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**ALFONSO MARINA**

**NEW SHOWROOM**

The architecture of Alfonso Marina’s showroom was conceived as a luxury retail space that expresses their identity. The brand was interpreted as a centenary work based on processes, craftsmanship, and attention to detail, which altogether builds its legacy. Both Alfonso Marina and Materia capture a passion for detail and material experimentation in our work.

Our main objective was to create spaces that gave the visitor a unique perceptual experience, conformed by atmospheres that follow a particular spatiality and communicate a different meaning. The showroom exhibits the furniture, while communicating the brand’s story. The furniture is shown and understood as timeless pieces, encapsulated universes of process and craftsmanship; sacred objects with stories to be told. The concept of a temple emerged as spaces that create a spatial sequence based on the experience.

The journey begins in a space of initiation and purification, that decontextualizes and prepares the senses. This space exhibits tools used by Alfonso Marina’s craftsmen; the visitor will encounter a process of technique and material experimentation. A circular ambulatory space exhibits a single protagonist piece that announces a journey of pause and contemplation. It is an immersive space where the brand’s craftsmanship and detail are honored. The journey continues towards the exhibition passage where AM’s most iconic pieces of furniture and new proposals are displayed, creating a space for contemplation. This hallway is covered by a wooden ceiling that was also manufactured in the Alfonso Marina’s factory. The corridor converges in an “altar” where one of the brand’s masterpiece is exhibited as a vestige of their legacy. Annexed to this hall, there are two open exhibition areas with furniture of different styles, characterized by the brand’s eclecticism and timelessness. While the furniture inside the hall is understood as statement pieces, those in the open areas are shown in the everydayness of the product. Visitors can create their own experience.