



POWER SHOP 2

NEW RETAIL DESIGN
VOLUME 2:
ANYTHING (BUT FASHION)

FRAME

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Casadei Claudio Pironi & Partners

WHERE: MILAN, ITALY
WHEN: OCTOBER 2007
CLIENT: CASADEI
SHOP CONSTRUCTOR: BO.MA
CONTRACTOR: CENACCHI INTERNATIONAL
TOTAL FLOOR AREA (M²): 42
BUDGET (€): 560,000

ARCHITECT CLAUDIO PIRONI FOUNDED CLAUDIO PIRONI & PARTNERS (CCP) IN 1997. THE FOCUS AT CCP IS ON THE DEVELOPMENT OF A NEW SYNERGISTIC CONCEPT LINKING ARCHITECTURE, INTERIOR DESIGN AND COMMUNICATION. CCP'S PORTFOLIO OF REALIZED PROJECTS INCLUDES RESIDENCES, SHOPS, PUBLIC SPACES, TRADE-FAIR STANDS AND HOTELS. VARIOUS CORPORATE-IMAGE OPERATIONS FOR FASHION BRANDS ARE CURRENTLY IN PROGRESS.

CPP and client Cesare Casadei wanted Casadei's new footwear boutique to be a fashion-based environment in which design, style and colour would change with the season and each product would fit in naturally while being displayed like a precious gem.

As the shop is relatively small, CCP set out to increase the space visually with a mix of reflections and depth achieved with screen-printed glass panels - attached to walls and ceiling - finished in a special paint featuring sparkling flecks of silver. Behind the panels, 500 LED lights add a further touch of glamour to the space. As a counterpoint to these high-tech elements, CCP chose traditional materials for other features in the shop, such as a combination of Afrosia wood and travertine for the floor. Two extraordinary crocodile-leather day beds purpose-designed for Casadei occupy a spot at the centre of the retail interior. Customers seated here view the surrounding optical illusions in delighted amazement.

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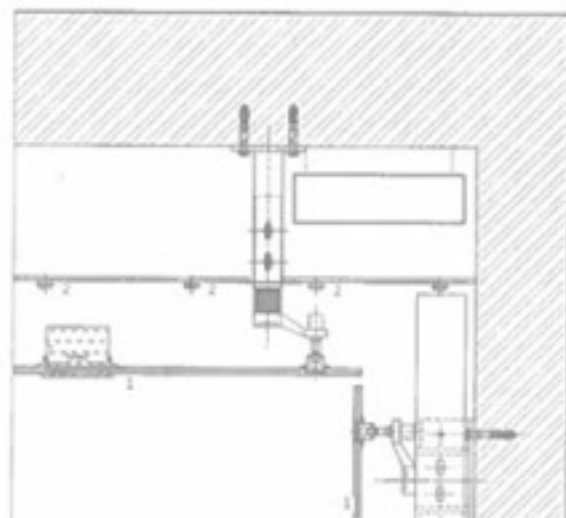
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Detail of glass-paneled wall with LED lighting

- 1 Screen-printed Stopsol tripleglass panelling
- 2 LED lights



02



03

01 Screen-printed glass finished in a special silver-flecked paint combines with 500 LED lights on walls and ceiling to visually broaden and deepen the interior, creating a 3D effect.

02 Two crocodile-leather day beds occupy a spot at the centre of the retail interior.

03 People passing the shop at night experience Casadei as a beacon shining in the darkness.