

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
CO-FOUNDER



SARAH GABAGLIO
CO-FOUNDER



ARMANDO BRUNO
FOUNDING PARTNER - CEO



DANIELA BALDO
FOUNDING PARTNER - COO

Studio Marco Piva

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, a traveler and designer, is an innovator who is dedicated to **create unique design creations pervaded by stylistic freedom**. The **Board of Studio Marco Piva** is composed of the co-founders, architects **Marco Piva** and **Sarah Gabaglio**, and the **founding partners Armando Bruno**, CEO, and **Daniela Baldo**, COO.

SMP is made up of a **multidisciplinary and multicultural team**, which is its distinctive feature and strength.

This **rich mix of backgrounds and perspectives** adds significant value to projects, encouraging **innovative and sustainable design approaches** and offering **creative and customized solutions for each project**. It also promotes seamless collaboration with international clients and partners, enabling a deeper understanding of **local cultures, needs, and expectations**.

Index

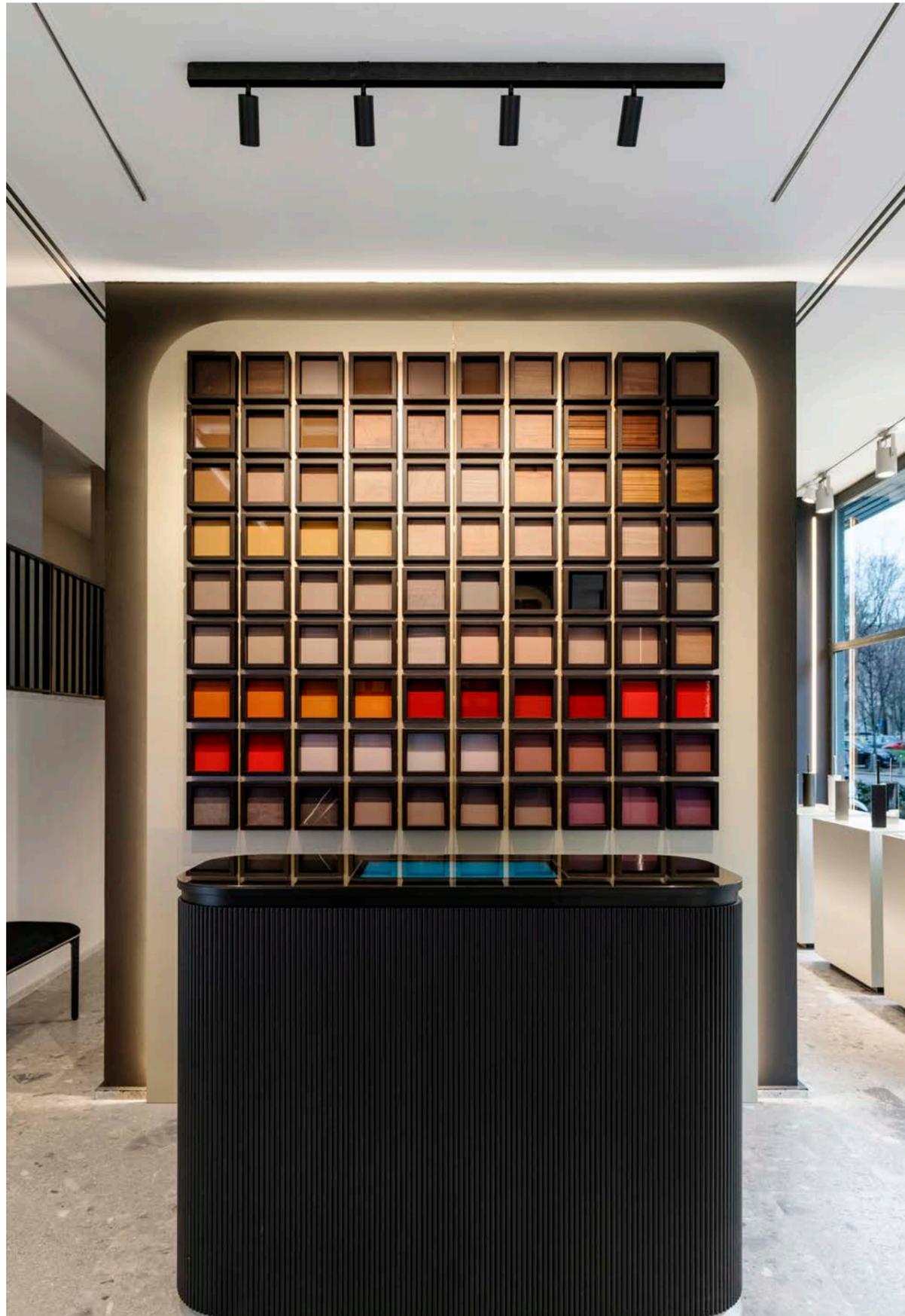
INDA Showroom MILAN, ITALY	9
Calligaris Group Flagship Store MILAN, ITALY	23
Bulgari Windows WORLDWIDE	37
Bulgari Diva WORLDWIDE	47
Bulgari Box in the Box WORLDWIDE	55
Sahrai Showroom LONDON, UK	61
Montenapoleone District MILAN, ITALY	67
Vimar Showroom MILAN, ITALY	73
Sicis Showroom MILAN, ITALY	79
Manzoni Mall MILAN, ITALY	87
Gplus Museo TAIZHOU, CHINA	91
Tonino Lamborghini Commercial Area CHENGDU, CHINA	95
Wantgo Shopping Park XI'AN, CHINA	107



Milan, Italy

INDA Showroom

The new bathroom experience as a place of ritual



CLIENT
Inda S.p.A.

PROJECT
Interior Design

AREA
380 sqm (230 ground floor, 90 basement, 60 mezzanine)

DATE
2023 - 2024

INDA, an industrial group in the bathroom furnishing sector with 80 years of experience and a consolidated leadership in international markets, has chosen to leave the brand's narrative to the know-how of Studio Marco Piva, which has created surprising spaces for a unique experience.

In the historic Porta Romana district, a new layout interprets the INDA Milan showroom: the project focuses on the person and on the bathroom experience as a place of ritual, as a moment of relax in which the body finds its balance through the surrounding objects. The new INDA Milan showroom architecture is designed to accompany the visitor on a journey of discovery of the total look collections, customisation and innovation that have made the brand a point of reference in the sector for designers and end-users.

Right from the entrance, the layout gives the rooms a feeling of spaciousness and airiness, emphasized by the brightness offered by the 13 spectacular full-height shop windows, for a total surface area of 380 square meters on two levels plus a mezzanine, with 3 meeting rooms in addition to the service areas. The materials used for the doors, the wood panelings, the etched glass and coloured boxes framing the wallpaper textures, to name just a few, are excellent.



inda
bathroom interior





14

Spaces are built around the concept of BOX, present as a recurrent shape in the set-up and as the defining element of the 8 bathrooms (6 of which are medium size and are located in the central gallery and 2 of larger size in the showroom extreme corners) that enhance the value of the exclusive finishes that made INDA an established player in the world level.

Each BOX, enhanced by STRIP LEDs that are always on even at night to illuminate the display, and defined by a dedicated colour palette, outlines a microcosm where furniture, mirrors, lights, shower walls and accessories dialogue in compositions with a neat display.

Other architectural elements include smoked grey WALLS - placed in correspondence with some of the shop windows - to frame the spaces and create a "speaking" path through the excellence of Made in Italy. "A world of possibility" is the claim that accompanies each wall and which includes 8 keywords strongly evocative of the brand's identity.

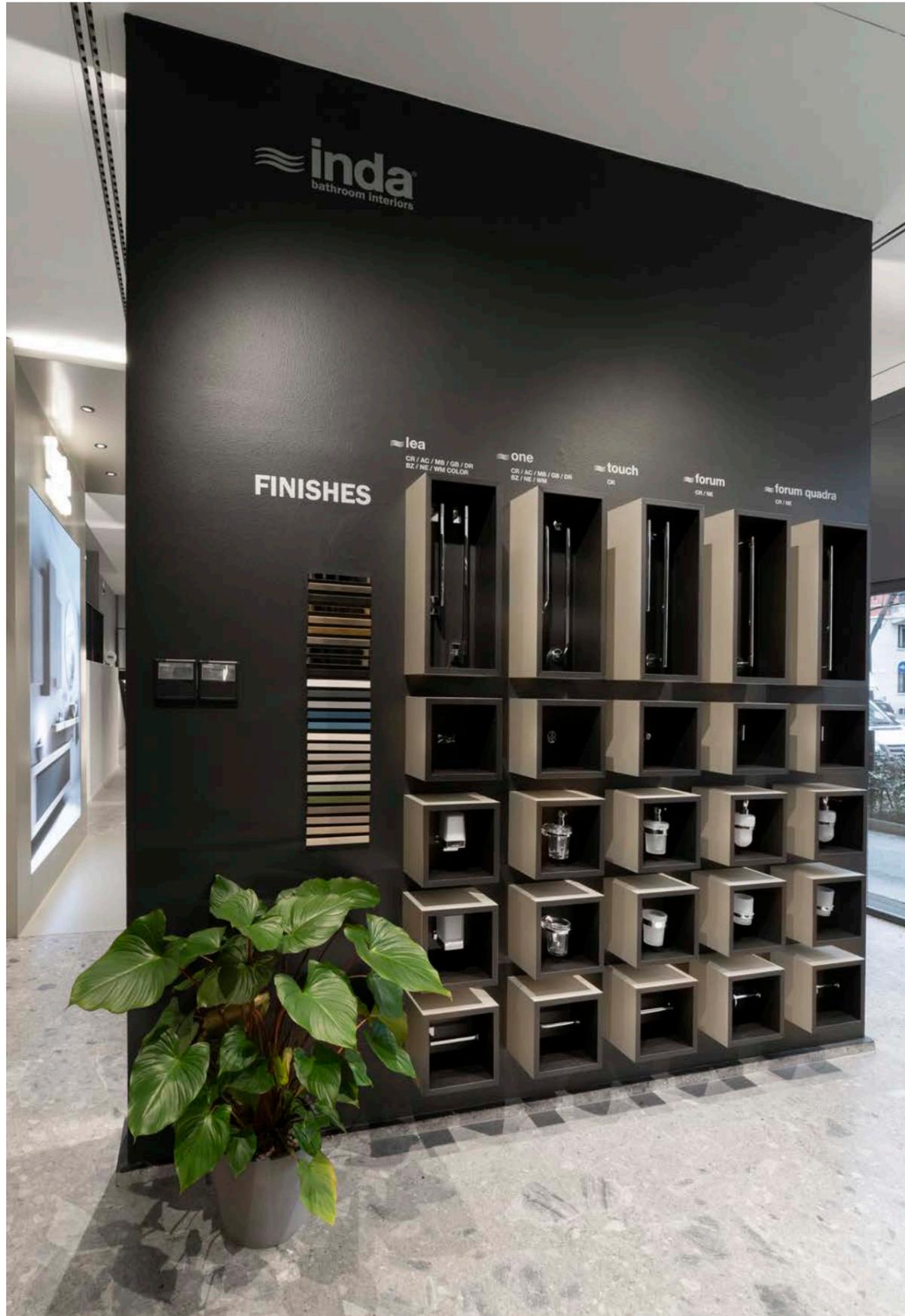
Great attention is also paid to the mirror range, to which the company dedicated its first price list in 2023, which boasts a dedicated area where the most technological best sellers are displayed together with a behind-the-scenes showcase revealing their innovation value.

With a view to offering an immersive experience to visitors, a large LED wall at the entrance projects evocative videos of the INDA identity on a loop, while the two welcome desks, each with an interactive surface, allow visitors to explore the catalogue collections and configure possible solutions. Finally, two material libraries located on the walls behind the reception desks display a selection of materials and finishes for a total of 144 samples, the quintessence of the company's design flexibility.



15

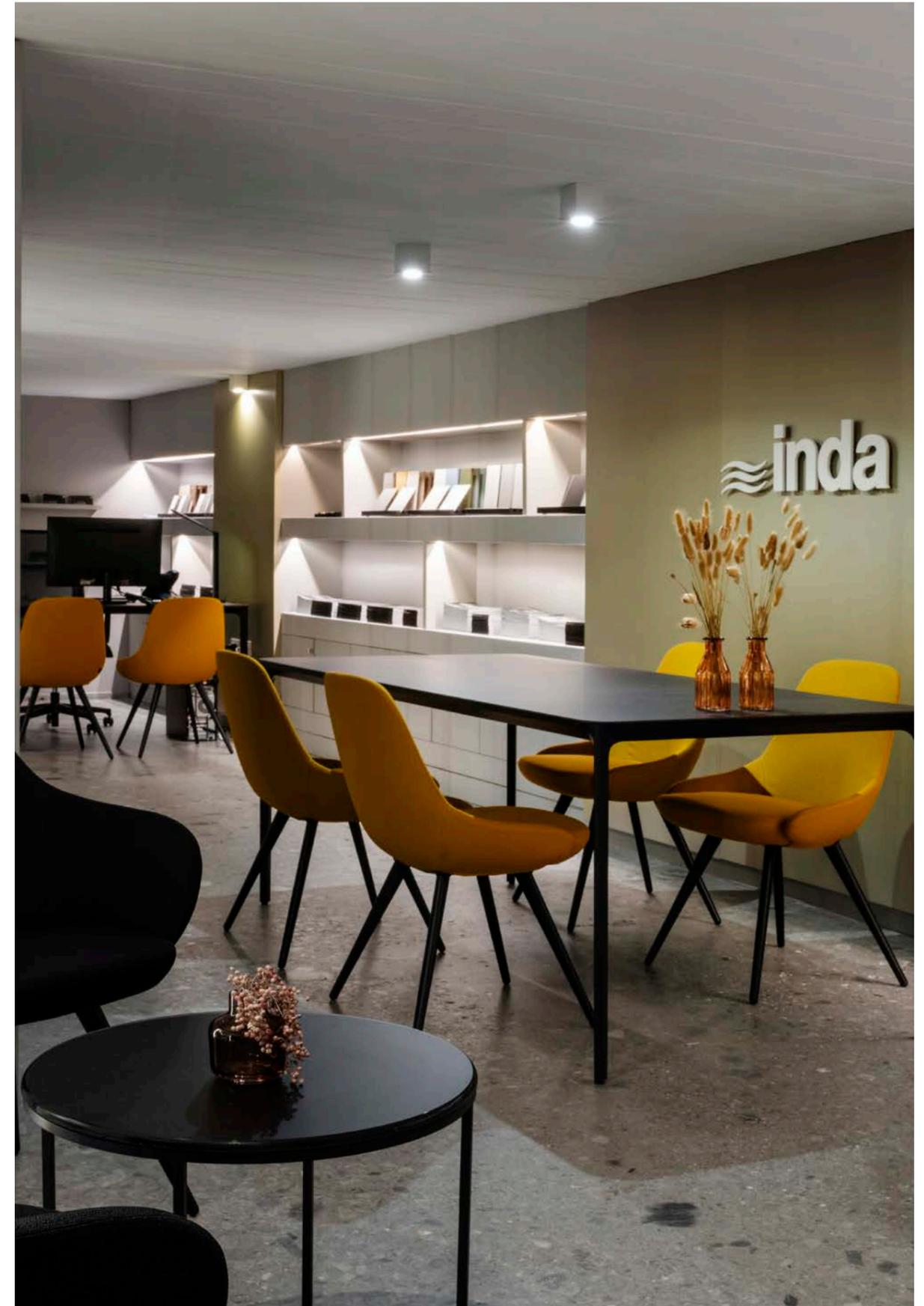






20

On the two sides in the central part of the showroom is an area dedicated to accessories and toilet brush holders, both of which are enhanced by being placed in a removable box to facilitate their selling process, with a dedicated window display on the outside. The mezzanine floor houses the offices and, thanks to full-height architectural volumes, creates an intimate but not closed space for welcoming designers and clients, while the basement floor houses an important business meeting room perfect for presentations to the Press, the sales force and - if necessary - also an exclusive private lunch area thanks to the presence of the kitchenette.



21

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

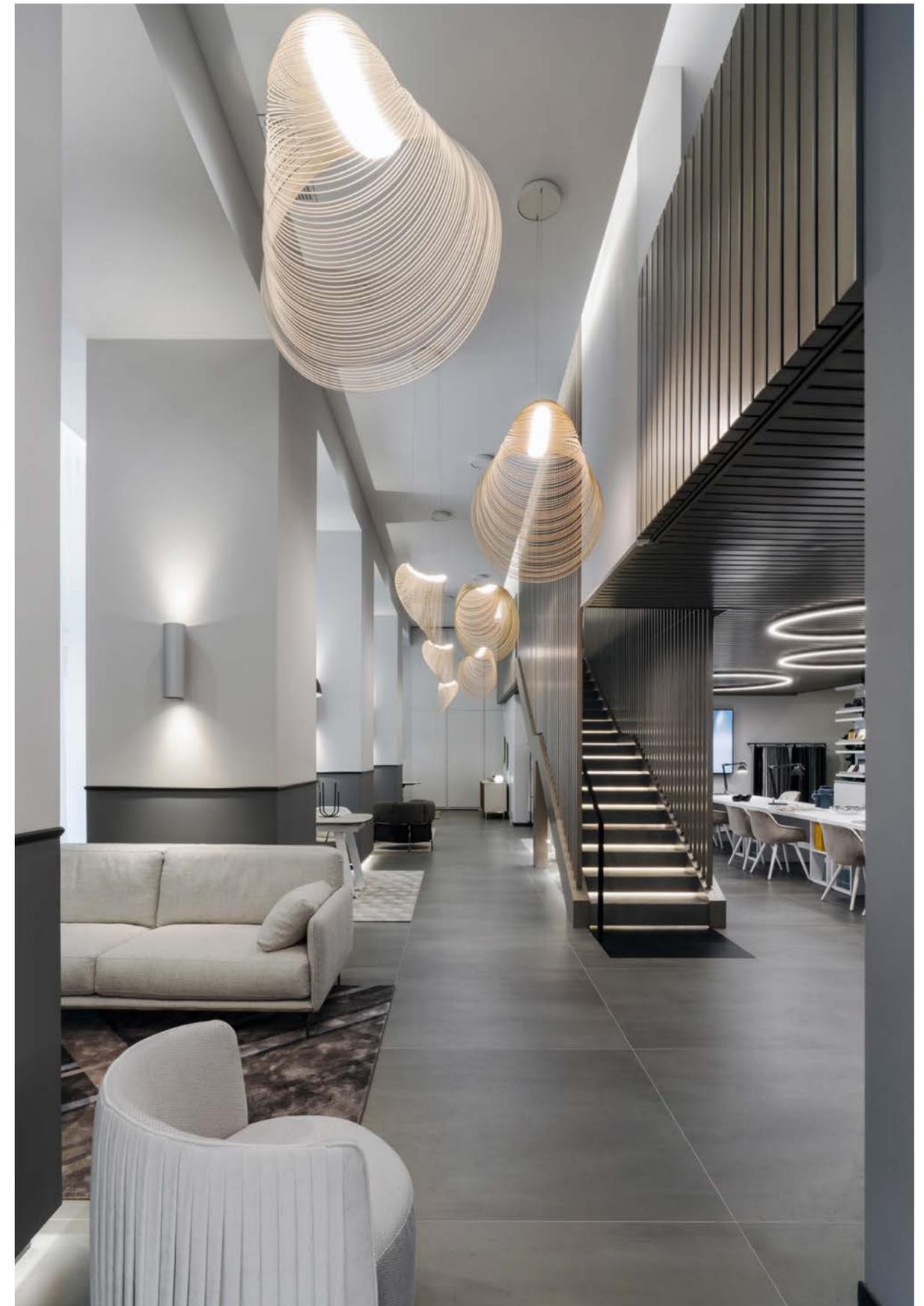
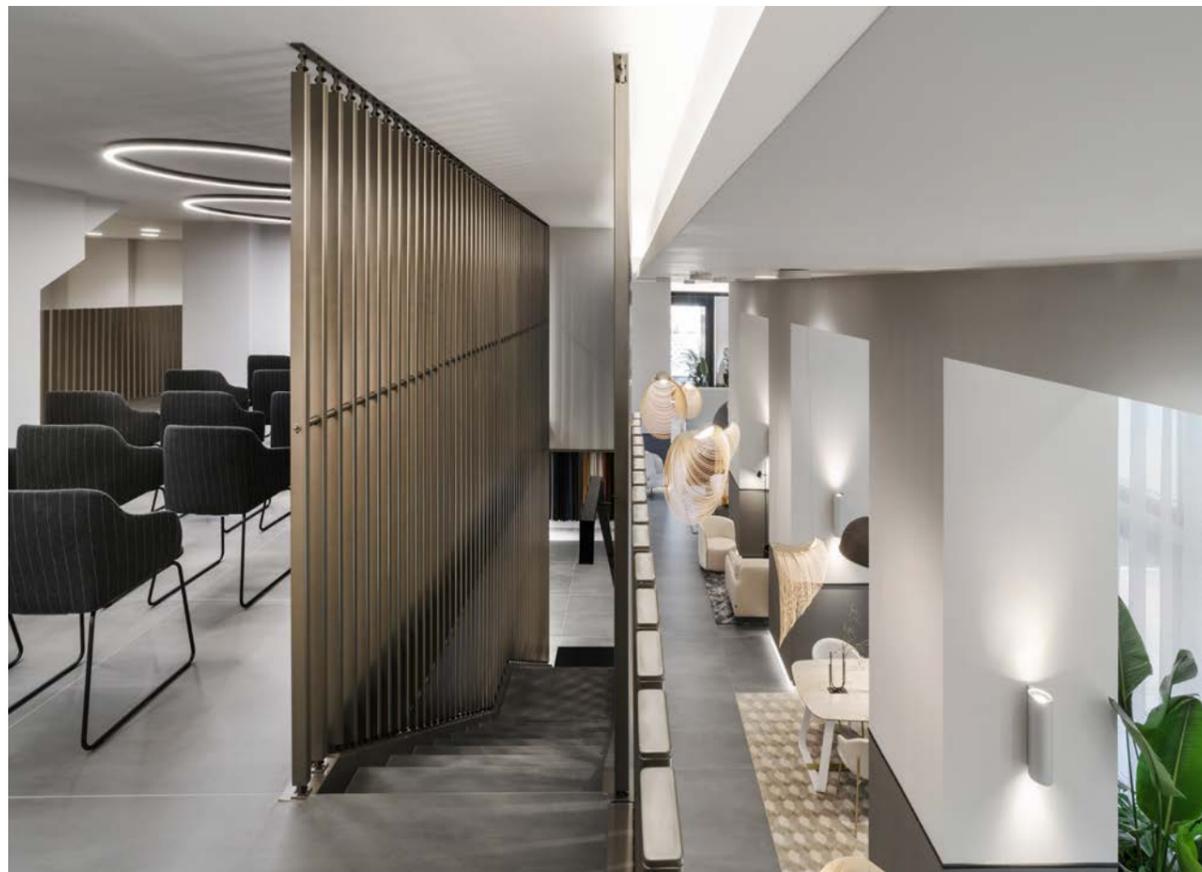
Studio Marco Piva designed the new Calligaris Group showroom, in the heart of the Brera District. A new strategic point of reference in which to present the brands' iconic collections and products, as well as to host events and public relations activities, offering the clientele an "immersive" shopping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





calligaris

Ditre
Italia

LUCE
PLAN

calligaris

Ditre
Italia

LUCE
PLAN

calligaris

Ditre
Italia

LUCE
PLAN



28

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.

29

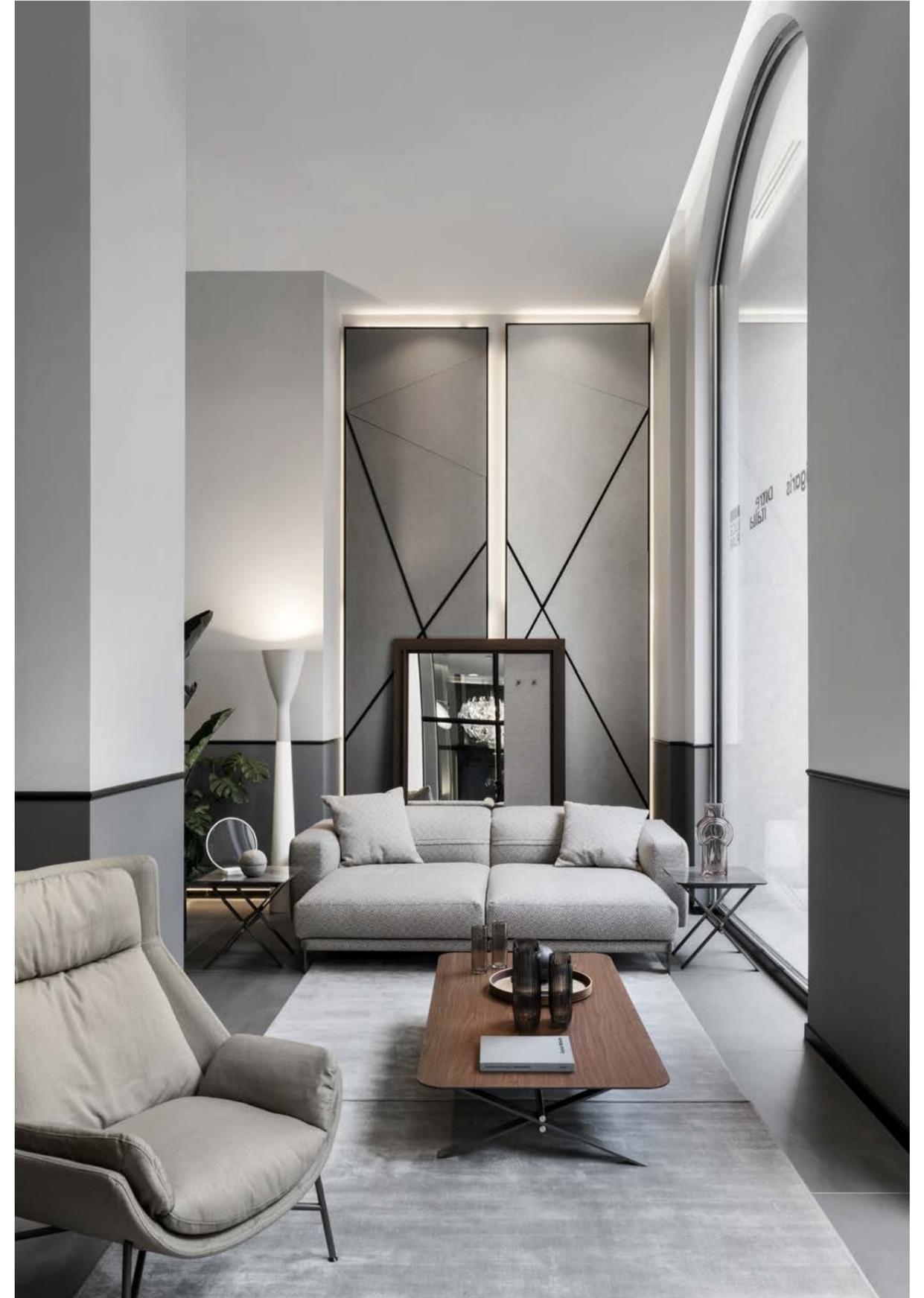






32

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.



33



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.

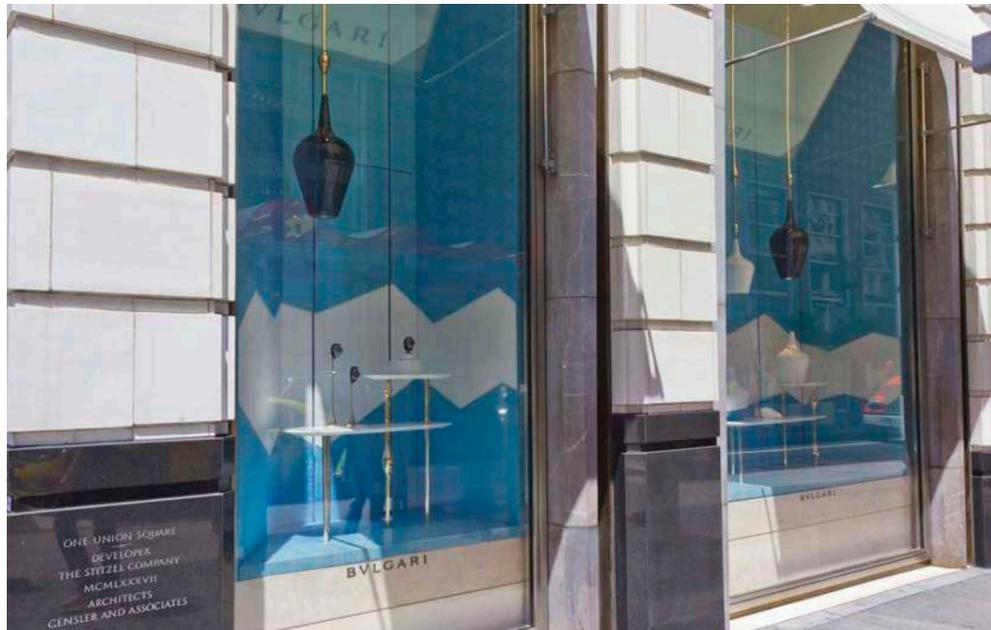
BVLGARI

10





42







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
celim
JEFF BRIDGES
POWER





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

DATE
2014

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.







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 a 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

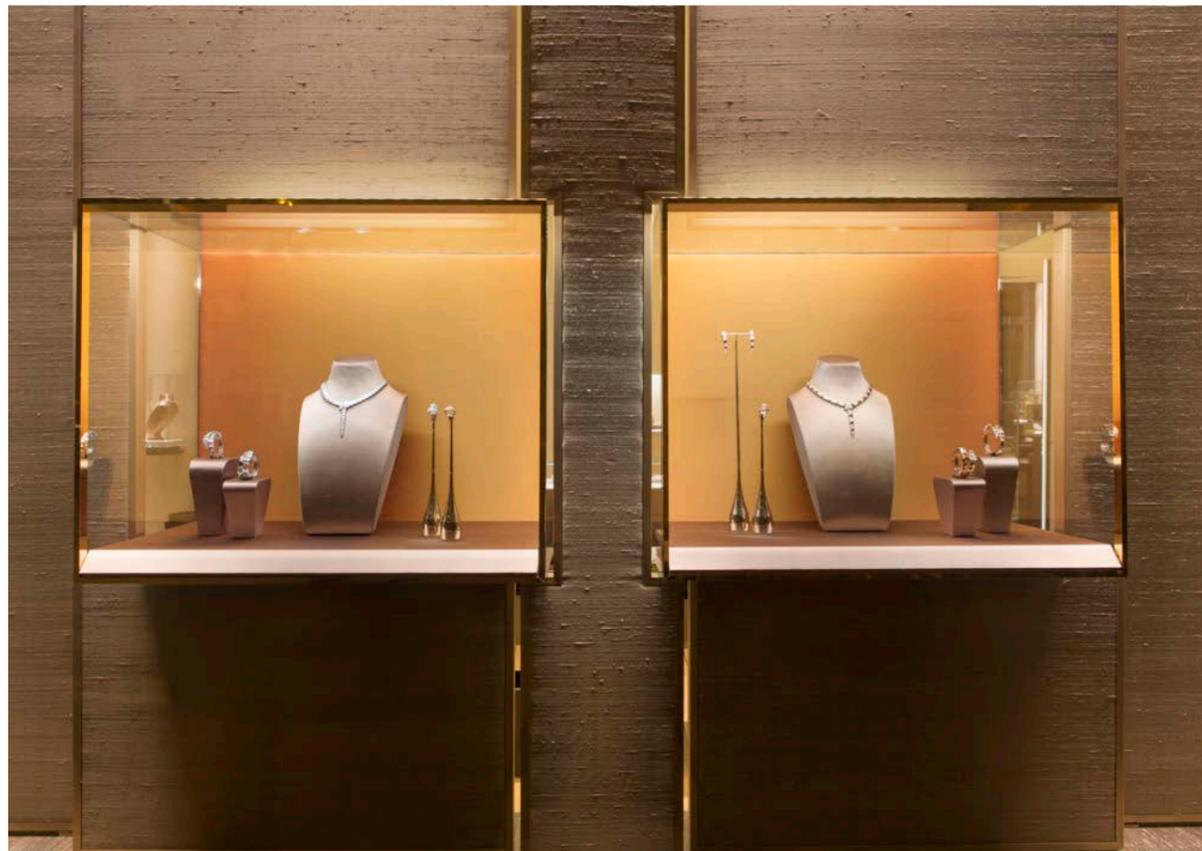
Bugari

PROJECT

Window Design Concept

DATE

2014-2015



London, UK

Sahrai Showroom

Contemporary and refined
elegance with traditional values





62

63

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.

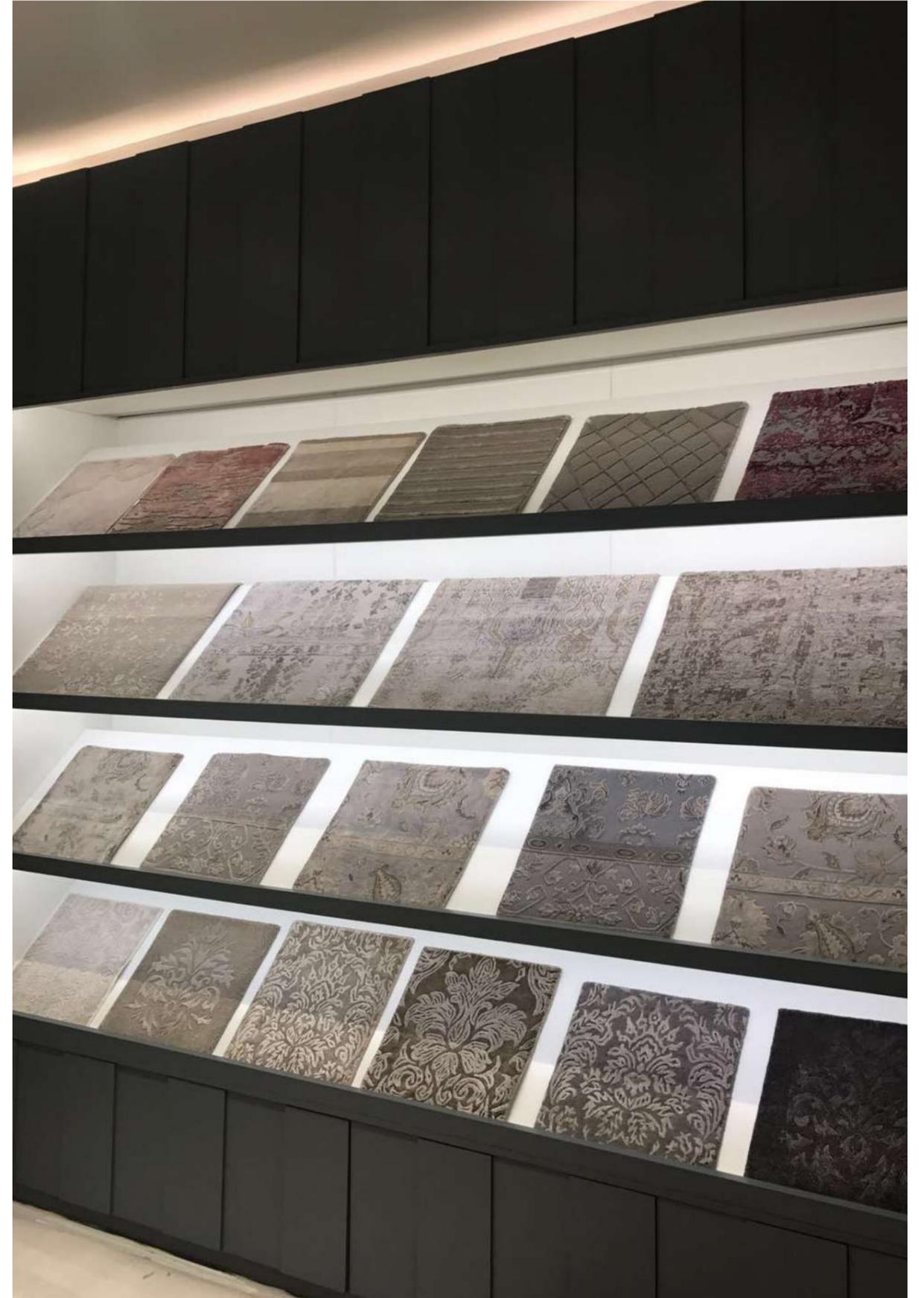
The space, has been designed as extremely clean and functional, modern and elegant.

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



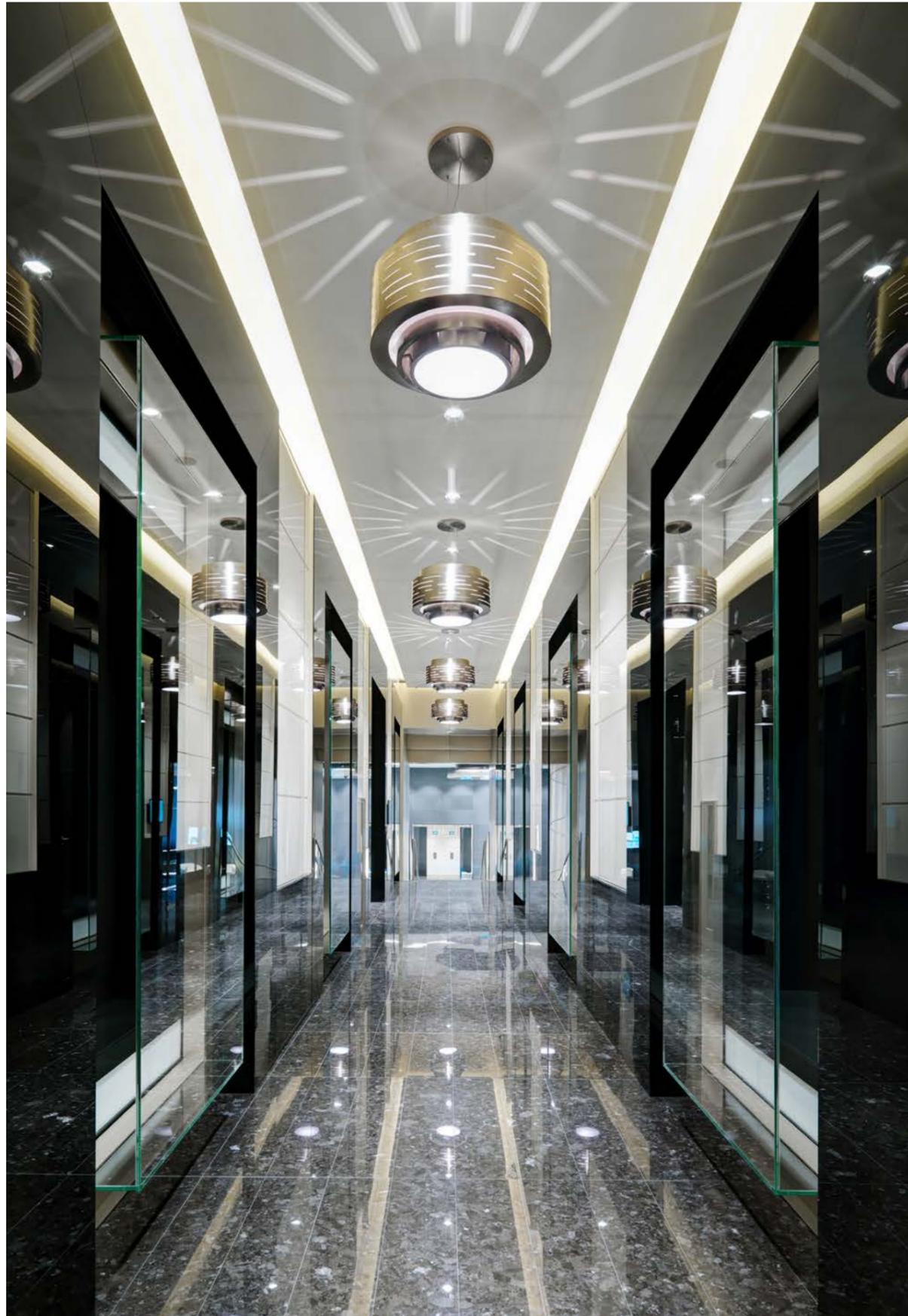
Milan, Italy

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
SICUREZZA

ENERGY EFFICIENCY
SAFETY AND SECURITY

Strutture sanitarie
Health Care Facilities

COMFORT
CONTROL
CONVERT
COM

Design and development of a complete automation system for a Health Care Facility (HCF) in Marostica, Italy. The system is designed to optimize energy consumption, ensure safety and security, and improve the overall efficiency of the facility. The system includes a central control unit, sensors, and actuators, all connected via a secure network. The system is designed to be highly flexible and dynamic, allowing for easy integration of new devices and services. The system is also designed to be highly secure, ensuring that all data is protected and that the system is always available. The system is designed to be highly efficient, reducing energy consumption and improving the overall performance of the facility. The system is designed to be highly reliable, ensuring that the facility is always operational and that all services are available. The system is designed to be highly user-friendly, allowing for easy operation and maintenance. The system is designed to be highly scalable, allowing for easy expansion of the system as the facility grows. The system is designed to be highly cost-effective, providing a significant return on investment. The system is designed to be highly sustainable, reducing the environmental impact of the facility. The system is designed to be highly innovative, providing a new level of automation and efficiency for the healthcare industry.



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 crescere: oggi 1.200 dipendenti, di 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, 1.200 employees, of which 1.000 in Italy, work with the same spirit of supporting a continuous evolution.

Research and development

Investiamo il 10% del fatturato in ricerca e sviluppo: un impegno che ha permesso di ottenere oltre 100 brevetti.

We invest 10% of our production in R&D. This commitment has allowed us to obtain more than 100 patents.

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.

Internationality

Siamo presenti nel mondo con 800 negozi e 15.000 punti vendita: prodotti in oltre 100 nazioni, rispettando differenti standard culturali e rispondendo ad il più diverso tra loro.

We have 800 stores and 15.000 points of sale in more than 100 countries, respecting different cultural standards and responding to the most diverse needs.

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.

Design & technology

Perché la forma è tecnologia abbiamo creato, per ogni soluzione prodotta, un design e un'ingegneria tecnologica innovativa e di avanguardia.

We believe that design and technology go hand in hand: for every product we create an innovative design and cutting-edge technological engineering.

Quality

Testiamo i nostri prodotti uno a uno, per una qualità massima. Ecco perché siamo in grado di offrire al consumatore con 3 anni di garanzia.

We test each product individually for maximum quality. This is why we can offer our customers 3 year guarantee.

Safety

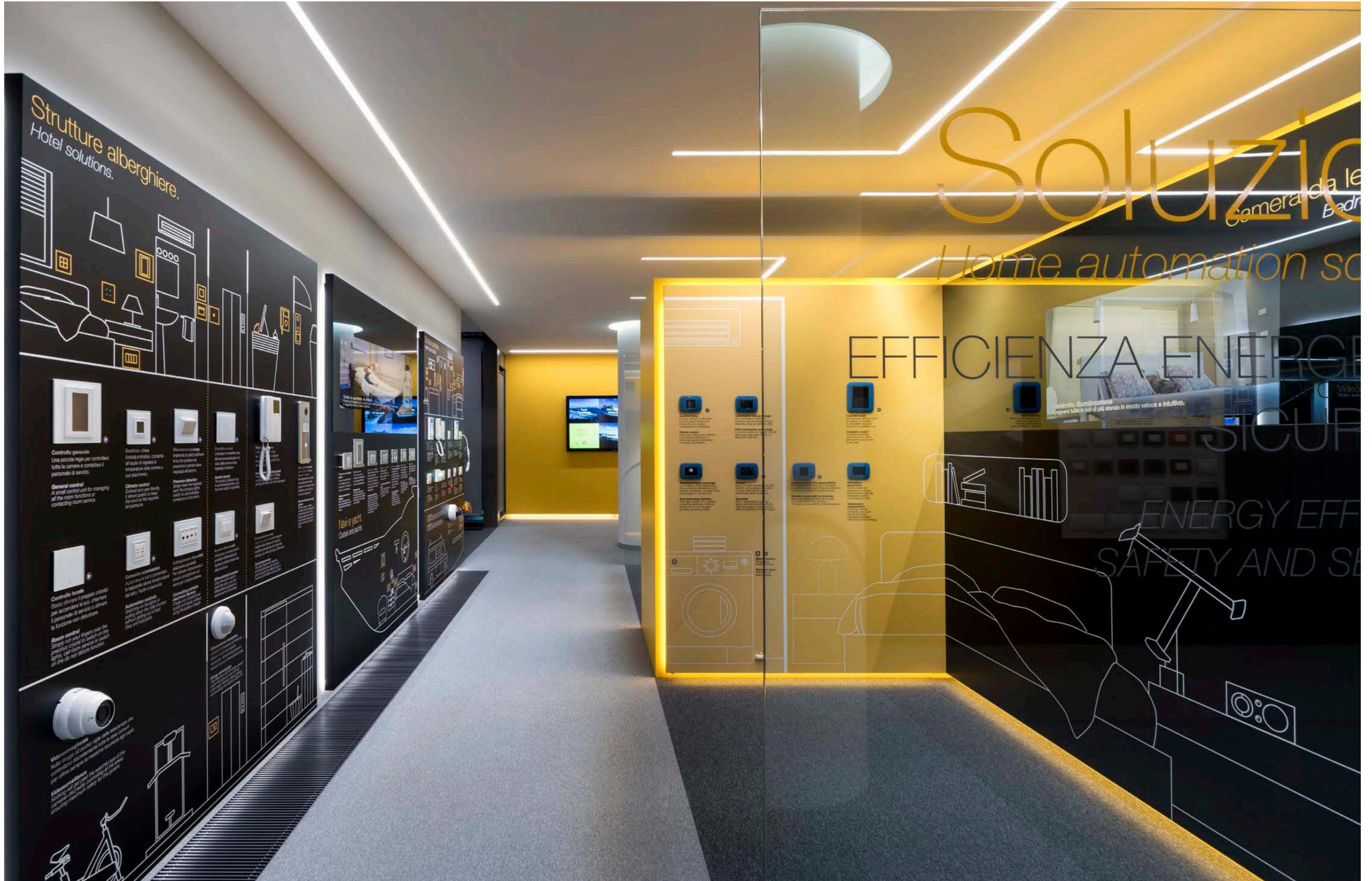
Per noi la sicurezza è una priorità: ogni prodotto è sottoposto a rigorosi test di resistenza e affidabilità. Il risultato è un prodotto sicuro e affidabile.

For us safety is a priority: every product undergoes rigorous tests of resistance and reliability. The result is a safe and reliable product.

Green attitude

Il nostro ciclo produttivo ha un basso impatto ambientale: utilizziamo solo vernici a base acqua e a reticolazione UV, sostituendo i bagni galvanici con i riciclatori a ultrasuoni e contenendo le 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 restrictive limits.





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.

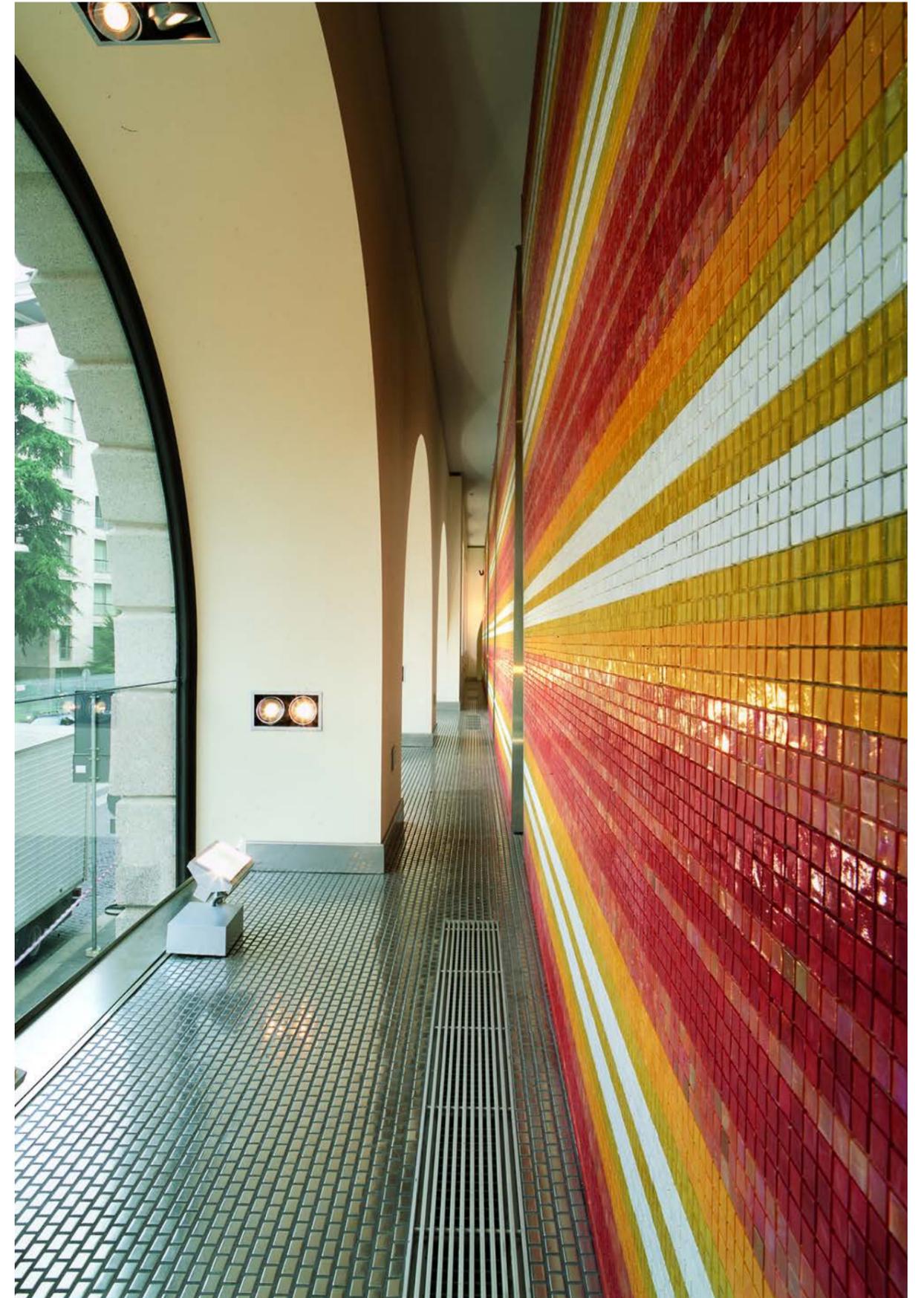
PROJECT

- 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



88

89

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





92

93

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

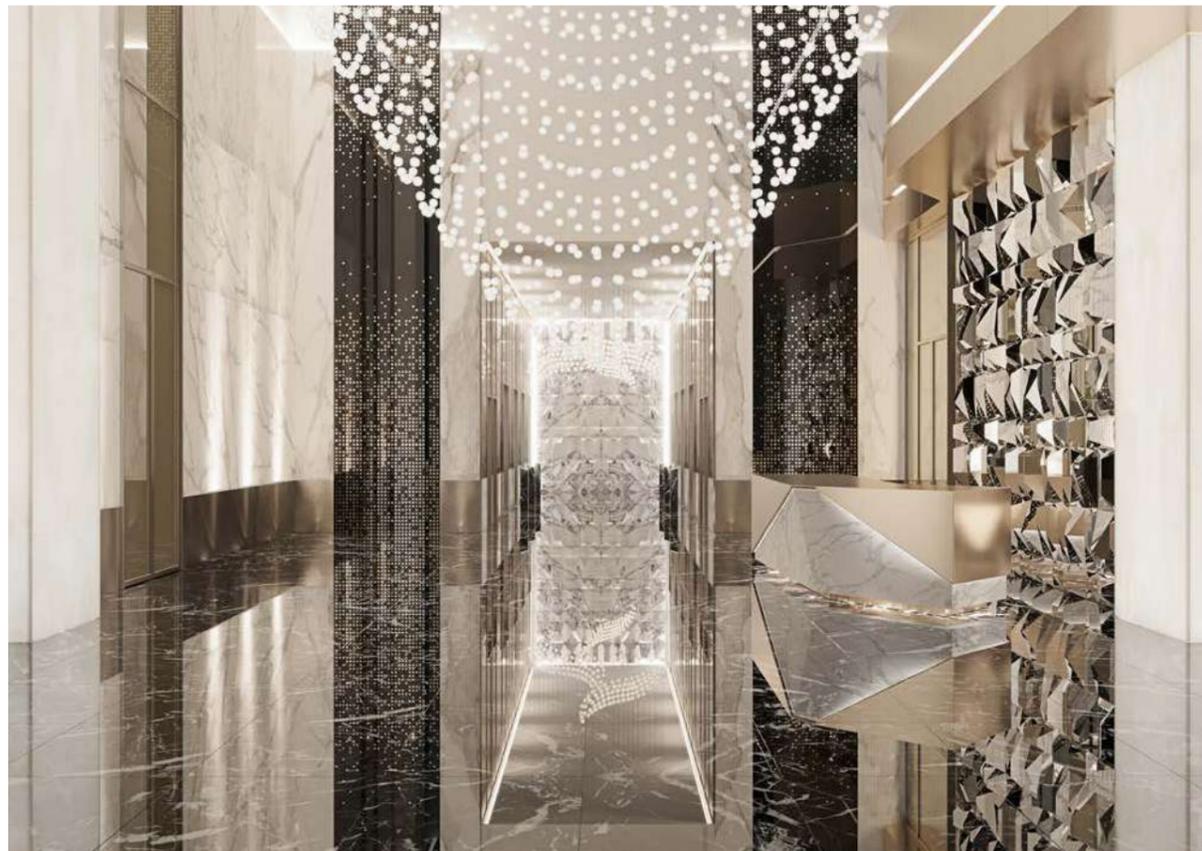
- Interior Design - Façade design
- G+42
- G+44
- 5 Star Luxury Hotel: Entrance hall, reception, all day dining, chinese restaurant, private chinese restaurants, 1 cafeteria, executive lounge, lift lobby, lobby bar, panoramic swimming pool, gym, beauty saloon, banquet hall, meeting rooms, wedding ceremony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

BUILT UP AREA

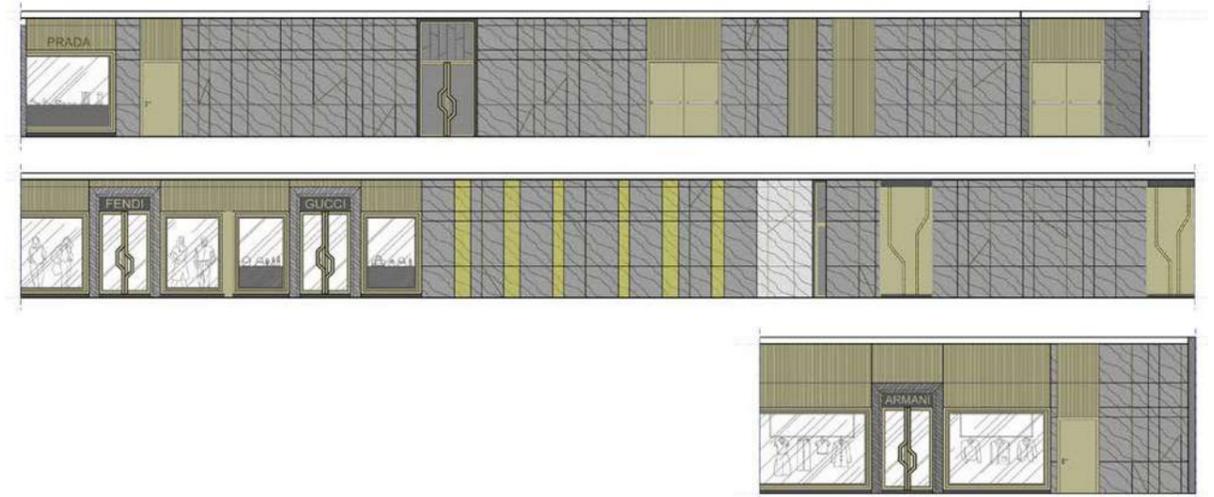
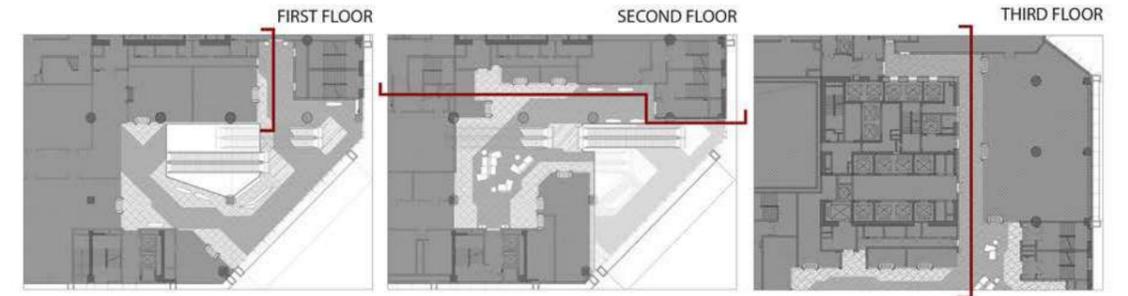
Hotel: 11.199 sqm (around 300 rooms/apartments)
Residential Complex: 4000 sqm
Commercial Area: 1.421 sqm
Sichuan Theatre: 500 sqm
Total area: 32.000 sqm

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





104





Xi'an, China

Wantgo Shopping Park

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



108

109

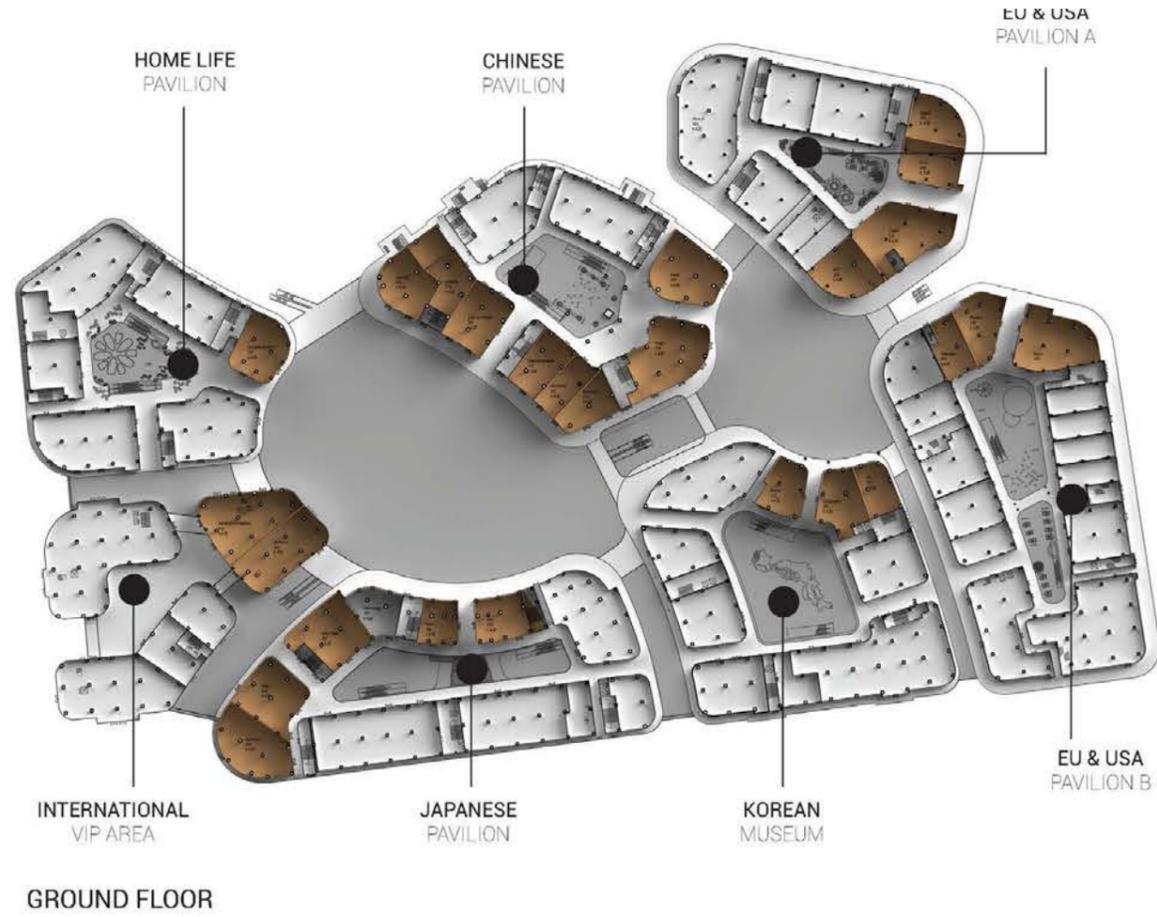
CLIENT
SCITECH COMMERCE

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

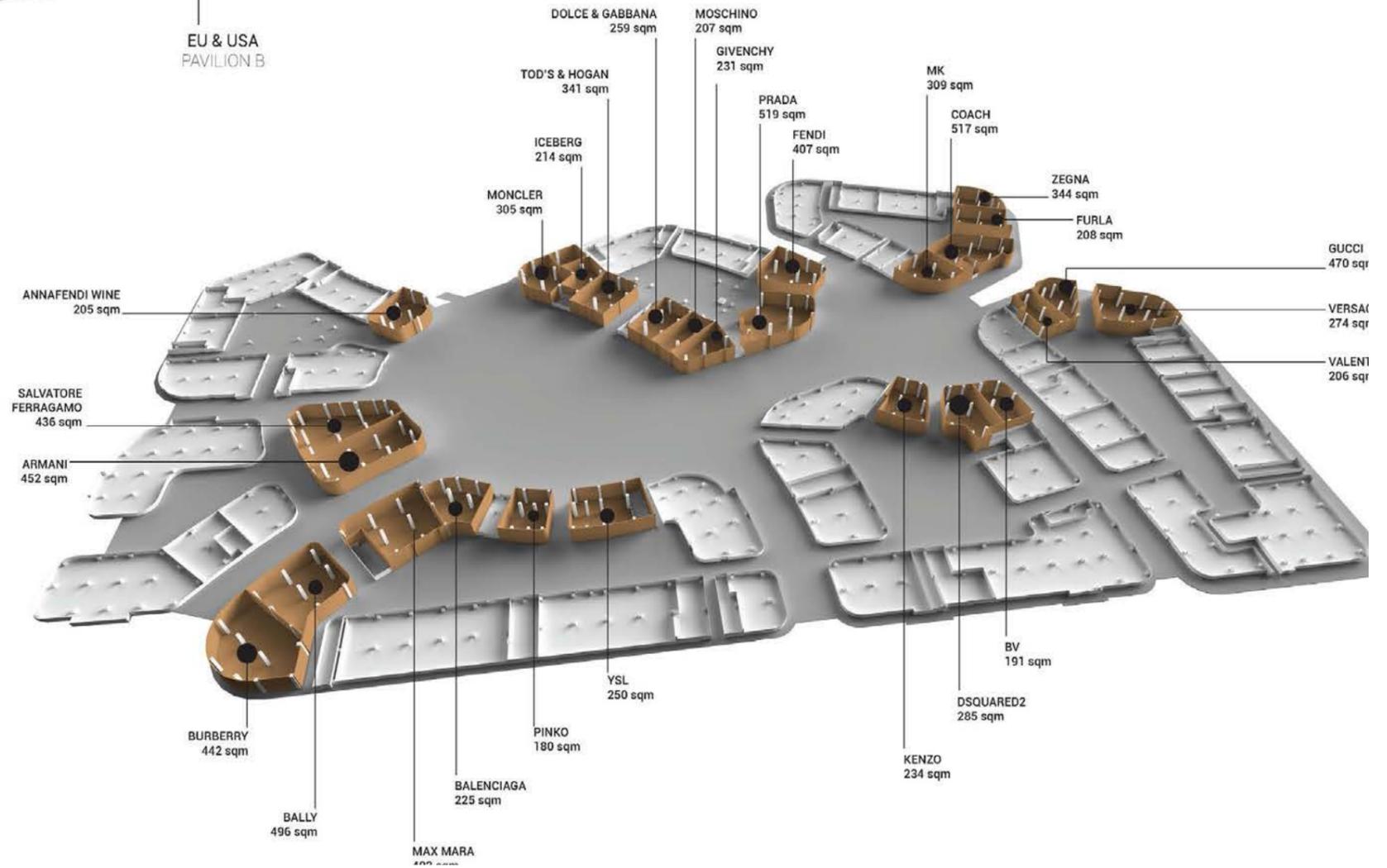








IMAGE CREDITS

Andrea Martiradonna
Bulgari
Greta Gabaglio
Sahrai
Sicis
Studio Marco Piva
Vimar

ART DIRECTION

Alberto Torres

WEBSITE

studiomarcopiva.com

ADDRESS

Studio Marco Piva
Via Maiocchi, 9
20129 Milan, Italy
phone +39 02 29 400 814

FOLLOW US ON



Version: February 2026

Confidentiality Notice:

This document is confidential and contains proprietary information and intellectual property of Studio Marco Piva srl. Neither this document nor any of the information contained herein may be reproduced or disclosed under any circumstances without the express written permission of Studio Marco Piva srl. Please be aware that disclosure, copying, distribution or use of this document and the information contained therein is strictly prohibited.