

# Saint-Gobain Made Expo

Milan, Italy

EXHIBITION

## 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.



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