

ISSUE 01/23

CHINESE NEW YEAR

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SPECIAL EDITION



institute for new studies



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Editor's Note

Dear Insignians,

How are things shaking up before CNY?

Well, you might not have noticed that we're soon hopping into the fourth of twelve-year cycles in the Chinese Zodiac- year of Rabbit. This also signifies the optimism of turning a new chapter in 2023.

We are starting the pages with some interesting festive tips of the upcoming year. A little preview of your fortune in the new year will help you steer your way better into the new year of Rabbit.

If you're looking for a fresh interior outlook that could elevate the festive spirit, prepare to be inspired of the unique designer's dining tables and red hues interiors in the INS Furniture and Décor sections.

In this issue, we will also be bringing you the full coverage of 2 of the recent projects completed by our hard-working team.

In the new upcoming new year, we would like to wish you

Gong Xi Fa Cai and Happy Chines New Year !!!

From Insignia

CHINESE NEW YEAR

新年好

SPECIAL EDITION

_ CHINESE HOROSCOPE _
Year Of The Rabbit

卯年



YEAR OF THE RABBIT

(2023, 2011, 1999, 1987, 1975, 1963, 1951, 1939, 1927...)

2023

Traits & Personality

According to the Chinese Zodiac, Rabbit ranks fourth in the 12 year cycle, and years of the Rabbit include 2023, 2011, 1999, 1987, 1975, 1963, 1951, 1939, 1927...

These people who were born in the year of the Rabbit are predicted to be gentle, quiet, elegant, and alert as well as quick, skillful, kind, patient and very responsible. However, they are sometimes reluctant when making a decision and have a tendency to escape reality, but always faithful to those around them.

Male Rabbits

are characterized by always treating people politely, with a gentle smile that makes people feel that they are credible and sincere. When encountering tough difficulties, they are never discouraged but instead remain persistent in their endeavors to find solutions. This means they eventually achieve enviable success.

Female Rabbits

are personified as follows: apart from having a pretty and demure appearance, they have a pure heart.



RAT

(1948, 1960, 1972, 1984, 1996,
2008, 2020)

The year of The Rabbit is a thorny one for those born under the sign of The Rat. This is a year where you need to focus on hard work and dedicated effort. Ignore the naysayers and those who do not have the courage to say to your face what they rant about behind your back. If you're able to keep your eye on the prize, nothing and no one can stop you from achieving great success. Just make sure you do not compromise on your physical and mental health in pursuit of your ambitions.



OX

(1949, 1961, 1973, 1985, 1997,
2009, 2021)

In the year of the Rabbit, fortunes are on the rise for all those born in the sign of the Ox. Many who are single might find themselves to be quite lucky in love this year. Those who are coupled-up, might wish to consider taking their relationship to the next level. If you desire to have children, this year could prove to be a particularly blessed one. Be certain not to ignore your health. Be vigilant about medical check-ups, as well as, taking care of your mental health.





TIGER

(1950, 1962, 1974, 1986, 1998, 2010, 2022)

The year of the Rabbit will prove to be a balanced year for those born under the sign of The Tiger. It's important that Tigers put their egos aside and learn from their failures and examine their shortcomings. Be sure to express gratitude to all those who help you along the way. It would be wise to be conservative with your spending and investments.

RABBIT

(1951, 1963, 1975, 1987, 1999, 2011)

Yes, this is technically, 'your year', dear Rabbit, however, you must remember that the moon never stays the same. Like it's numerous phases, life itself can take you on numerous twists and turns this year that may be equal parts surprising, as well as bewildering. The key thing to remember is that you are divinely protected by greater divine forces in the cosmos. Thus, rather than fighting them – it would be best if you surrender.



DRAGON

(1952, 1964, 1976, 1988, 2000, 2012)

In the realm of career and finances, the year of The Rabbit may prove to be rather beneficial to those born under the sign of The Dragon. People in positions of influence may propel you to greater heights. Many of you might earn special tax-breaks, or special bonuses or cash rewards. However, in matters of the heart, this year might test you all quite a bit. Those who are single, it's best to stay focused on your careers. Those who are in a relationship, be sure not to let your anger get the better of you. A regular meditation practice could prove to be very beneficial.





Snake

(1953, 1965, 1977, 1989, 2001, 2013)

The year of The Rabbit may prove to be a rather smooth one for those born under the sign of The Snake. Many of you may receive recognition from superiors, bosses, and people in high positions. Career growth is in the cards for you, but it will come after having to prove yourselves over and over. Those who are single, may find themselves not being so for too long. Those who are in a relationship, however, be careful not to create conflict for the sake of drama and excitement.

Horse

(1954, 1966, 1978, 1990, 2002, 2014)

The year of the Rabbit might prove to be quite tricky for those born under the sign of The Horse. The Devil is hidden in the details. Thus, be careful before trying to take bold risks – especially in the realm of your finances. Avoid rushing through stuff, because that might cause you to make silly mistakes that cause all your hard work and efforts to unravel. However, the realm of love and romance may prove to be pleasant and surprisingly prosperous.



Goat

(1955, 1967, 1979, 1991, 2003, 2015)

The year of the Rabbit is one where those born under the sign of the Sheep must take the practical and pragmatic path, if they wish to find a sense of balance and harmony in their day-to-day life. The more you get swayed by your emotions, the more you'll discover yourself drowning away in a sea of self-created chaos. A balanced body leads to a balanced mind, thus be sure you eat a balanced diet and practice the art of moderation, for the sake of your own mental harmony. Meditation and breath-work will work wonders on your mind, body, and soul.





MONKEY

(1956, 1968, 1980, 1992, 2004, 2016)

The year of the Rabbit may prove to be quite a mercurial one for those born under the sign of The Monkey. It's best to persevere in your career, irrespective of how boring things get. Any stagnation that occurs will only be temporary. Before you know it, things will get far more exciting. Embodying the virtue of prudence and temperance may result in a steady rise in finances. Be sure to follow a healthy routine and maintain stable sleep-cycles for optimal wellness and overall happiness.

ROOSTER

(1957, 1969, 1981, 1993, 2005, 2017)

The year of the Rabbit might prove to be quite tricky for those born under the sign of The Horse. The Devil is hidden in the details. Thus, be careful before trying to take bold risks – especially in the realm of your finances. Avoid rushing through stuff, because that might cause you to make silly mistakes that cause all your hard work and efforts to unravel. However, the realm of love and romance may prove to be pleasant and surprisingly prosperous.



狗



DOG

(1946, 1958, 1970, 1982, 1994, 2006)

The year of The Rabbit may prove to be a pleasantly stable one for those born under the sign of The Dog. Though there may be a few unexpected twist-and-turns in the realm of your careers, rest assured that everything will eventually work out for the best in the end. Those who are single, may find themselves a special someone. Those who are in a relationship, might wish to take it to the next level. Those seeking to have children may just be blessed with a cute little bundle of joy.

PIG

(1959, 1971, 1983, 1995, 2007, 2019)

The year of the Rabbit is a rather delightful one for those born under the sign of the Pig. Harmonious work relationships with your colleagues and superiors may help facilitate your own rise up the corporate ladder. Those who run their own businesses may get new investors, partners, or even new avenues of expansion. Love and romance will be harmonious, and many of you might experience an exciting surge of passions. Just be sure to take care of your health and wellness.

猪



Lucky Elements

During The Year Of The Rabbit

The Lunar New Year Of the Water Rabbit will start on 22nd Jan 2023, with the first New Moon following the winter solstice, and ends on 9th Feb 2024.

In Chinese Astrology, they believe that the Rabbit is the symbol of hope and life, patience and luck, which would mean that the coming year will bring in what we lacked in 2022, luck! Perhaps these are the elements that may help you in boosting your fortune in the entire coming year.



Lucky numbers such as 5, 7, 9, and numbers that contain them (such as 35 and 47).



Lucky days: the 15th, 27th, and 30th of every month of the Chinese Lunar Year.



Lucky months: The month of March belongs to the Rabbit. The Yin Wood of the Rabbit needs the energy that the sun provides in order to grow. If Yin Wood is able to find a huge tree, a wall, or flat land, it will spread very quickly.



Lucky colors: blue, green, yellow, and black.



Lucky directions: southwest, west, and northwest. The ruling Tai Sui during 2023 is Pi Shi. The direction of the Tai Sui is to the northeast. Tai Sui is in a rivalry with the Chinese sign of the Rooster, the other animals in indirect conflict are Rats and Tigers.

BY INSIGNIA CONCEPT

PROJECT COVERAGE



Modern Medical Store For The Next Decade

Herbal Farmer

Client : Herbal Farmer
Project : Herbal Farmer @ Queensbay Mall, Penang
Project Involvement : Design Consultancy
Design Concept : Modern Contemporary Design Concept
Implementation Team : YT & EN



Herbal Farmer, best known as the one and only modern Chinese medicine store in Malaysia, provides the local urbanists with access to Chinese traditional prescriptions and Chinese herbal alternatives.

Medley of modern and elegance to their newest outlet located in Queensbay Mall@Penang, that is perfected with rattan, wood laminate and clean lines.

This design definitely exhibits an elegant design with a twist of unique detailing that synchronizes with the brand concept, as well as associated with the nature of the business.

A Truly Zen-Inspired Serene Home

Single Storey Terrace House For Gunung Impian Zone 10B

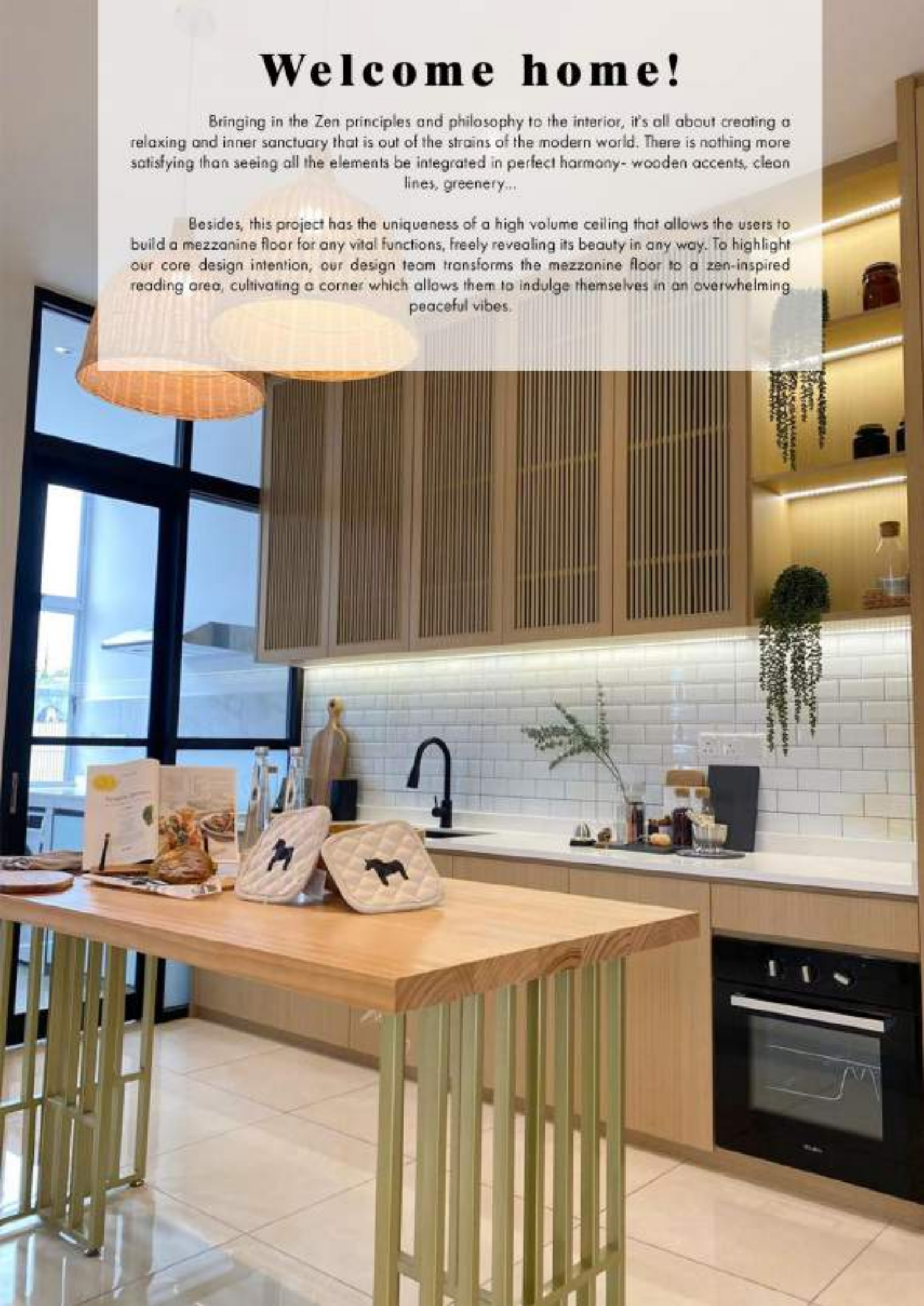


Client : Gunung Impian Development Sdn Bhd
Project : Single Storey Terrace House At Gunung Impian Zone 10B
Project Involvement : Design Consultancy & Build
Design Concept : Asian-Zen Design Concept
Implementation Team : YT & EN

Welcome home!

Bringing in the Zen principles and philosophy to the interior, it's all about creating a relaxing and inner sanctuary that is out of the strains of the modern world. There is nothing more satisfying than seeing all the elements be integrated in perfect harmony- wooden accents, clean lines, greenery...

Besides, this project has the uniqueness of a high volume ceiling that allows the users to build a mezzanine floor for any vital functions, freely revealing its beauty in any way. To highlight our core design intention, our design team transforms the mezzanine floor to a zen-inspired reading area, cultivating a corner which allows them to indulge themselves in an overwhelming peaceful vibes.











INS FURNI

DESIGNER'S DINING TABLE FOR YOUR REUNION DINNER

Chinese New Year is always the perfect opportunity to catch up with our intergenerational family members, strengthen bonds, preserve traditions and create a sense of connection of belonging.

The dining table can be the heartbeat of a family. It's a place to gather, to talk and to reconnect. Thus, the dining table is an essential piece of furniture that plays the part of the main centerpiece when you hold family reunions, so why not get a unique dining table to create an unforgettable dining experience?

Take a look at these unique dining table selections, surely you will get your favorite one from all of these!



HORUS by Secolo



Specification

Small : W 79" x D 43" x H 28"

Medium : W 97" x D 47" x H 28"

Large : W 94" x D 63" x H 28"

The Horus table is designed as a play on solid and empty space, providing a light yet striking appearance. The cylindrical base can fit within the metal frame or slightly away to emphasize the contrast between the two elements. The top and cylindrical leg can be lacquered in any RAL color and the wireframe portion of the base can be in a number of metal finishes or colours.

Vox Nature Oak Dining Table with Drawers & Built in Trivet



Specification

180cm(W) x 100cm (D) x 75cm (H)

Style and sophistication, an oak plywood table top finished with a matte lacquer, this selection is truly a stunning piece of furniture that can surely revamp your dining experience.

This table has been cleverly designed with a metal opening in the middle that can either be covered, left open or, half open if you fancy! Then you can pop up whatever your heart desire for the reunion dinner, be it herbs and spices a vase of flowers or a few of cheeky bottles of wine whilst the metal covers in the center of the table are perfect for placing hot pots and pans straight from the oven- dinner has never been so easy!

Also, featuring 6 units of drawers that are perfect for cutlery, placemats or just to keep those odds and ends all in one place! This is one table that is sure to impress and would be a welcome addition to any dining room or kitchen.

Butterfly by Tonin Casa



Specification

133cm(W) x 133cm (D) x 75cm (H) - Fixed

160cm(W) x 75cm (D) x 90cm (H) - Extensible

The Butterfly dining table pairs luxurious materials with distinctive shapes, creating a one-of-a-kind product. Aptly named, the sculptural base resembles butterfly wings. In addition to being aesthetically pleasing, the base is also extremely durable and supportive.

This product is manufactured in Italy by Tonin Casa and makes a lovely focal point in a modern dining room. Pair with an array of Tonin Casa dining chairs to form a cohesive finishing look. Designed by Angelo Tomaïoulo, the Butterfly dining table is available in round, square rounded, rectangular, and barrel shapes in various sizes. The top comes in glass, ceramic, marble, porcelain, and wood finishes. The base comes in wood options.

Ishho Dining by The King



Specification
1000'' (W) x 95.25'' (D) x 29.5'' (H) - Fixed

Ishho, inspired by the word 'together' in Japanese, is a fitting name for the perfect place to gather with family and friends.

Defined by a series of curved pillars forming a dynamic base that can shift from an open to closed design. Rendered in signature premium timber veneers champion the rich depth of natural timber. Choose from smooth American Walnut or the brushed finish of Congo and Smoked Oak. High-performance ceramic features the grey and white veining pattern of Nero Marquina marble.

Giro By FrancoCrea



The FrancoCrea Giro Table is a wonderfully inclusive table with a flush swivel top for all to share, synonymous throughout history with gatherings where all are included equally around the table. Combining history with innovation, specially designed and made on Australian soil.

The FrancoCrea Giro Table, available in a range of materials and finishes, you can either choose Fenix Nanotech Nero Ingo, Corian Deep Cloud or Cameo White as your table top, and either mirror polished stainless steel, black ace powder coated or brushed brass as your shadow line.



INS Decor

GO FOR A STYLISH RED INTERIOR IN THIS CNY

The Chinese New Year of 2023 falls on 22nd January, marking the beginning of the Year of The Rabbit. Every time when it is around the approach of the Chinese New Year, you will find the celebrants start to paint and decorate their spaces with the significant colors of CNY, especially Red.

In Chinese New Year folklore, people believe every color has its representation and meanings. Red, in which the celebrants consider it an primary celebratory color, derives from the Chinese Five Elements Theory, red symbolizes 'fire', signifying auspicious prosperity, happiness, and good luck.

This explains the reasons why celebrants often adorn themselves in red apparel. Meanwhile, they also spruce up their house with red decorative pieces, banners and paper cuttings too.

But do you know that red could be an ideal color to ramp up an interior too? In this Chinese New Year, you may consider introducing your home with a simple red couch, or a coordinated red table lamp. Or, you may also consider a full red hues in your living room.

To keep you more inspired, we have sourced a wide extensive illustration as your reference, now go and customize an interior that would elevate your CNY spirit!

Deliciously pomegranate. Red lovers looking for something on the sophisticated side will adore this rich pomegranate shade. Team with a solid stone coffee table to get the luxe look.



Make red the cohesion between interlinked living spaces.





A cool grey stone effect carpet contrasts beautifully with the heat of a vibrant red painted wall and matching couch.



Red and gold. The perfect combination of hues to attract more prosperity and fortunes into your house!



Getting hot with houndstooth. Monochrome houndstooth and hot red accents are simply made for one another.



Gold standard home accessories. This round coffee table and its matching side table introduce glorious golden elements into an orange-red room. The luster reflects the fire tones, and suggests luxury and expense.



1) GLORY RUGS Area Rug Modern (measurement: 5' x 7')

Color: Red

Pattern: Solid

Shape: Rectangular

Special Feature: Stain-Resistant

Material: Polypropylene



2) Jusalpa Elegant Home Decor Ceramic Vase 01

(Measurement 2''L x 2)

Color: Red

Material: Ceramic

Brand: Jusalpa

Shape: Oval



3) Container Furniture Direct Kitts Velvet Upholstered Modern Chesterfield Loveseat (59''D x 32.5''W x 32''H)

Color: Red

Material: Ceramic

Brand: Container Furniture Direct

Style: Glam

Special Features: Button Tufted

Shape: Oval



4) Emma + Oliver Swivel Egg Chair with Tilt-Lock Mechanism

Color: Red Fabric

Brand: EMMA + OLIVER

Material: Red Wool



5) Modway Engage Mid-Century Modern Upholstered Fabric Sofa in Atomic Red (33'D x 90.5 'w X 32.5'H)
Color: Atomic Red
Brand: Modway
Style: Contemporary
Special Feature: Button Tufted
Upholstery Fabric Type: Polyester



6) Womb Chair
Size: Large
Frame Finish: Polished Chrome
Upholstery Type: Classic Boucle
Upholstery: Classic Boucle, Crimson



7) Euro Style Collection Faro 63 Inch High Tripod Floor Lamp with Metal Legs Fabric Shade Decorative Contemporary Lighting
Size: Contemporary
Brand: ValloowinkABAB
Color: Red
Special Feature: Not Dimmable
Material: Metal



8) YPY Red Flower Paintings Canvas Print Black and White Poppy Pictures Modern Artwork
Material: Canvas
Color: Poppy x4
Style: Cottage
Theme: Modern, Flower
Room Type: Living Room

COLOR OF THE YEAR 2023- VIVA MAGENTA

LIVELINESS, ENERGY!

PANTONE Viva Magenta 18-1750, the Pantone Colour Of The Year of 2023, a bold shade of pink christened Viva Magenta, vibrates vim and vigor. It is an animated red that revels in pure joy, encouraging experimentation and self-expression without restraint, an electrifying and a boundless shade that is manifesting as a stand-out statement.

This color is brave and fearless, pulsating color whose exuberance promotes a joyous and optimistic celebration writing a new narrative. It welcomes anyone and everyone with the same verve for life and rebellious spirit. It is a color that is audacious, full of wit and inclusive of all.

As a nuanced crimson red tone that presents a balance between warm and cool, PANTONE 18-1750 Viva Magenta is also a hybrid color, one that comfortably straddles the physical and virtual in our multi-dimensional world. It is assertive, but not aggressive, a carmine red that does not boldly dominate but instead takes a "fist in a velvet glove" approach. Exuding dynamism, PANTONE 18-1750 Viva Magenta is a transformative red tone capable of driving design to create a more positive future.

Color of
the Year
2023

Viva Magenta
18-1750



“

As virtual worlds become a more prominent part of our daily lives, we look to draw inspiration from nature and what is real,” Leatrice Eiseman, the Pantone Color Institute’s executive director, said in a statement. “PANTONE 18-1750 Viva Magenta descends from the red family, and is inspired by the red of cochineal, one of the most precious dyes belonging to the natural dye family as well as one of the strongest and brightest the world has known.”

“Rooted in the primordial, PANTONE 18-1750 Viva Magenta reconnects us to original matter,” she added. “Invoking the forces of nature, it galvanizes our spirit, helping us to build our inner strength.”



GUIDE - CNY Gift Giving Ideas To Clients



Gift-giving is one of the meaningful and significant opportunities during Chinese New Year, not only to the family members and friends, as well as the business partners- colleagues, bosses, investors, etc.. It is believed that the act of giving gifts will bring good luck in the upcoming year, also as a way to show appreciation towards their support throughout the year.

Lunar New Year is just around the corner, now it's almost time to list down all the gifts that you want to give to your clients. However, do note that we might need to take more 'yay' or 'nay' into consideration, some factors to consider such as the importance, ideas, wrapping, etiquette, rules and taboos.

We should understand the gift giving etiquette rules we should follow. These will help you to give the right gift, in the right way, at the right time.

1. *The Right Colors*

When giving a gift at Chinese New Year, pay close attention to the color of the gift as well as the wrapping paper or bag in which it is delivered. The best choices are red, yellow and gold as they all symbolize wealth and prosperity. Avoid white, as it is associated with funerals; and black or blue, as they are both synonymous with death.

2. *Give New Year gifts in the right numbers.*

Another thing to consider when planning gifts is Chinese superstition surrounding specific numbers. Never give a monetary amount that includes a four as the pronunciation of 四 (four) is very close to 死 (death). Besides four, most other even numbers are a safe choice. The luckiest number in China is eight so a number like 88 is an ideal amount to give.

In addition to money, these rules can also be followed when it comes to giving goods. A set of four gifts should be avoided; whereas a set of eight is considered to bring luck. Click to see [Lucky Numbers and Colors in Chinese Culture](#).

3. *When giving or receiving a gift always use two hands.*

This is a custom traditionally extended to the giving of things like money (when buying something) and business cards. It is an important part of gift-giving etiquette across the country as it shows respect and appreciation towards the act and the giver.



4. *Ensure the lucky money is crisp and new.*

When giving money ensure it is crisp and new. People across China will spend the weeks preceding Chinese New Year withdrawing crisp notes from the bank. It is considered a sign of disrespect to give old or torn notes.

5. *Always start by presenting a gift to the oldest (or most senior) member.*

Always start by presenting a gift to the oldest (or most senior) member if giving money to a large group or whole family.

6. *Don't open the red envelope or gift in front of the giver.*

It is considered bad form to receive a gift and open it immediately in front of the giver. The person receiving the gift will likely express their thanks before putting the gift aside to open in private later; don't take this as a sign of the receiver not showing gratitude or respect. It is expected that if you are receiving a gift you will do the same; put it to one side and open it at a later point.



Tea Pyramid Gift Box By The Tea Republic

Price: RM60-RM200

The signature gift sets, brought to you by Tea Republic specially for this CNY season. The gift sets are gifted with a meaningful name- ProsperiTea & LongeviTea.

You will find a total of 9 of the tea packs that are designed in an unique pyramid shape, and come with different flavors. The tea blends include: Ruby Red, Safari Sunrise, Carefree Coconut, African Amber, Cranberry Crystal and many more!

A Place Called Home by Wishful Curated Gifting

Price: RM92-RM788

This Festive Reunion gift set comes with a traditional shophouse design that holds traditional Chinese New Year Delicacies of nuts and cookies that brings back memories of childhood and Home.



With a variety of bundle set options for you- Festive reunions, Orient Basket, Harmony Street, Hometown:

Harmony Street

- 2x Bottles of Kinchimitsu Premium Bird Nest with Snow Lotus
- 1x Pouch of Traditional Aged Tangerine Pu'er Tea Balls (5's)
- 1x Vintage Rooster Tea Cup
- 1x Jar of Premium Mixed Nuts
- 1x Jar of Salted Caramel Pop Crunch
- 1x Jar of Traditional Dried Plums
- 1x Jar of Traditional Peanut Candy
- 2x Traditional Walnut Cookies
- 1x Deck of WISHFUL Designed Poker Playing Cards
- 1x Year-of-the-Rabbit 3-D Wooden Puzzle Adorned with Tassel
- 1x Personalized Gift Tag Message Card
- 2x Vintage Textured Glass Wooden Serving Tray
- 4x Reusable Premium Kraft Box Lined with Non Woven Fabric Sheet, Adorned with Designed Box Sleeve, Mini Sakura Flowers, 福 Diamond Shaped Paper, 福 Gift Tag & String Ties

Orient Basket

- 1x Jar of Premium Mixed Nuts
- 1x Jar of Traditional Peanut Candy
- 2x Traditional Walnut Cookies
- 1x Dried Pear Peach Gum Snow Bird Nest Dessert
- 1x Vintage Rooster Design Herbal Tea Pot
- 1x Year-of-the-Rabbit 3-D Wooden Puzzle Adorned with Tassel
- 1x Personalized Gift Tag Message Card
- 1x Reusable Woven Basket with Furoshiki Box, Adorned with Designed Basket Sleeve, Mini Sakura Flowers, 福 Gift Tag & String Ties

Festive Reunions

- 1x Jar of Premium Mixed Nuts
- 2x Traditional Walnut Cookies
- 1x Year-of-the-Rabbit 3-D Wooden Puzzle Adorned with Tassel
- 1x Personalized Gift Tag Message Card
- 1x Reusable Premium Kraft Box Lined with Non Woven Fabric Sheet, Adorned with Designed Box Sleeve, Mini Sakura Flowers, 福 Gift Tag & String Ties



Antoinette Gift Box

For the rare ones who aren't keen on traditional Chinese New Year snacks but still appreciate a sweet treat, you can give them Antoinette's newly-designed gift boxes that are sure to impress the recipients even before they see the goodies inside.

Take your pick from the new glittery champagne Élysée Gift Box lined with black edges, the gorgeously floral Saint Honoré Gift Box, and a refreshed Bisou Gift Box in rich burgundy red velvet. Each box is filled with Antoinette's addictive cookies, meringues, biscuits, and chips that no one could possibly resist!

Diplomatic Store/ Estudio DIIR

Location : Alcobendas, Spain
Architects : Estudio DIIR
Area : 60m²
Year : 2022
Photographs : David Zarzoso
Construction : Progarca
Program : Shop
City : Alcobendas
Country : Spain

The focus of this new store's research is the sales experience. To do this, the design team prepares a path for the visitor to take while they explore various exhibition formats. In order to seek a particular space where geometry takes on significant importance, a rectangular and monotonous cage is used as the starting point.

In this way, two spaces are distinguished that follow each other linearly. The first is used as a letter of introduction and is in charge of exposing the featured product in its various devices. The showcase, the interactive screen and the exhibition shelves act as attractions. The access plane is broken and invites the user to enter inside.

Next,

the circular space stands at the center of the project. After crossing a large crown lintel, the ceiling is decompressed and a space is entered where surprise is emphasized. Through the creation of an enormous dome, an atmosphere is drawn in which the aforementioned geometric roundness enters the scene. The space is illuminated from above and bathes in light. Accompanying this gesture, a series of display shelves surround the space and embrace the user concentrically.

Neutral tones define the material palette. The Campaspero limestone is combined with various mortar coatings. In this way, a sincere dialogue between content and container is established. Geometric expressiveness is counterbalanced by calm tones, thus emphasizing the importance of the product.





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