



↑ Pareti autoportanti idonee a ospitare veri e propri negozi interni autonomi | Self-supporting walls suitable for housing real internal, independent stores



## Uno showroom che dialoga con lo spazio circostante

Design and text by C+Partners | Photos by courtesy C+Partners

*A showroom that dialogues with the surrounding space*



**Un ambiente trasparente  
e una piazza mercato  
diventano, nel progetto dello  
Studio C+partners, il fulcro  
dell'azienda**

*A transparent setting  
and a market square become  
the fulcrum of the company in  
the Studio C+partners project*



La sede degli uffici dell'azienda Grotto Spa di Chiuppano (Vi) è collegata a un capannone tipico degli anni '80, sul quale la proprietà ha iniziato da poco i primi interventi di ristrutturazione interna. In questo contesto si colloca il progetto del nuovo showroom Gas, realizzato dallo Studio C+partners di Sarcedo (Vi); un progetto teso non solo a migliorare la funzionalità dell'azienda bensì, in senso più ampio, un intervento che può essere considerato come l'esempio della trasformazione

della fabbrica veneta da produttiva a direzionale. Le nuove funzioni comportano la necessità di ripensare agli spazi interni liberandoli dalle pareti e dalle divisioni non strutturali; la fabbrica passa quindi da spazio produttivo a spazio di vendita e di comunicazione, in linea con il nuovo percorso commerciale e con il marchio Gas. Gli spazi e le funzioni vengono reinventati, collocando lo showroom al centro della fabbrica, spostandolo dall'ultimo piano dov'era relegato. Il nuovo



↑ ↗ ↘ | L'illuminazione a leds, cromaticamente variabile, contribuisce ad esaltare l'effetto scenografico dei cubi  
| The differently coloured LED lighting helps enhancing the dramatic effect of the cubes



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**A showroom that dialogues with the surrounding space**

The main offices of the Grotto Spa company in Chiuppano (VI) are annexed to a warehouse typical of the 1980s, on which the owners recently started interior renovations. This is the context of the project for the new Gas showroom, created by Studio C+partners in Sarcedo (VI); a project intended not only to improve the functionality of the company, but in a larger sense, a project that can be considered a model for the transformation of the Veneto based factory from a manufacturing industrial unit to a space which houses executive offices. The new functions bring with them the need to redesign the internal spaces, freeing them from non-structural walls and divisions; and so the factory passes from a manufacturing industrial unit to a sales and communications facility, in line with the Gas sales strategy and trademark. The spaces and the functions are re-invented with the showroom at the centre of the factory, instead of being on the top floor where it had been relegated. The new showroom becomes the fulcrum of the company: three bright cubes, each a sort of transparent store overlooking the main market square, where people meet, converse and transact sales. The functional goal of the project was that of creating self-supporting walls suitable for housing real internal, independent stores destined to sales and reception; the designers conceived a system composed of a steel joint that functions as the structural hub for the self-supporting walls, not only for creating spaces for merchandising, but for other functions as well. Dividers, screens, partitions, booths, self-supporting volumes are thus easily created for whatever the function or destination and, if appropriately calculated, they can also reach considerable dimensions. This system allowed fitting internally and externally the walls, in this case in Plexiglas, fitted to support various weights and load conditions. The differently coloured LED lighting helps enhancing the dramatic effect of the cubes, giving life to an emotional space, theatrical and, at the same time, essential and sophisticated. It is anchored to the ground with a metal profile that contains both the Plexiglas sheets and the lighting elements; the profile is also designed to support the differences in height from the floor. The project for the new Gas showroom has been added to the catalogue of the exhibition of the 2007/2008 International Dedalo-Minosse Award for architectural projects ■



↗ ↘ | Un sistema composto da un giunto in acciaio con la funzione di nodo strutturale per pareti autoportanti  
| A system composed of a steel joint that functions as the structural hub for the self-supporting walls

