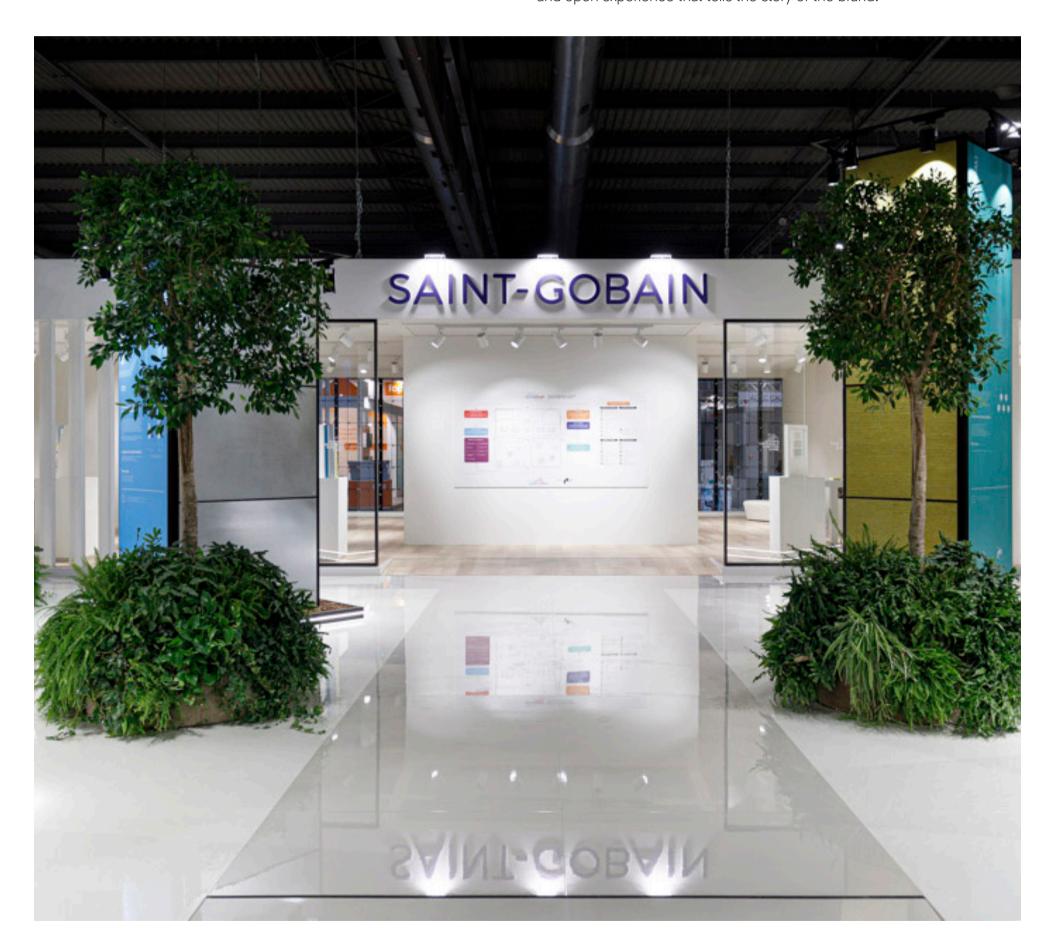
Saint-Gobain Made Expo

Milan, Italy

CLIENT
Saint-Gobain
PROJECT
Exhibition Stand
AREA
450 sqm
DATE
2023

The **Saint-Gobain space** designed by Studio Marco Piva describes an experiential path between nature and matter, innovation and sustainability. The installation is divided into **two areas**: 9 vertical and variable-height totems design the first exhibition space without perimeter walls under the banner of surprise and emotion; the second space, operational and functional, immerses the visitor in a new relationship with the brand (sensory area, training area, Materioteca).

The stand in its entirety tells the story of Architecture and its materials by combining research, inventiveness and expressiveness: technology and innovation-from the integrated walls with transparent ledwalls to the graphics on the totems-point to new goals such as sustainability and an increasingly conscious use of energy resources and recycled and recyclable materials. The project is a meeting space - exhibition and work - dynamic: between art and decoration, architecture and design. The promise is an interactive and open experience that tells the story of the brand.





Studio Marco Piva

via Maiocchi, 9 20129 Milano, Italy phone +39 02 29 400 814 studiomarcopiva.com