

**CÀOS – Silvia Bini**

**Project**: Studio Svetti Architecture | Emanuele Svetti Architect

**Photo Credits**: Andrea Bartolozzi Photographer

**Category**: Retail

**Area**: 800 sqm

**Start of works**: June 2016

**Status**: completed in April 2017

**Location**: Viareggio

**"Order is the pleasure of reason but disorder is the** delight **of imagination" [P.Claudel]**

Inaugurated in April 2017, the Càos store is the last of the projects carried out by the Tuscan volcanic entrepreneur Silvia Bini, a reference name for fashion on the Italian and international scene.

Studio Svetti Architecture curated the design and construction of this exclusive space characterized by the simplicity of lines and shapes and which sees inside corners dedicated to prestigious brands such Celine, Gucci, Fendi, Balenciaga, Valentino, Stella McCartney e Saint Laurent.

The new store in Viareggio is located in the premises of a historic building, the former *Sorelle del Mare*, on the city's waterfront. The guidelines of the original building have been maintained and the spaces distributed in succession on three floors, contextualized through different display systems, with a single fil-rouge: the celebration of the product.

The project intervention has upset those that were the morphological features of the existing environments through the elimination of every type of partition and thanks to the creation of a staircase body wedged in a triple volume. The minimal use of materials and furnishings gives a refined and essential character.

The space is dominated by the contrasts between the metal of the furnishings and the rough plaster of the walls or between the silk velvet upholstery of some wings and the materiality of the floor, the result of a wise mix of polished concrete and aggregates from local quarries.

Sinuous hand-crafted metal sheets, 3 mm thick, support the display, emphasizing the products against a neutral and dark color background.

The all tailor-made furnishings act as real architectural devices at the service of sales, in addition to articulating and hierarchizing every single internal space.

.

**Suppliers**

*Construction company: AEFFEDI*

*Finishes: BM Clima*

*Lighting and Domotics: Zumtobel with Graziella Smart Technology*

*Glass doors and windows: Jansen Janisol and Toncelli Vetro*

*Wall finishes and coatings: Metropolis with Goti*

*Custom furniture: Casavecchia*

*Furniture and accessories: Nilufar, Knoll, Hervé Van der Staeten, Carl Hansen & Son, Rude design Collection*

*Glass furnishings: Vetreria Bazzanese*

**STUDIO SVETTI ARCHITECTURE ITALY**

Via Lauretana 73, 52044 Camucia, Arezzo [Italy]

Ph. +39 0575 62530

www.studiosvetti.com - info@studiosvetti.com

**STUDIO SVETTI ARCHITECTURE UK**

 71-75 Shelton St.Covent Garden, London [UK]

 Ph. +44 (0) 7971 390 522

www.studiosvetti.com - info@studiosvetti.com

**OGS SRL PUBLIC RELATIONS & COMMUNICATION**

Via Koristka 3, 20154 Milano, Italy

Ph. +39 023450605

www.ogs.it - info@ogs.it