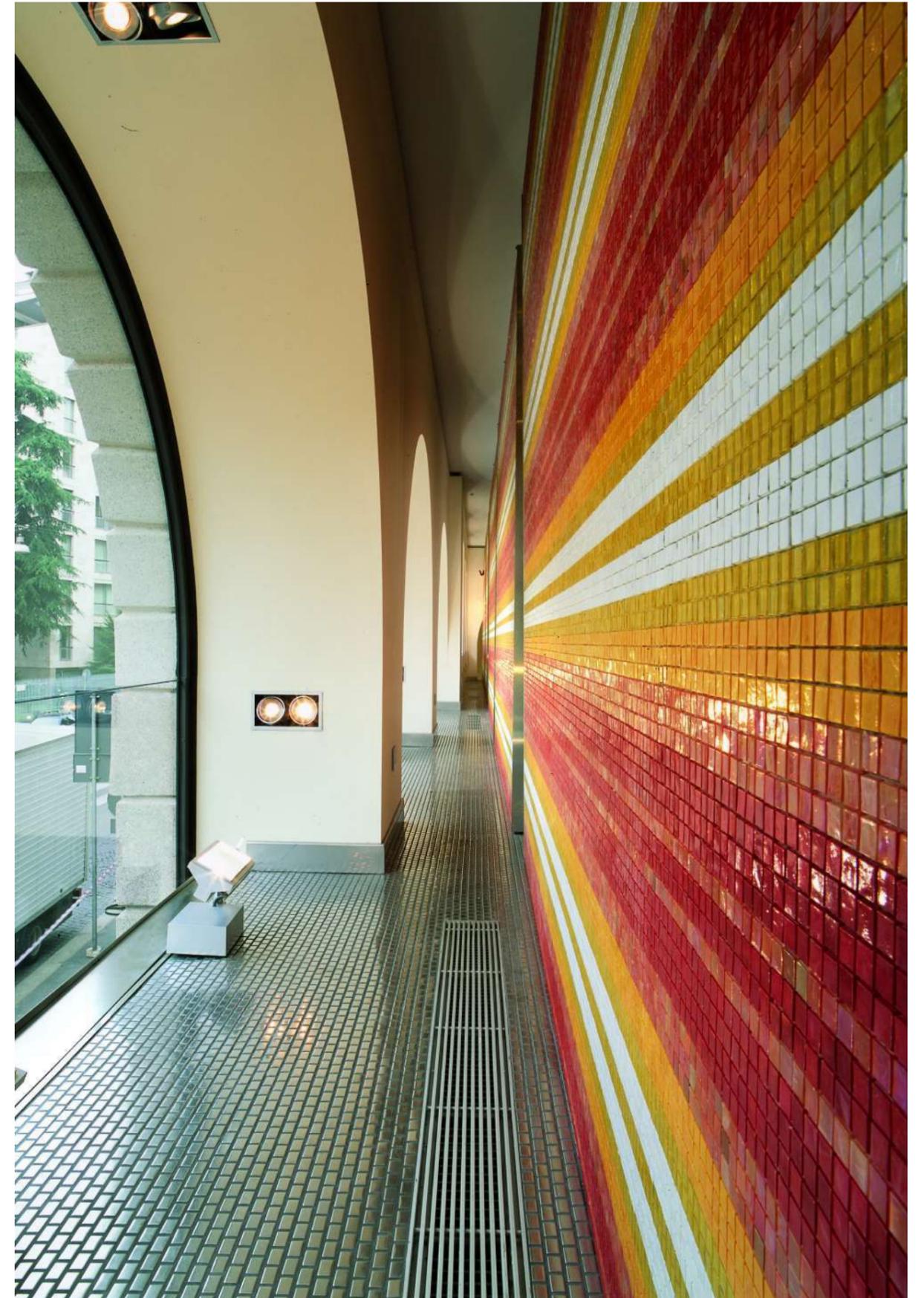
**PROJECT**

- G+1
- Showroom with 12 shop windows
- Offices (basement level), Exhibition area (ground and first floor)

**DATE**  
2004

The concept done by Studio Marco Piva lies on two main themes: the first is mosaic thought as a "skin", adhering to surfaces or structures, and following the contours of volumes and buildings. The second is transparency, through which mosaic shows all its qualities: from liquid and crystalline glass consistency to color. Enhanced by the light passing through the tesserae; from the iridescent mosaic surface to light that reveals rainbow shines to the surrounding environment. A perfect framework for presenting collections that range from bathroom fittings to lighting appliances.







Milan, Italy

# Manzoni Mall

An extremely **flexible** and **dynamic** space



+13.00



76

77

In the heart of the Milanese fashion district, the historic Galleria Manzoni, with its well-known Cinema Manzoni, will be converted into a new multifunctional center open to the city, with a prestigious work developed by Stam Europe and Prelios. An ambitious project, created by Studio Marco Piva in Milan in collaboration with architect Maurizio Villasanta, enhance the entire area between Via Manzoni, Via della Spiga and Via Montenapoleone, respecting the existing historical and artistic heritage.

The aim is to combine history and present days of a city that never sleeps. An osmosis between exterior and interior, together with functional performance, create extremely flexible and permeable spaces, characterized by a new engaging interior design obtained through the use of precious materials and spectacular energysaving lighting systems.

**CLIENT**  
Prelios SGR

**PROJECT**  
– Architecture and Interior Design  
– Facade Design  
– G+3  
– Theatre, Boutique Hotel, Bar, Club/Spa, Luxury Malls

**DATE**  
2016

Taizhou, China

# GPlus Museo

A new way of living the shopping experience





80

81

**CLIENT**  
G PLUS International

**PROJECT**  
- Showroom Interior Design concept, Facade Design, Brand Logo  
- G+1

**DATE**  
2013

In Taizhou, 350 kilometers south of Shanghai, Marco Piva has been commissioned to study the concept of a new empire dedicated to luxury. A multi-brand showroom in which internationally recognized brands are arranged as, and between, Art works.

The guiding principle of the project has been the bamboo, which in Chinese culture has a strong evocative power. From the image of a bundle of woven bamboo are born the main lines of the spaces, from the external facade to the distribution of the windows, through the bright bands on the columns and walls, until the metal inserts in the floor.

The main feature on which the environment has been studied is the flexibility, with walls arranged as modular and adjustable niches, movable exhibitors, multi-directional lights.

Chengdu, China

# Tonino Lamborghini Commercial Area

Three floors of luxury international fashion brands



**CLIENT**

Chengdu Donghe Real Estate Co., Ltd

**PROJECT**

- Interior Design - Façade design
- G+42
- G+44
- 5 Star Luxury Hotel: Entrance hall, reception, all day dining, chinese restaurant, private chinese restaurants, 1 cafeteria, executive lounge, lift lobby, lobby bar, panoramic swimming pool, gym, beauty saloon, banquet hall, meeting rooms, wedding ceremony center
- Residential Complex: more than 700 apartments
- Commercial Area: shopping mall
- Sichuan Theatre

**BUILT UP AREA**

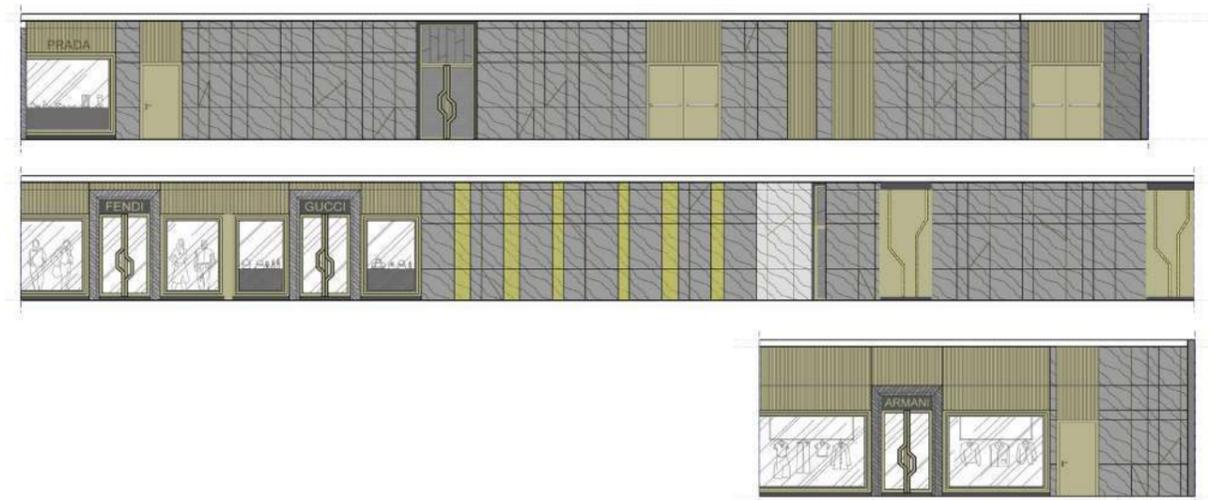
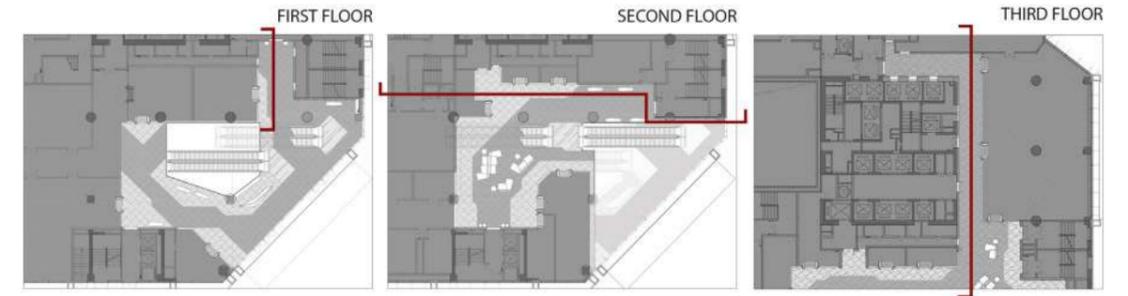
Hotel: 11.199 sqm (around 300 rooms/apartments)  
Residential Complex: 4000 sqm  
Commercial Area: 1.421 sqm  
Sichuan Theatre: 500 sqm  
Total area: 32.000 sqm

**DATE**

2019 - in progress







In the historical heart of Chengdu city, the most dynamic and fast growing area of the world, Studio Marco Piva realized Shopping Mall inside the new Tonino Lamborghini Hotel.

Starting from an analysis of the city context, the design proposed took inspiration from the local nature, architecture and culture. The input was to create a new way of shopping, developing an elegant and high-quality concept.

An important reference came from the theatre world, one of the most important form of art of the territory, that suggests to use decorative and scenographic tent and sliding doors acting as theatrical wings.

Shape of nature and its colours are reflected into the chosen materials and textures, such as rich decorated marbles, strong vertical lines that remind the bamboo canes of the near natural reserve.

An elegant blend of Chinese culture with Italian tradition for an aesthetic, functional and emotional result.

**CLIENT**  
Chengdu Donghe Real Estate Ltd

**PROJECT**  
- Shopping Mall  
- 1 Floor 431 sqm  
- 2 Floor 374 sqm  
- 3 Floor 616 sqm

**DATE**  
2019



HERMES

HERMES

Jewellery  
Jewellery  
Jewellery





Xi'an, China

# Wantgo Shopping Park

Iconic details of the brands blend with the deepest traditions of Chinese culture



96

97

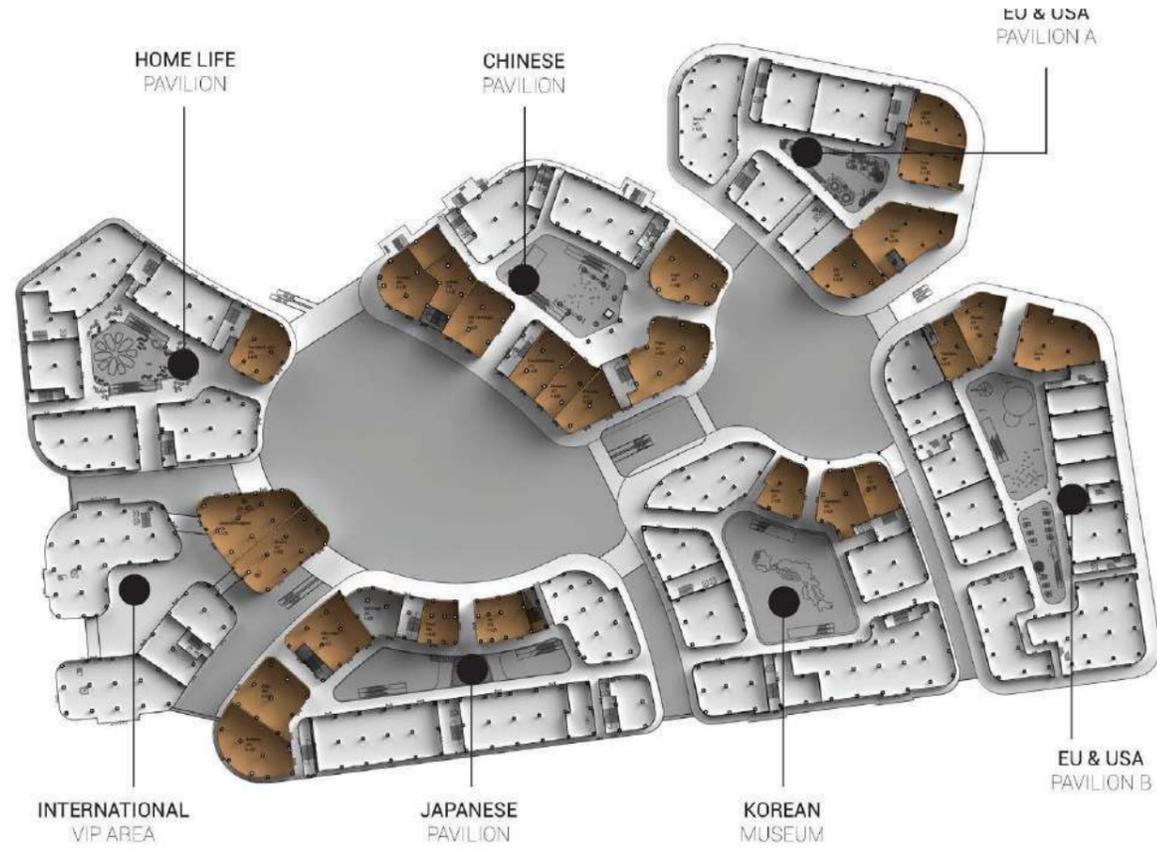
**CLIENT**  
SCITECH COMMERCE

**PROJECT**  
- G+2  
- 28 store  
- Luxury brands Case History  
- Concept Design

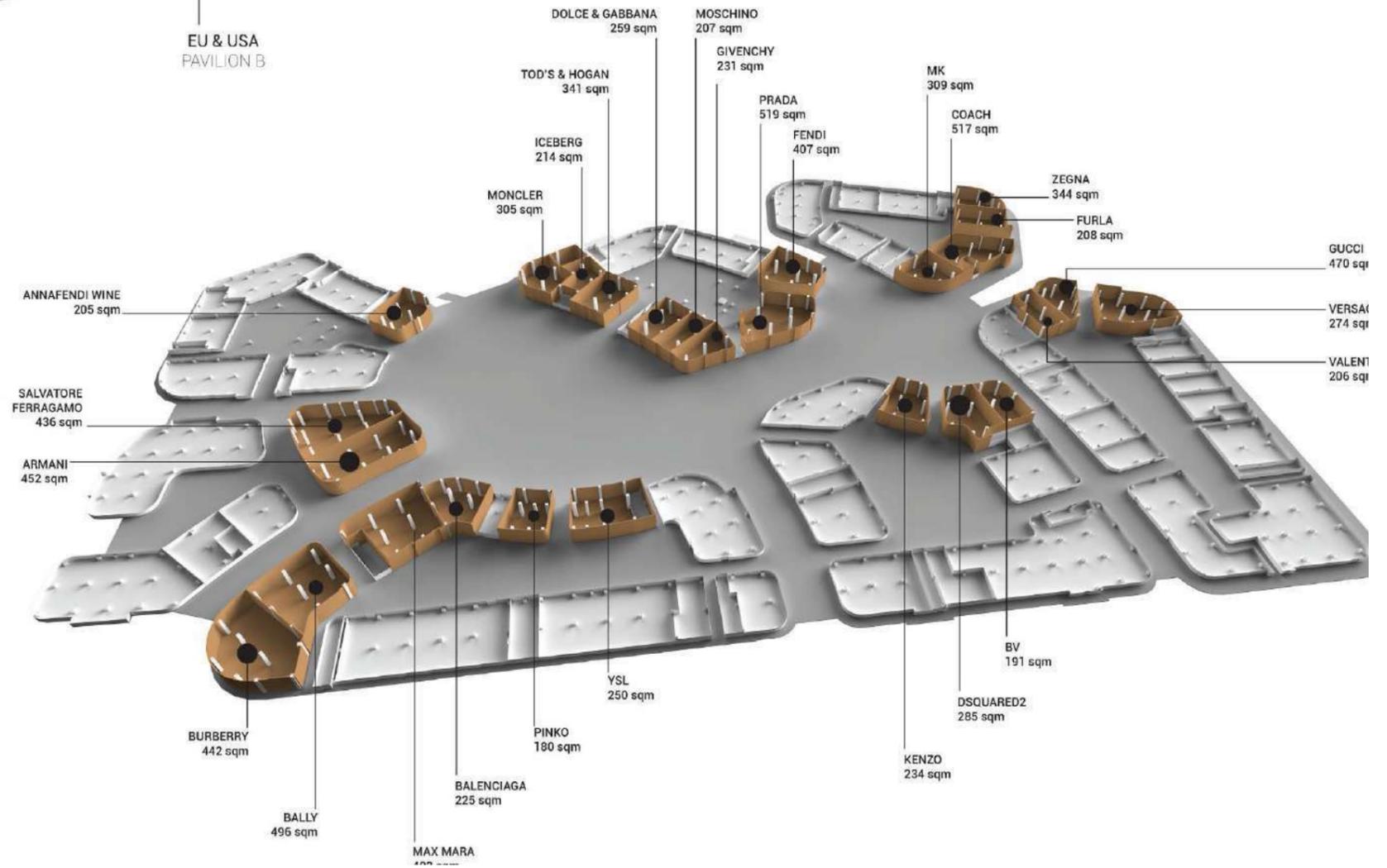
**DATE**  
2018

The economic development in China led to the birth of many shopping centers in the country, of which many of them "without soul".

For this reason, Studio Marco Piva was commissioned to study the design concept for 28 luxury-brand stores within the new Wantgo Shopping Park, to emphasize, through the design, the quality and original, unmistakable style of those brands, combining an absolutely contemporary sign with traditional Chinese references, to maintain their precise identity but integrated into the Chinese market requirements. Through a deep study of the brands and the local context, Studio Marco Piva has identified 7 different material and chromatic Moodboards, one for each Pavilion of the new structure, where iconic details of the brands blend with the deepest traditions of Chinese culture, to spread the best aesthetic qualities, inspired by the today's lifestyle.



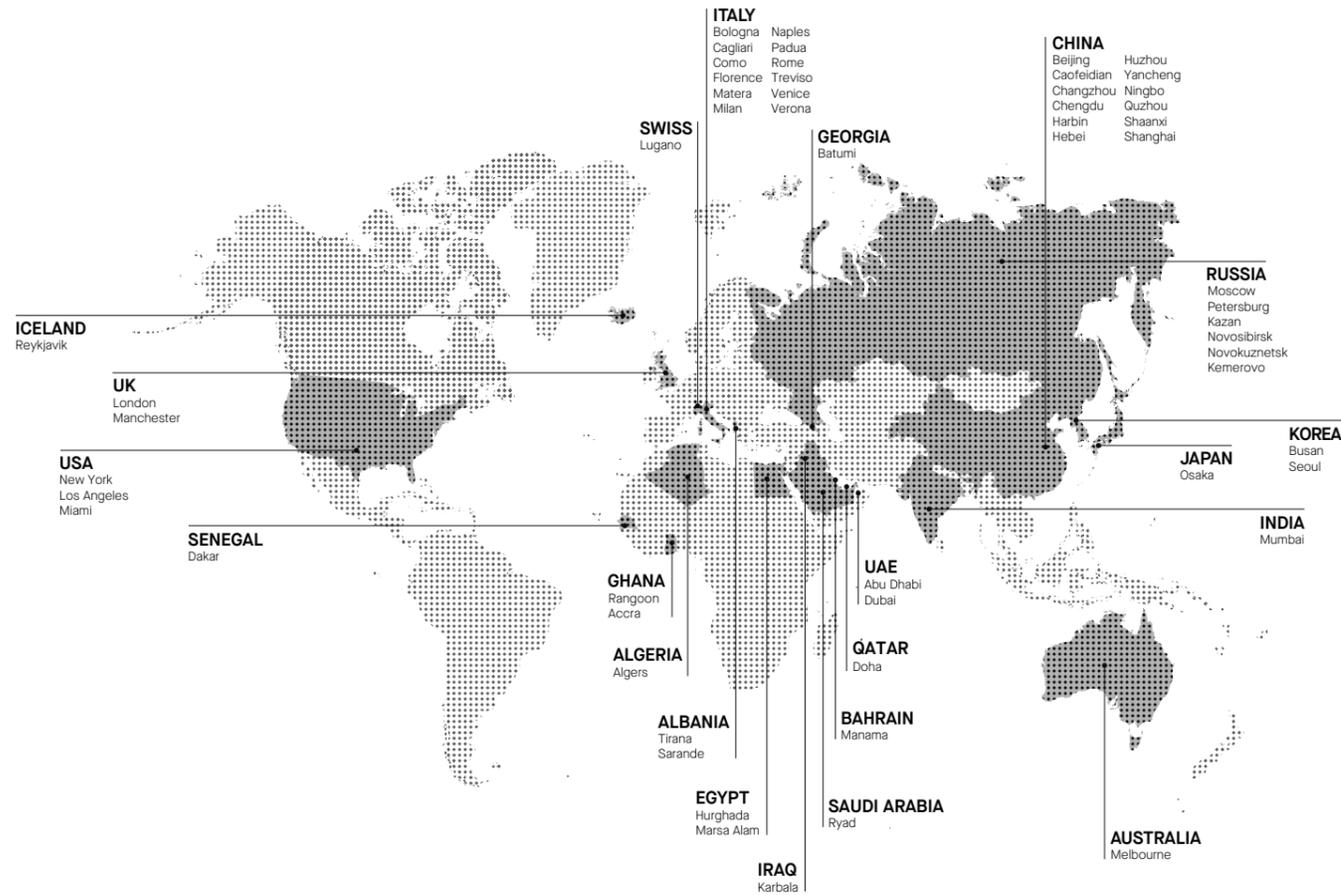
GROUND FLOOR











# SMP

## on the map

Studio Marco Piva has always had a strong resonance both national and international, with a wide range of projects on all 5 continents. Internationality is also reflected internally in the Studio's working life, which currently includes collaborators from 17 different nationalities speaking 20 languages.

For SMP this aspect is an element of strength that plays a strategic role in the continuous weaving of relationships, of understanding and cooperation with other design entities throughout the Globe.

The research for harmonious relationships with other Cultures and the intriguing "contamination" that derives, leads SMP to interpret the design challenges in new and winning ways.

In the United Arab Emirates, Studio Marco Piva has maintained an important presence for more than 15 years that allows the Firm to act, when necessary, in the entire Gulf area, while a specific presence, through local collaboration, recently started in Saudi Arabia. Also in India, after carrying out some high-level residential projects, SMP has established its presence in the most important cities of the country.

In China the Firm has chosen another strategy, deciding not to operate through representation agreements but to open a company under Chinese Law able to operate autonomously throughout the territory of the Nation.

The last confirmed worldwide presence of SMP in chronological order is in the United States, where it had already been active for years in areas of California with important private villa projects and now also active on the territory of New York and in all the States of the Union.

As for the relationship with other Italian and foreign firms, the preference of Studio Marco Piva goes to targeted collaborations with some of the most prestigious engineering companies in the world.

Passion, dedication and perseverance in successfully achieving the objectives have allowed many of SMP's projects to win important prizes, awards and mentions of honor all over the world, from large-scale projects, to architectures, interiors and product.

SMP projects show distinctive features, in functionality, aesthetic and design conception focused also on new ethic values. These traits are often chosen as a model of inspiration and teaching in conferences and seminars, in schools and universities, and finally in worldwide events such as the Italian Design Days where Architect Marco Piva takes part as Italian Design Ambassador since years.

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