

FUTURISTIC GOLD

Versace Project
Doga Gumus
Valeri Hemi
Diana-Viktorii Halushchak
ID 3 - Class ENG 2 - Semester
1 - 2022/2023
Tutors:
Walter Terruso
Elena Porqueddu
Gabriele Marelli
Francesco Murano

istitutomarangoni 
the school of fashion, art & design



LOCATION VIA DURINI

Via Durini is a meeting point for city center's flagship design stores in a spirit of cohesion and partnership. It also can be called an urban design hub. The street has a recognisable value, style and Made in Italy design. Versace Home flagship store locates in via Durini, I I.

HERITAGE | | SPIRIT | VALUE



BRAND IDENTITY



splendour

uniqueness

signature

COUTURE GOLD

Initially, the Versace logo design called for the emblem to be black with a white background, but later the logo was made with gold. And it has become an important part of the brand's identity, and gold is used throughout the brand in clothing, interior details and jewelry. The golden color is associated with the strengths of the personality, as a rule, it evokes feelings of loyalty, reliability, organization, prudence, punctuality and caring. In our project, golden details are used in the interior, which will add elegance and uniqueness to this Versace project.



seductive

fearless

boldness

PROVOCATIVE

Gianni Versace's creative driving force was above all, love. Love for: beauty, fashion, art, women, sexuality and models. He had a never ending inspiration, passion. One of the core values of Versace is provocative, the brand has a erotic, sexy, female approach to design combined with grace.



ancient

iconic

hellenic

VERSACE GRECA

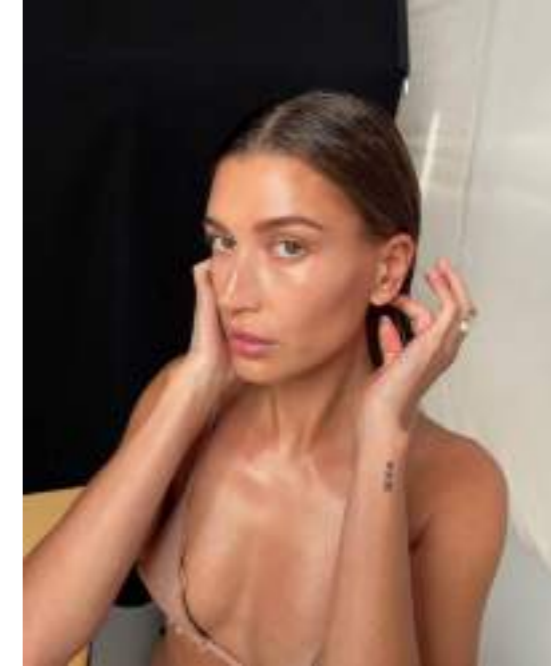
The main point of the brand identity of Versace is the head of Medusa. She appears on almost every product, Medusa symbolizes Greek mythology, which Gianni Versace loved very much. This choice was deliberate as it emphasizes luxury and beauty in art. Greek heritage and mythology were one of Gianni Versace's greatest sources of inspiration, and the iconic designer went so far as to adopt the mythical figure of Medusa as the central image around which he later built the iconic Versace logo.



ENTERTAINMENT | SOCIAL | APPRECIATION | OPEN VISION | TOGETHERNESS

CLIENT TARGET GEN Z

The main target of our projects client aim is the gen z. Generation Z is the generation after Millennials, and the generation before Generation Alpha. Generation Z includes those born between the mid-1990s to the early 2010s. It is the most critical consumer group until now, and has a different view of shopping and consuming. Although Gen Z is a tech generation, many of them still find the shopping experience in physical stores valuable and enjoyable. They expect these two sides of retail to work together. We aimed to do a futuristic design which is appealing to the new generation .





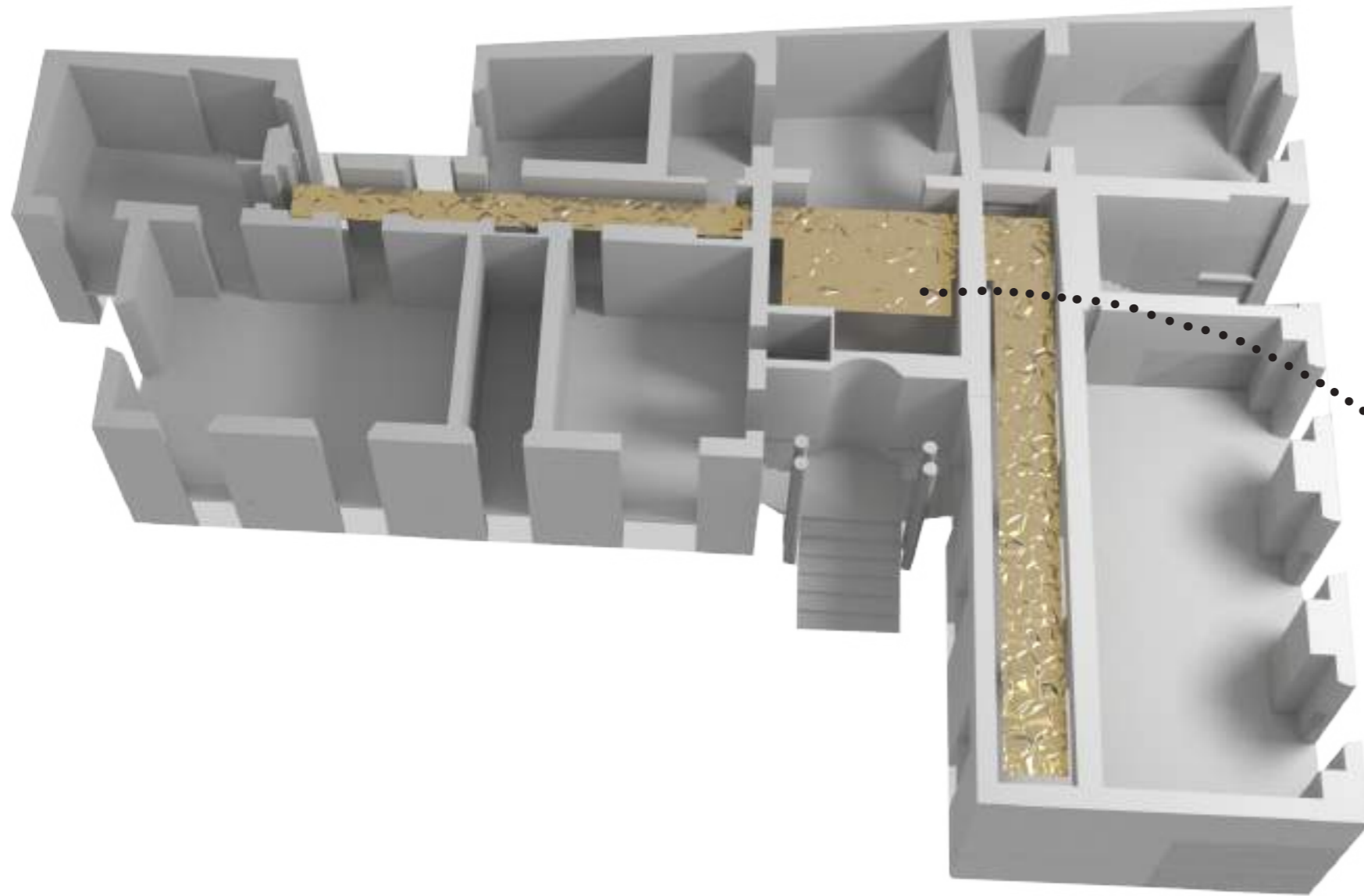
CONCEPT FUTURISTIC GOLD

Never shy of bold prints, vibrant colours and lashings of attitude, Versace empowers through freedom. We want to create futuristic space updated with natural materials. The design is between natural and artificial. There will be references from fluidity and organic shapes. In the interior metallic shades of gold, motifs of Medusa, polished surfaces will be used. Our idea is to combine in our project legendary Versace elements with industrial and futuristic style in the interior.

ICONIC | GOLD | FUTURISTIC | GRECA



FLUID GOLD Ceiling



ICONIC | GOLD | FUTURISTIC | SPLENDOR

structure made out of wavy textured gold metal which we will apply it to the ceiling. The design of the structure is futuristic, elegant, innovative and chic. Ceiling design connects to our couture gold brand identity and our concept.

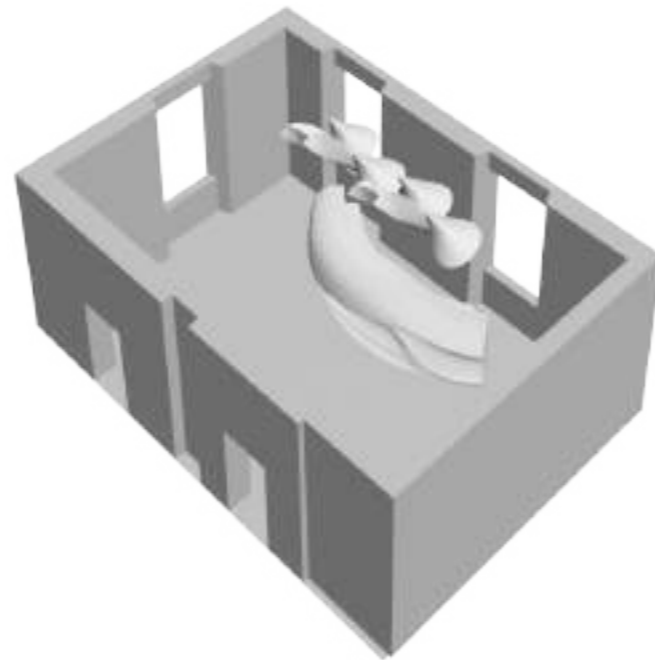
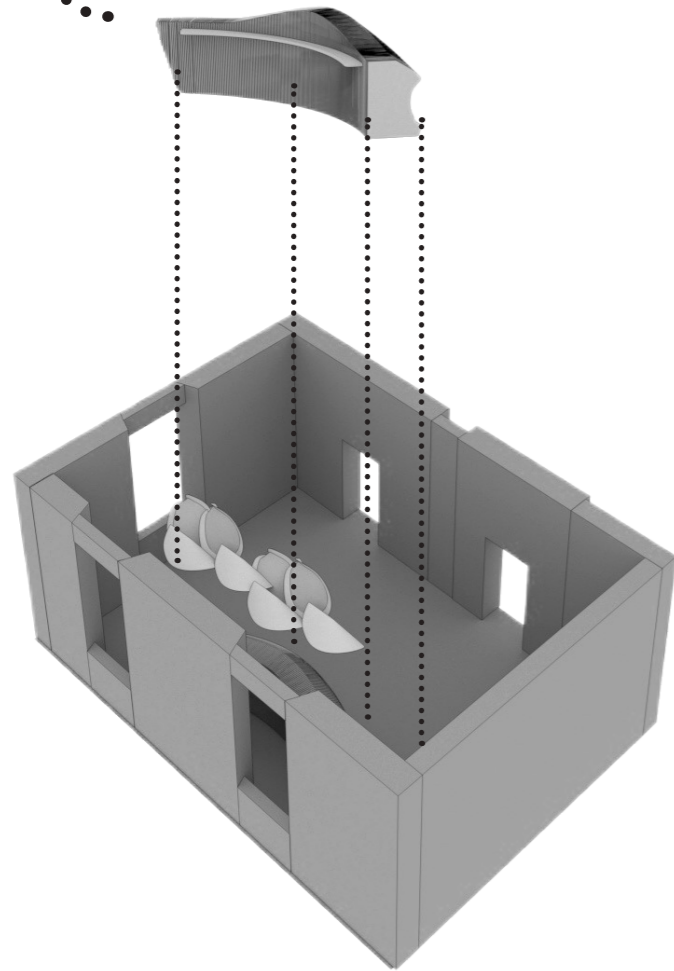
material: wavy textured gold metal



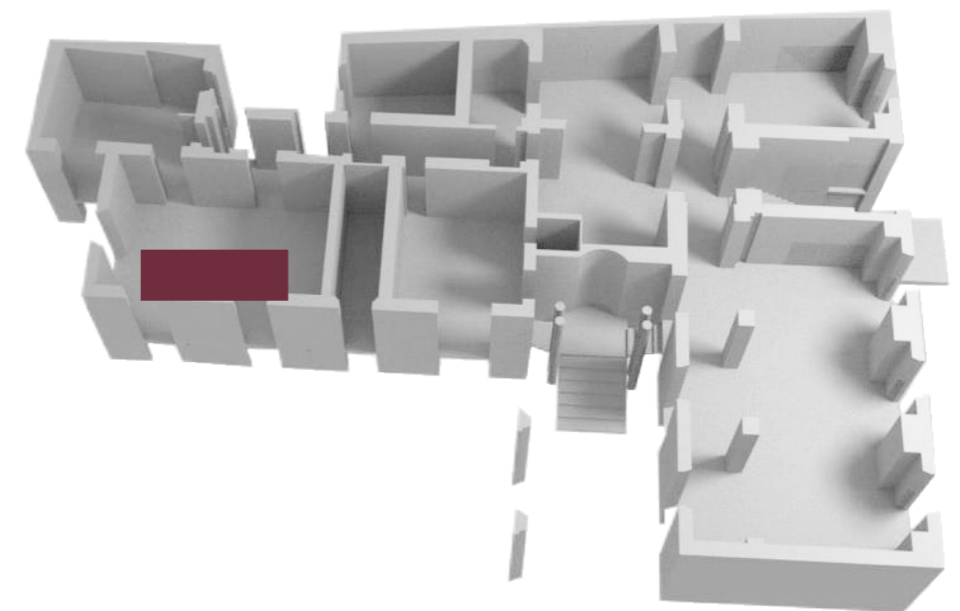
GOLDEN DREAM Bar

The bar counter is a custom made product which emphasizes fluidity. It is designed with futuristic approach and we wanted to have organic, elegant, chic, attractive furniture. The inspiration comes from couture gold, provocative and concept.

material: brushed brass



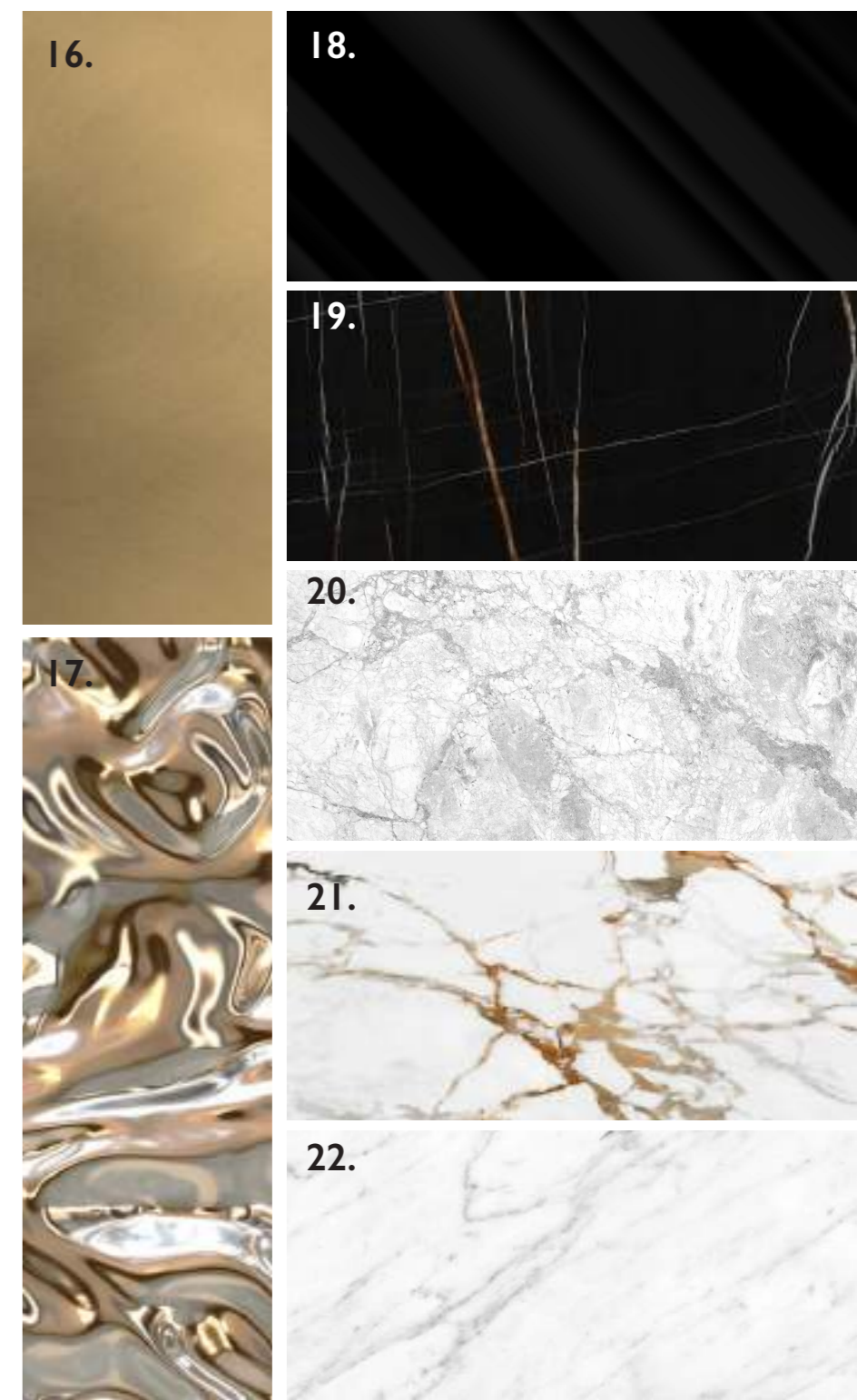
SIGNATURE | GOLD | FUTURISTIC | ORGANIC

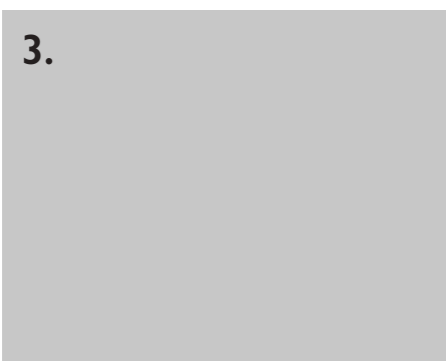
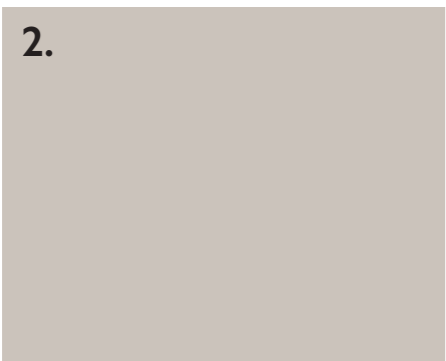
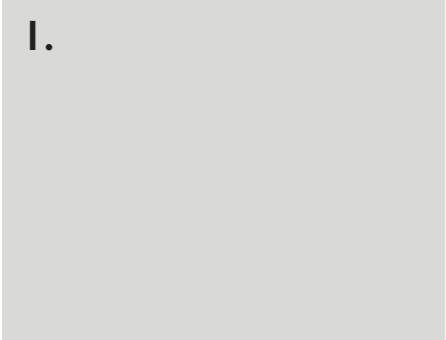




MATERIAL CHART GOLDEN WARMTH

1. Brown leather 2. White leather 3. Cream leather 4. Black leather 5. Alba, fabric, Rubelli 6. Torino 06 fabric, Lopificio 7. Grey fabric, Versace 8. Fabric, from fabric supplier 9. White 100, Geooutdoor, resin floor, HD surface 10. Black glossy finishing 11. White glossy finishing 12. Bronze metal sheet 13. Barocco solid, white-gold, Versace Home 14. Greca Versace rug, rose dawn, Versace Home 15. All white, no.2005, wall paint, Farrow and Ball 16. Brushed brass, De Castellli 17. Wavy gold metal, De Castellli 18. Black Mirror, Longni 19. Sahara noir marble 20. Super white marble 21. Calacatta gold marble 22. Carrara gioia marble





NEUTRAL | EARTHY | WARM | GOLD

COLOUR CHART WARMNESS

The colour palette contains very neutral, calm, earthy tones. The colours we chose completes the furnitures and structure of the store without taking the attention to themselves.

1. Pantone cool grey 1c 2. Pantone warm grey 2c 3. Pantone cool grey 3c 4. Pantone 400c 5. Pantone 7562c 6. Pantone 7525c 7. Pantone 400c 8. Pantone black 7c 9. Pantone 400c





LIGHTING MOODBOARD GOLDEN SHINE

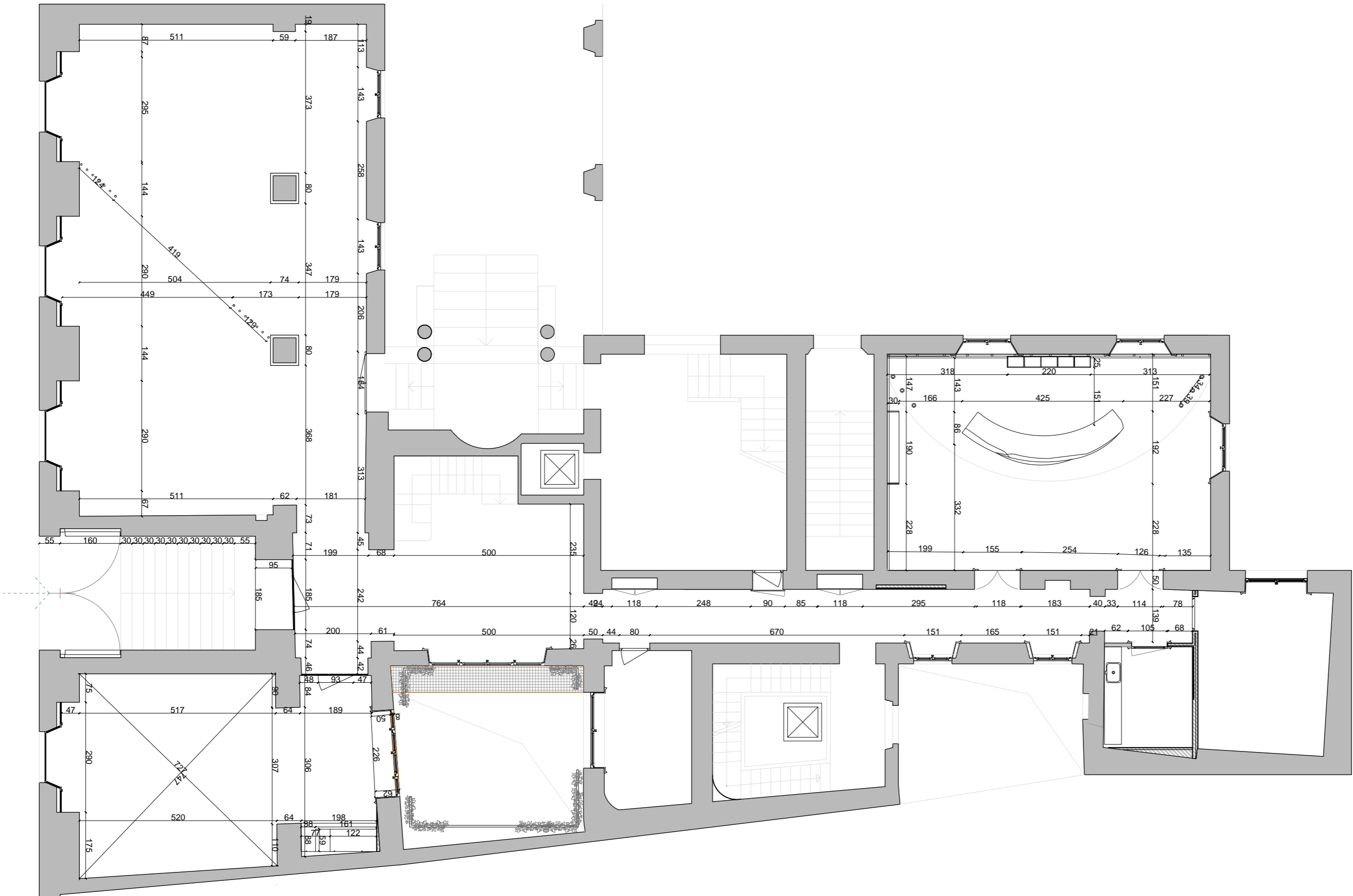
Our project uses a lot of tonal light, which sets the general tone of the showroom. Warm lighting gives a feeling of relaxation, and emotions calm down. The light in the Versace showroom is not very bright, but more warm and dim.



GLOSSY | GOLD | RICH | BRIGHT



GENERAL PLAN WITH DIMENSION Scale 1:100



COLORED GENERAL PLAN Scale 1:100



ZONING/CIRCULATION Scale-

Living room/dining room
63.5 sqm

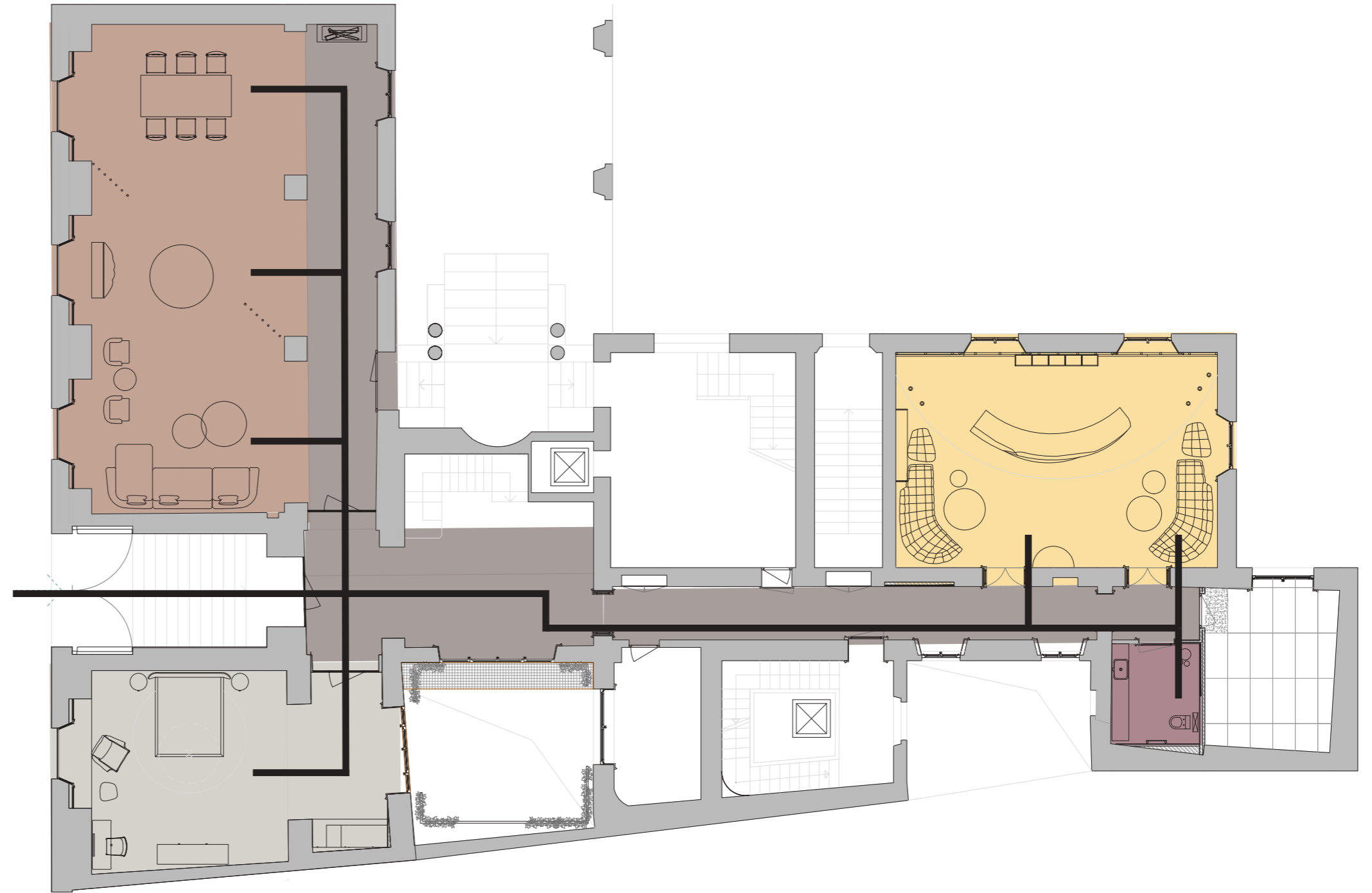
Bedroom 40.7 sqm

Corridor 68.2 sqm

Bar 48.5 sqm

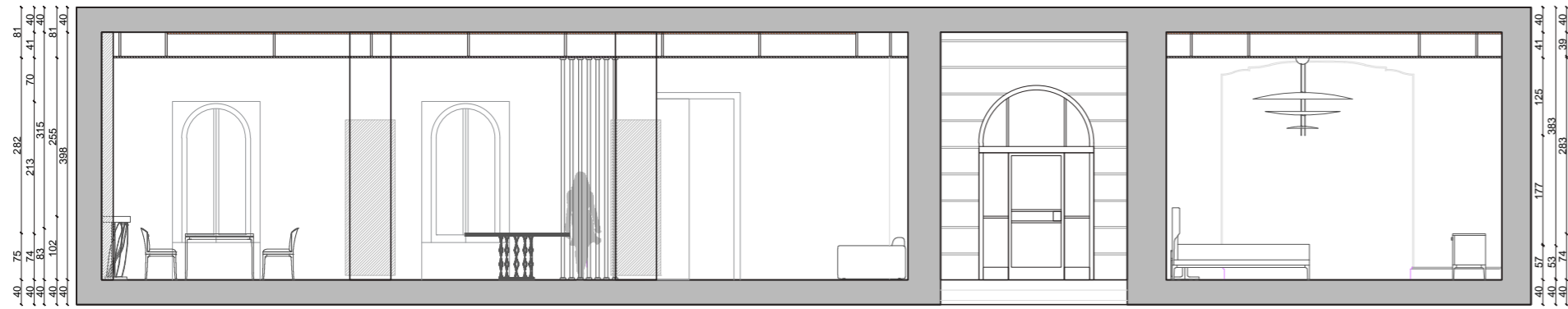
Bathroom 6 sqm

Circulation

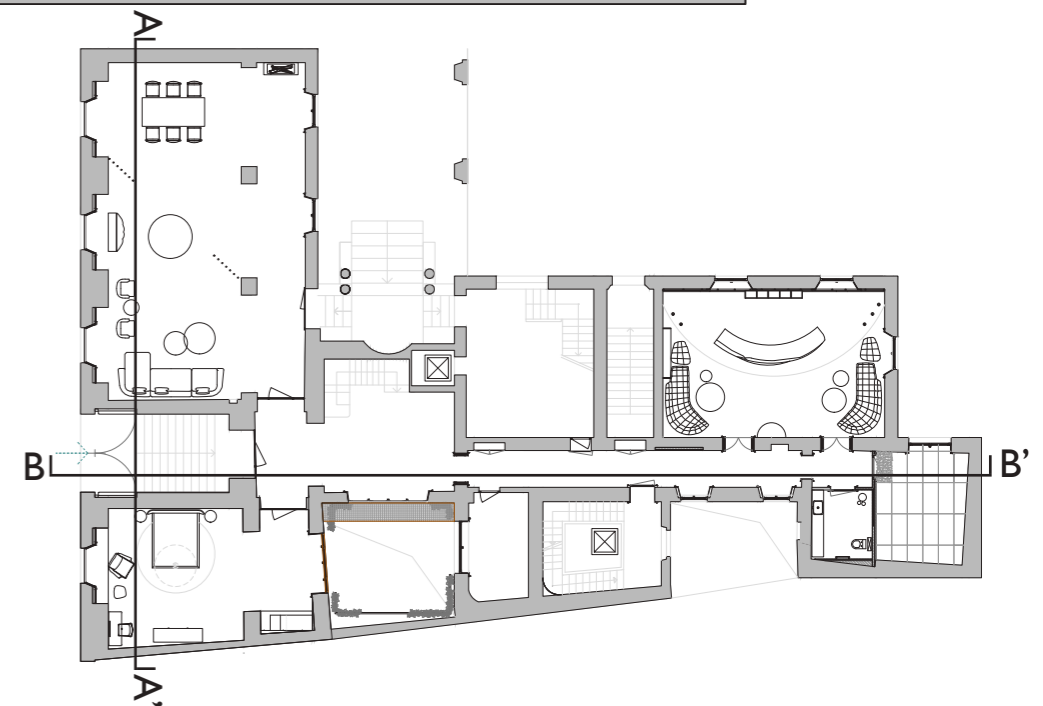
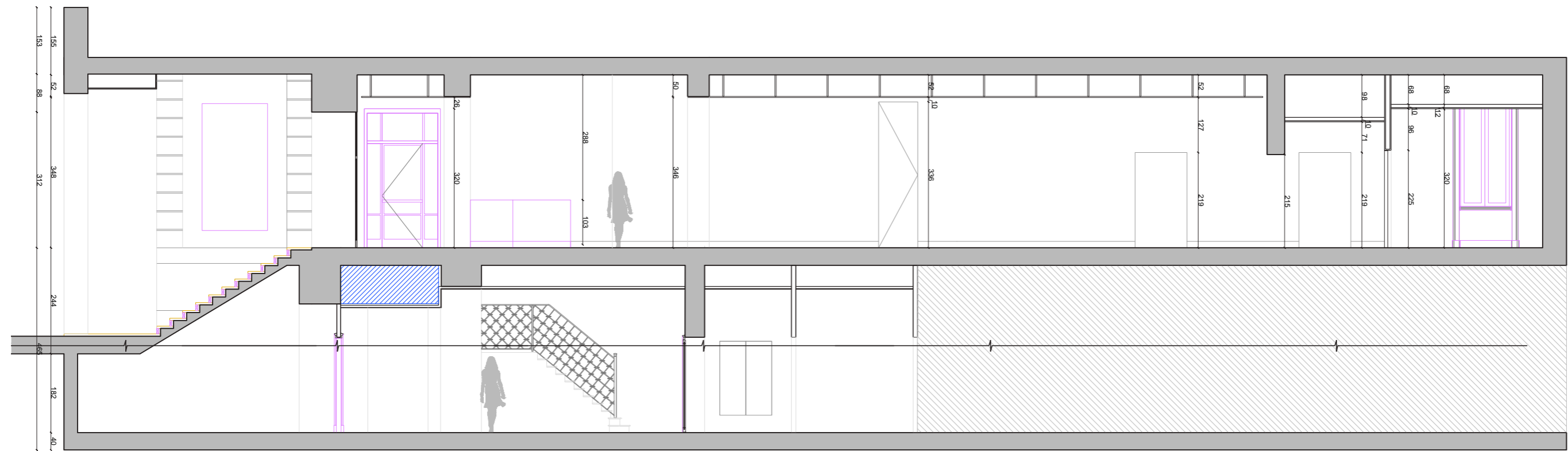


GENERAL SECTIONS WITH DIMENSION Scale 1:100

SECTION AA'

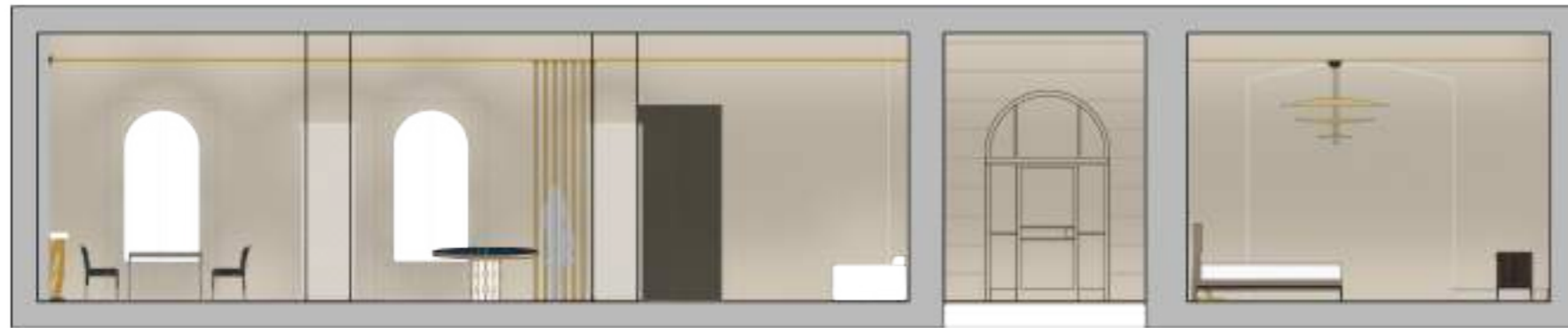


SECTION BB'

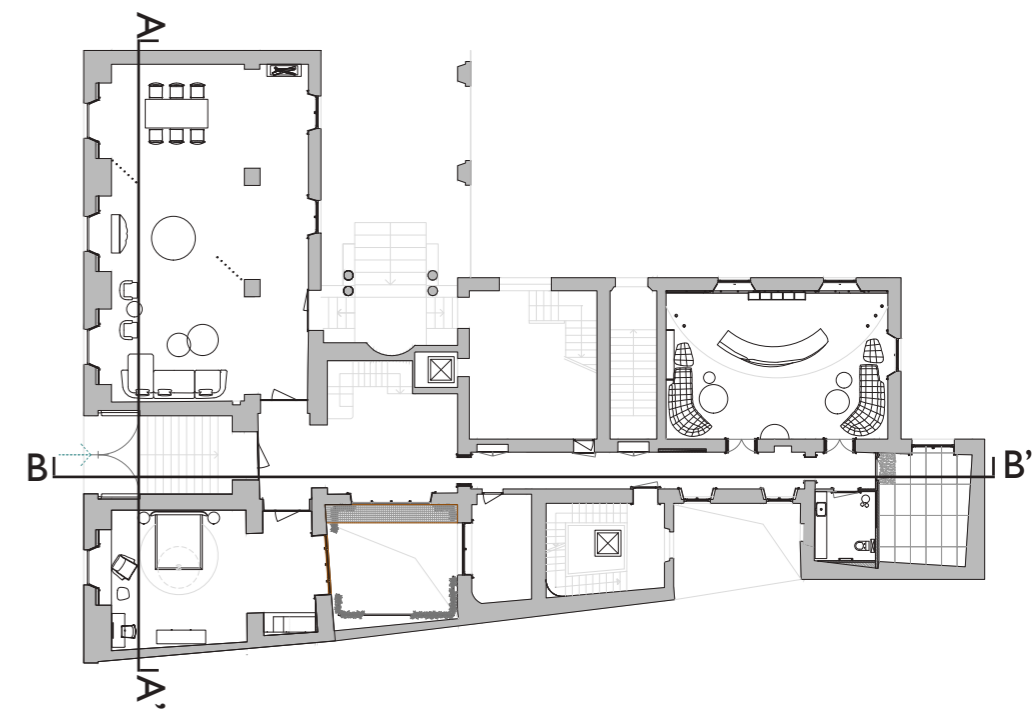


COLORED GENERAL SECTIONS Scale 1:100


SECTION AA'

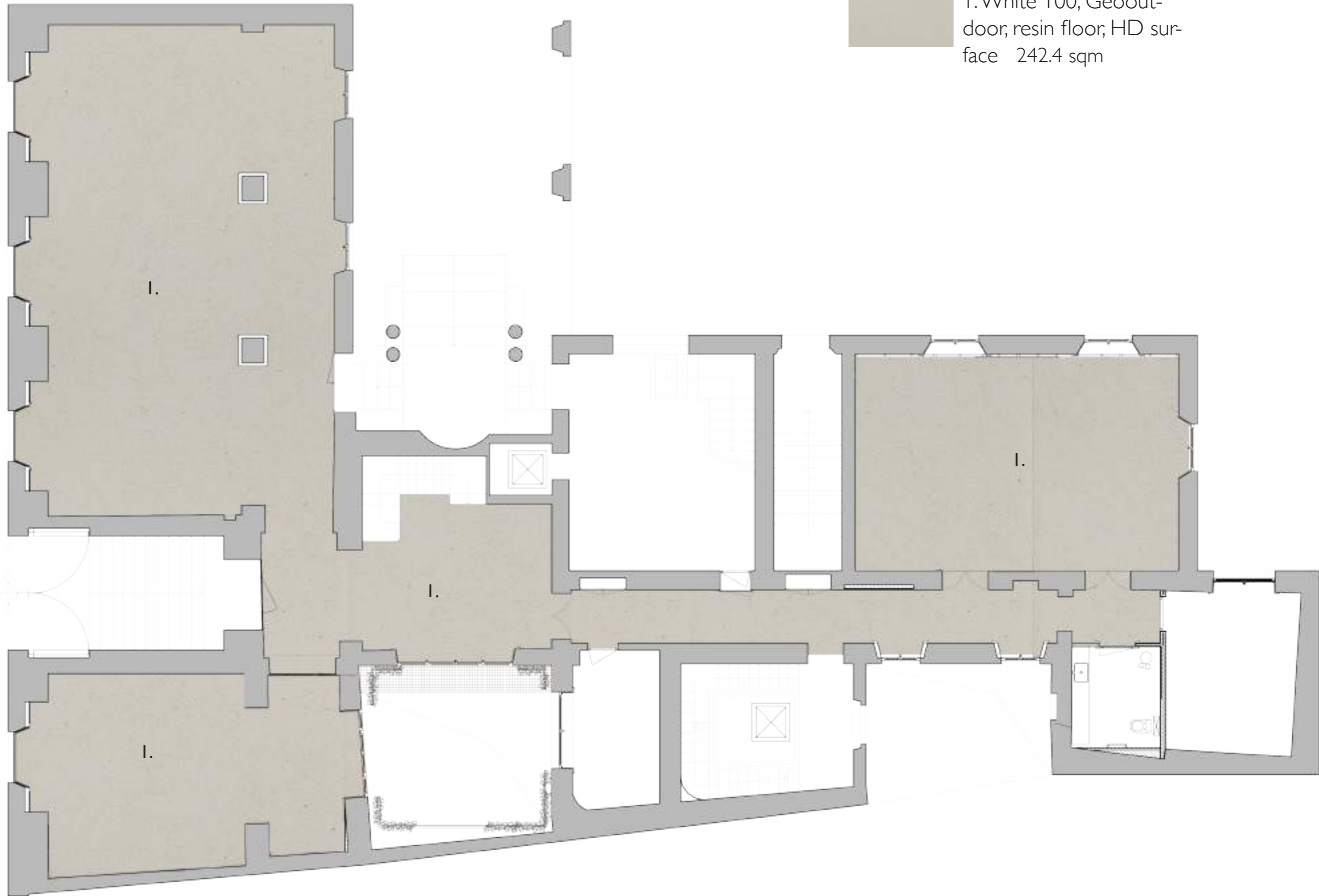


SECTION BB'

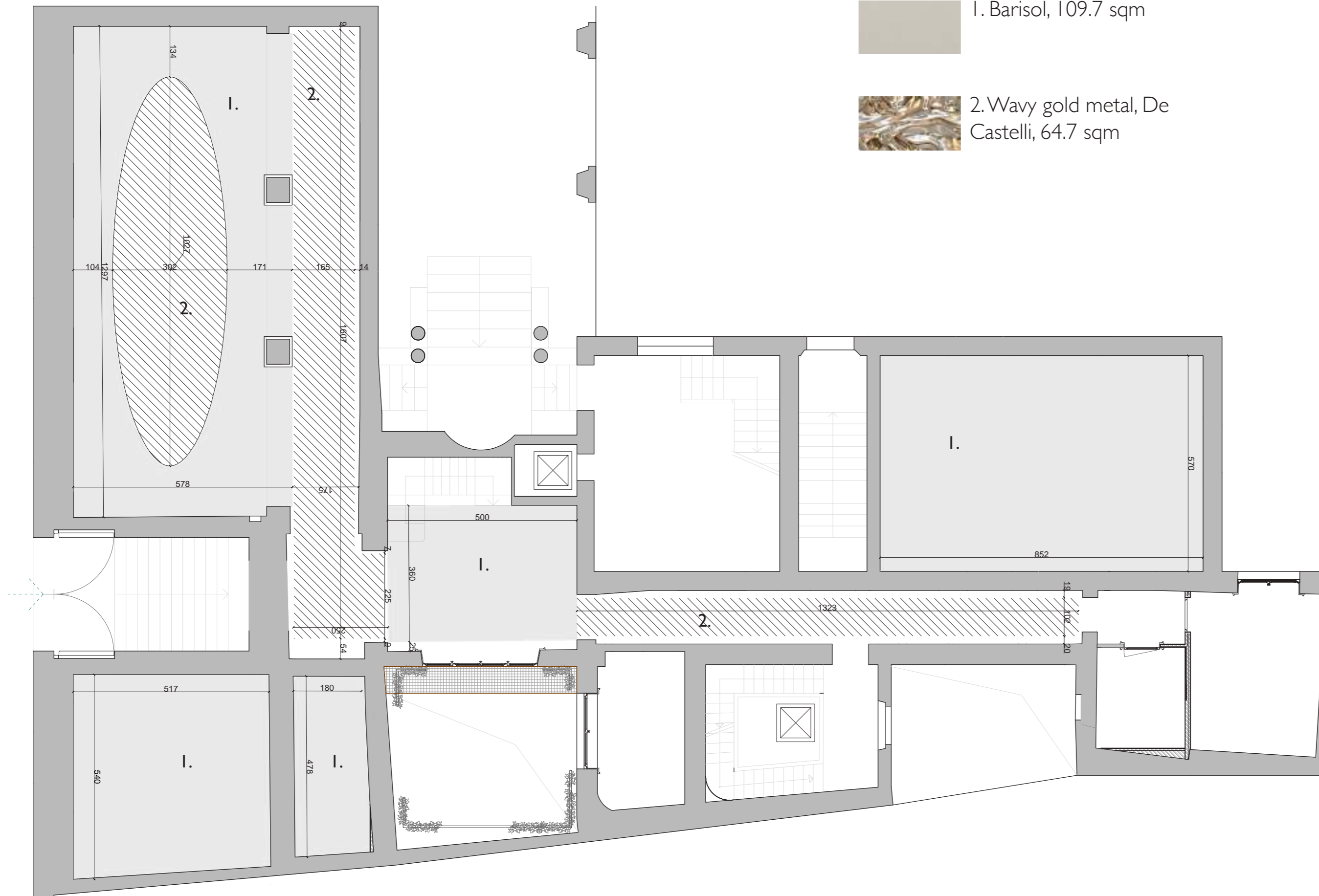


FLOORING PLAN Scale 1:100

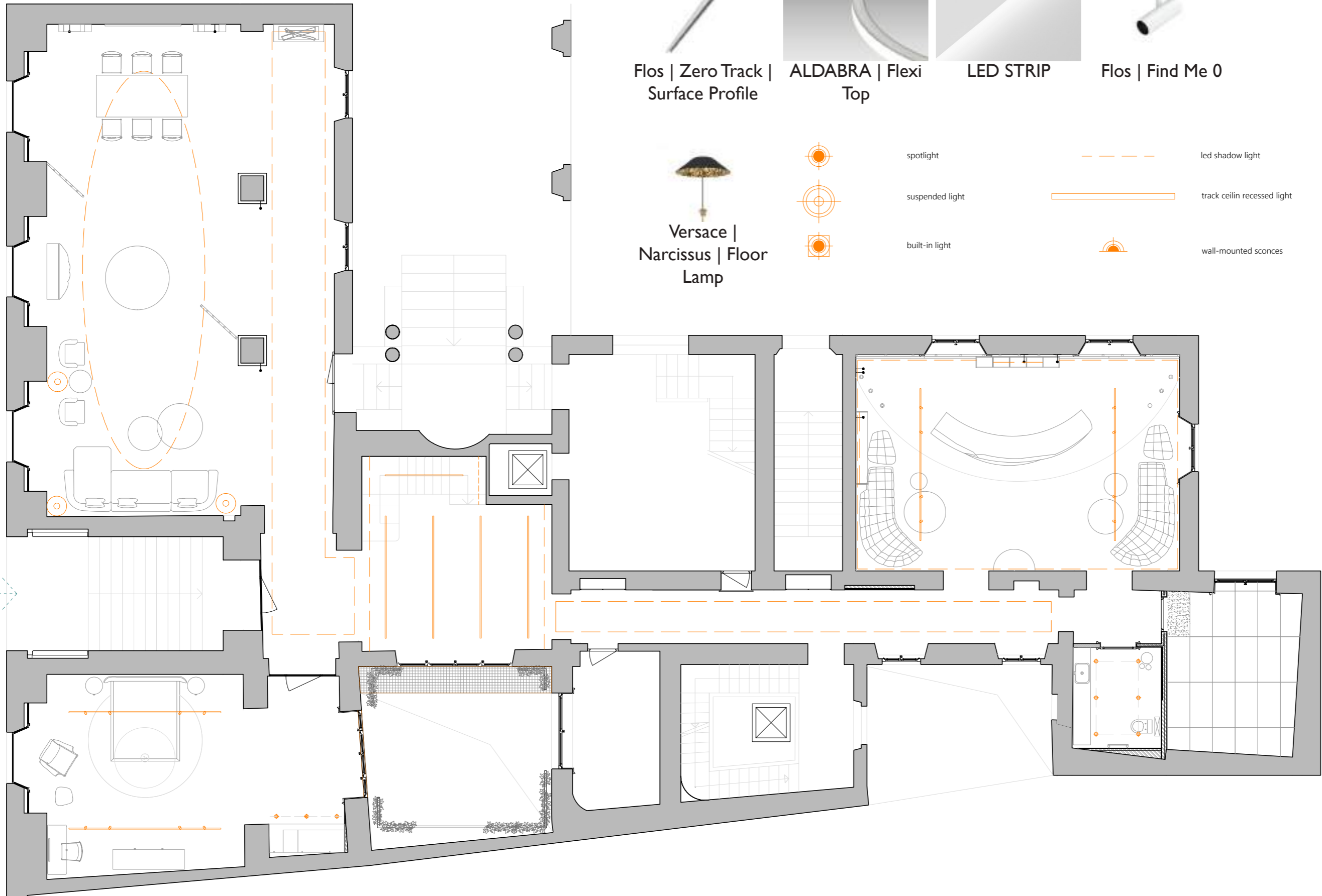
 I. White 100, Geoout-door, resin floor, HD surface 242.4 sqm



FALSE CEILING PLAN Scale 1:100



LIGHTING PLAN Scale 1:100

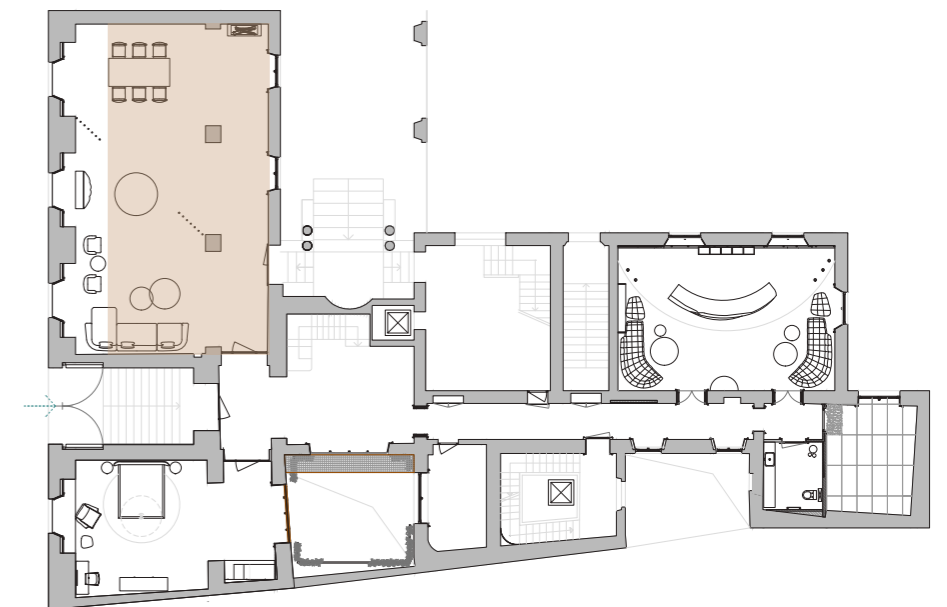
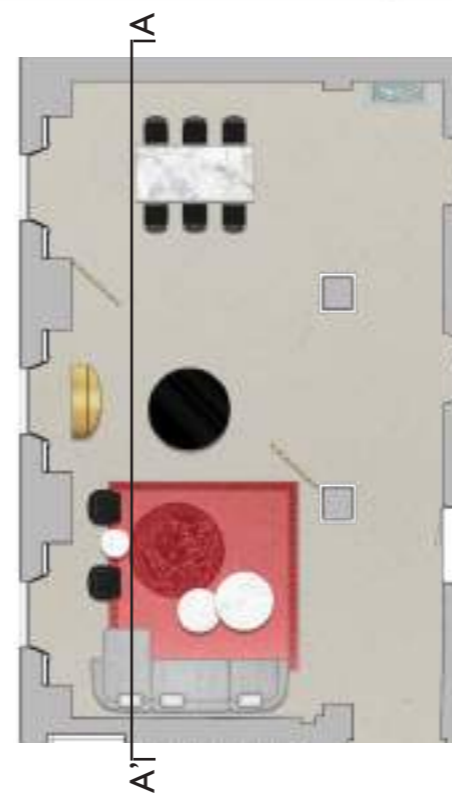


GOLDEN SPACE ATMOSPHERE Living - Dining Area

Scale 1:40

Diana-Viktoriia Halushchak

SECTION AA'

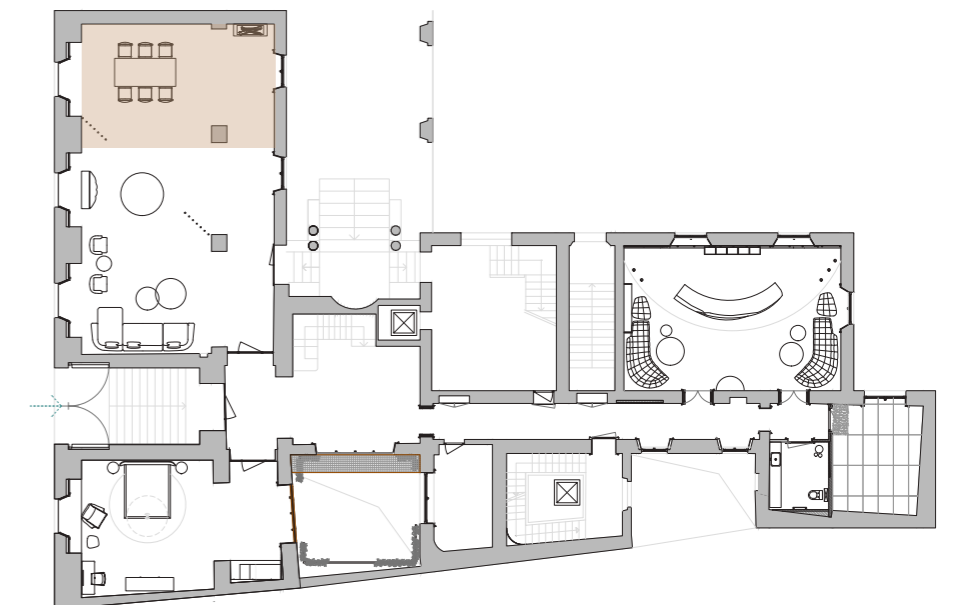
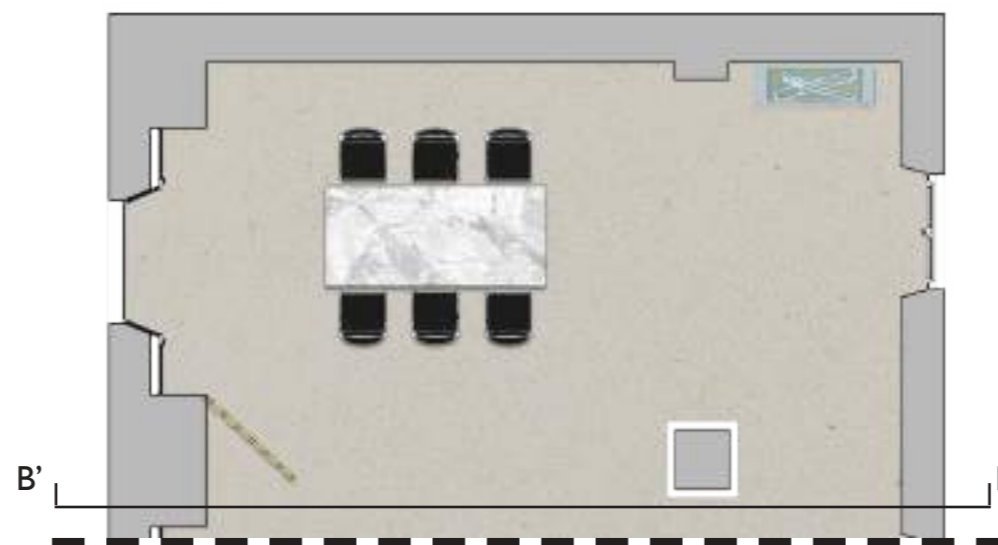


GOLDEN SPACE ATMOSPHERE Living - Dining Area

Scale 1:40

Diana-Viktoriia Halushchak

SECTION BB'

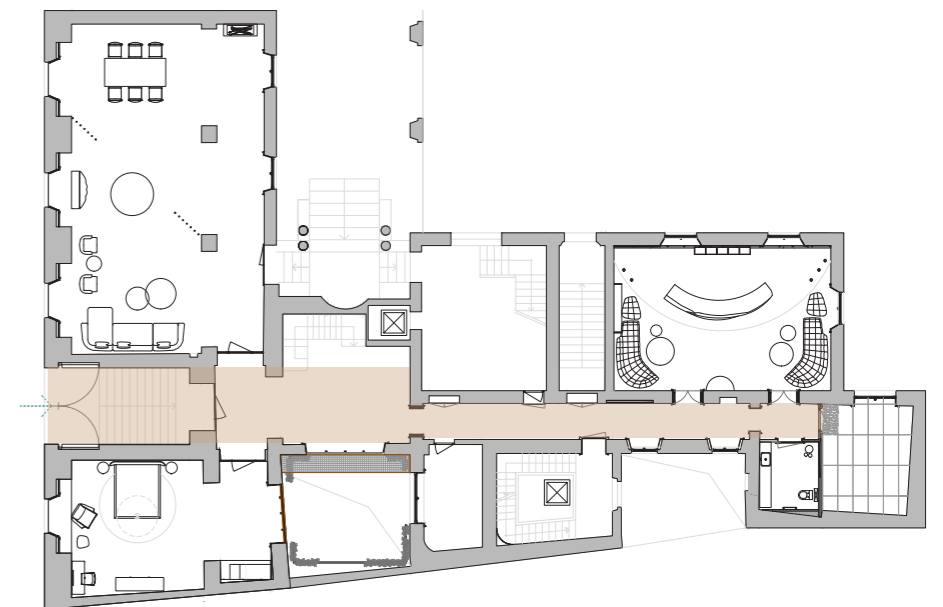
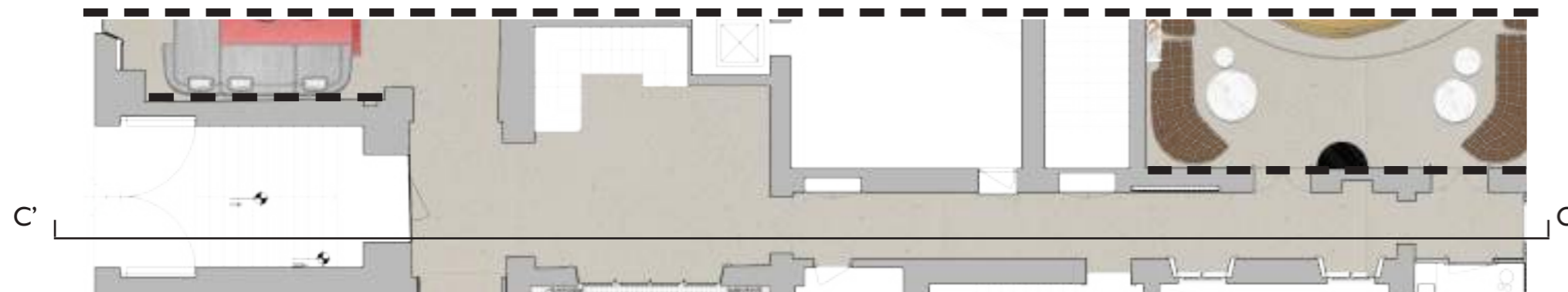


GOLDEN SPACE ATMOSPHERE Corridor

Scale 1:40

Diana-Viktoriia Halushchak

SECTION CC'

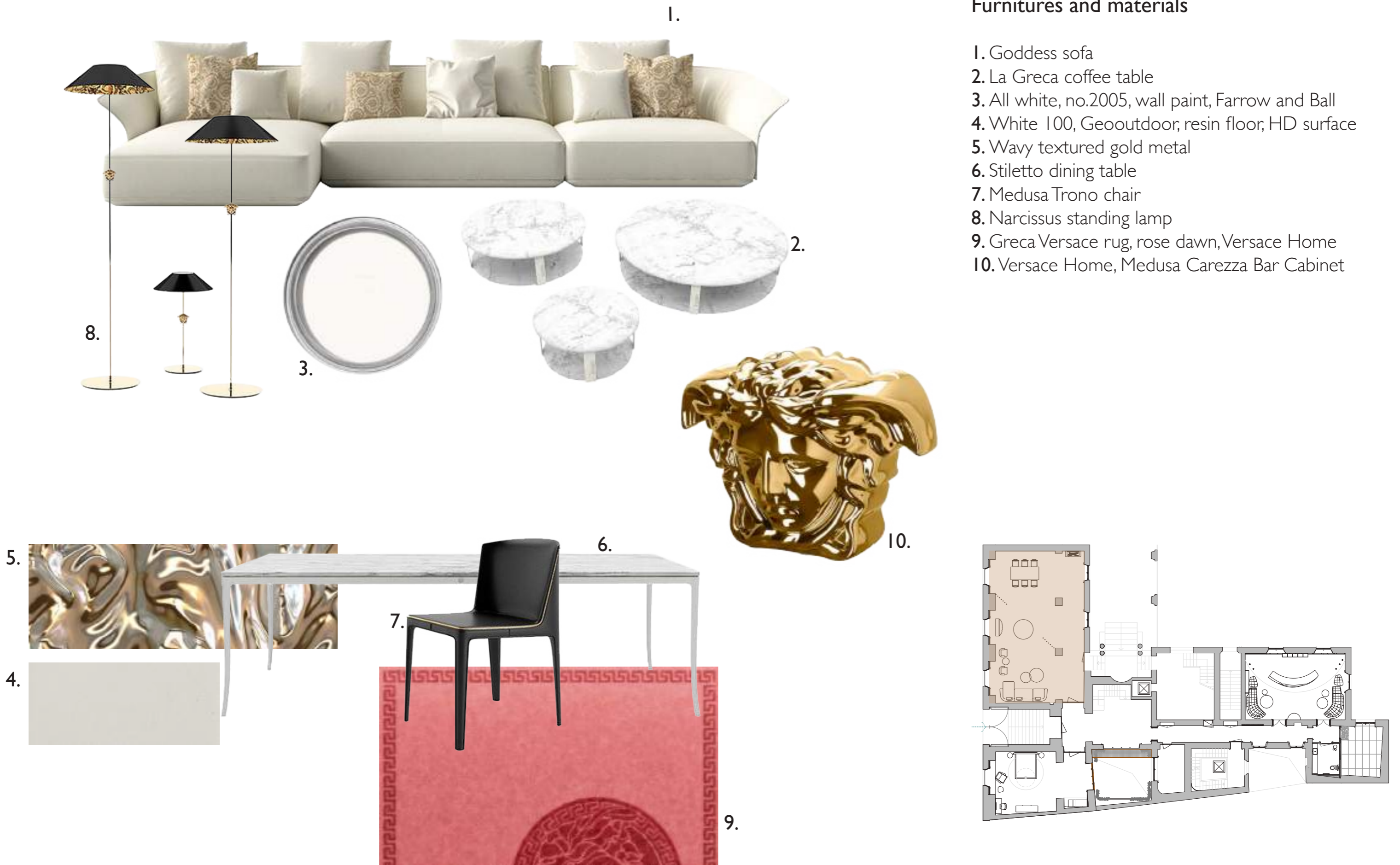


GOLDEN SPACE ATMOSPHERE Living - Dining Area

Diana-Viktoriia Halushchak

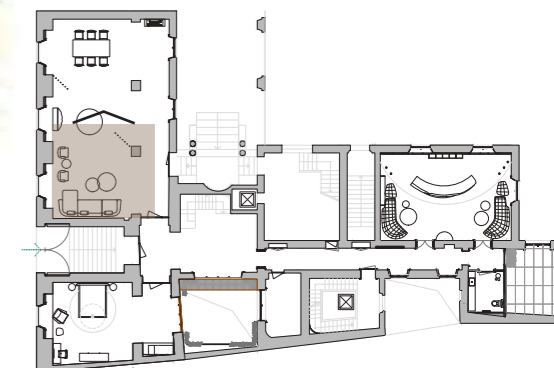
Furnitures and materials

1. Goddess sofa
2. La Greca coffee table
3. All white, no.2005, wall paint, Farrow and Ball
4. White 100, Geooutdoor, resin floor, HD surface
5. Wavy textured gold metal
6. Stiletto dining table
7. Medusa Trono chair
8. Narcissus standing lamp
9. Greca Versace rug, rose dawn, Versace Home
10. Versace Home, Medusa Carezza Bar Cabinet



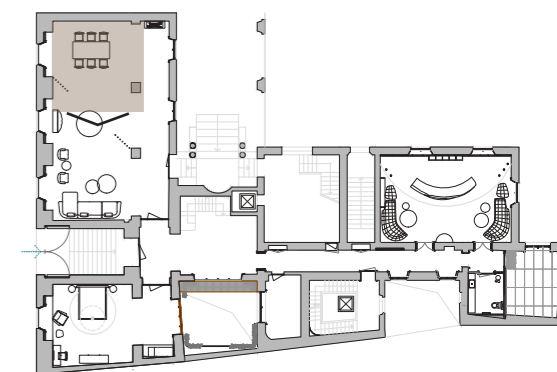
GOLDEN SPACE ATMOSPHERE Living - Dining Area

Diana-Viktoriia Halushchak



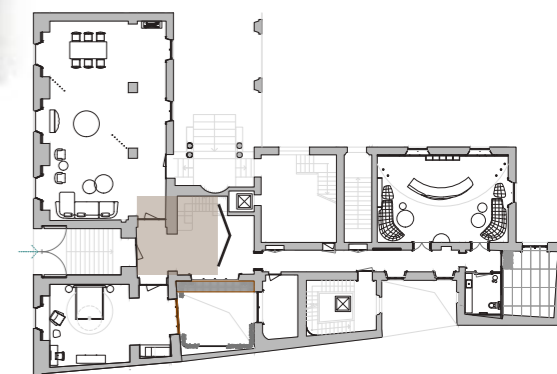
GOLDEN SPACE ATMOSPHERE Living - Dining Area

Diana-Viktoriia Halushchak



GOLDEN SPACE ATMOSPHERE Corridor

Diana-Viktoriia Halushchak











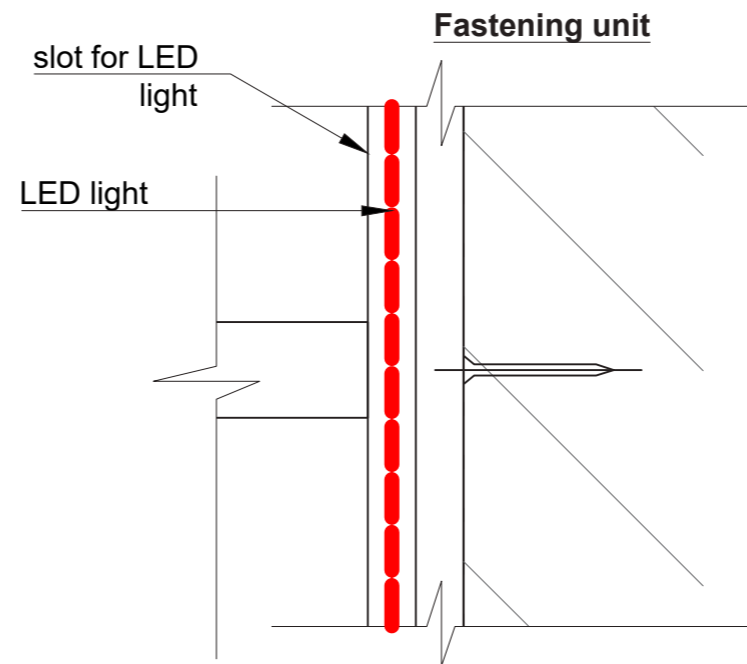
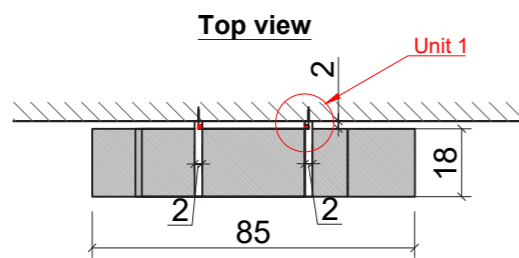
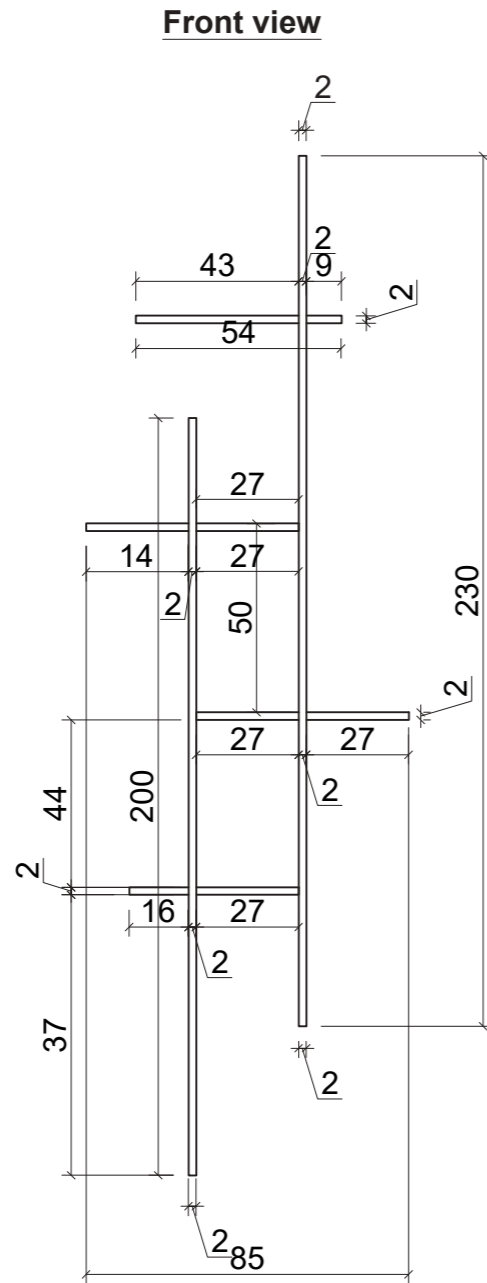
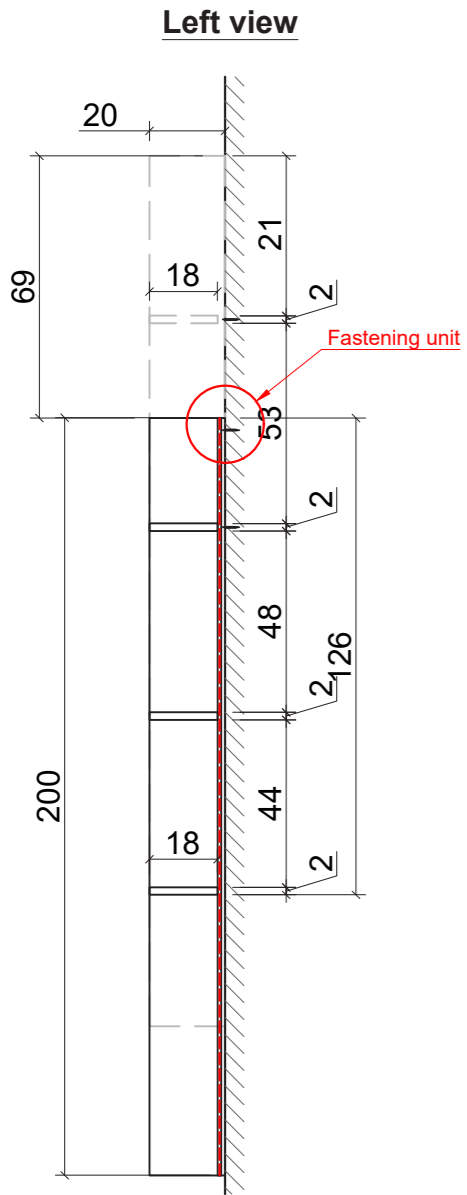
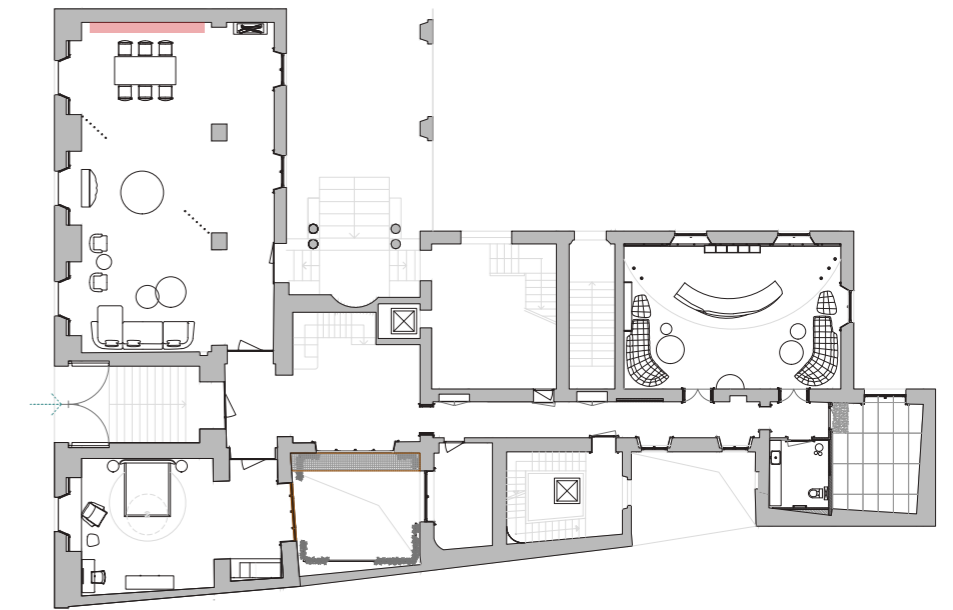




GOLDEN SPACE ATMOSPHERE Custom Shelves

Scale 1:20

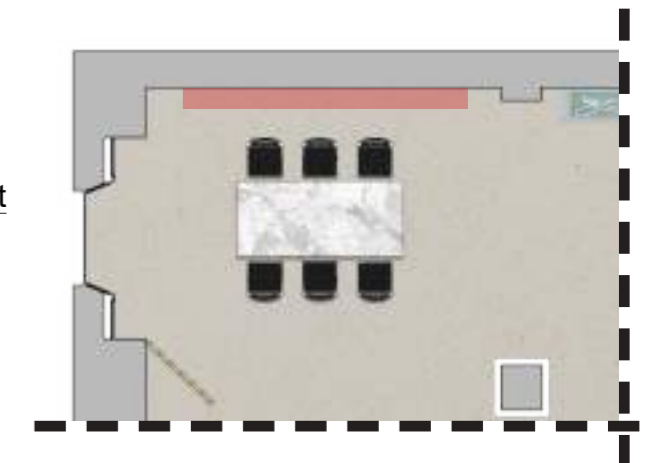
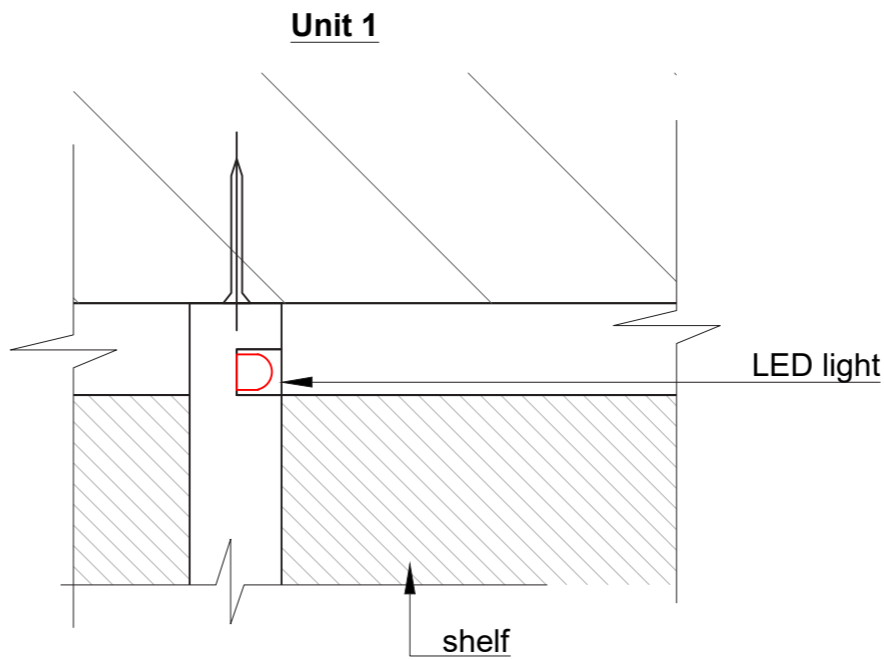
Diana-Viktoriia Halushchak

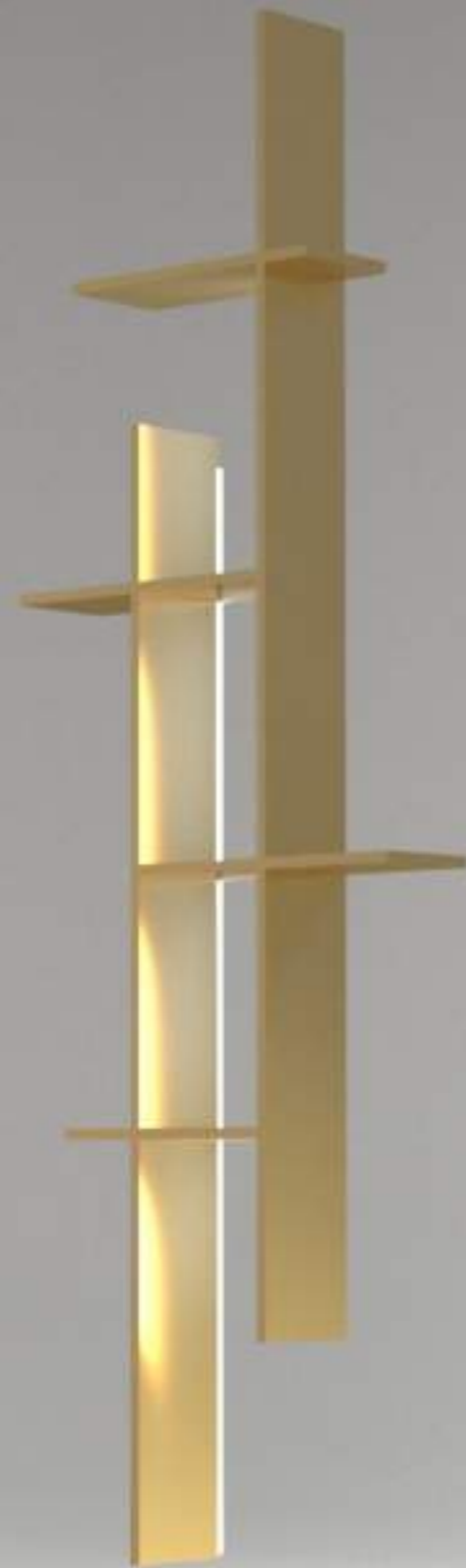


Painted Gold Aluminum



LED STRIP



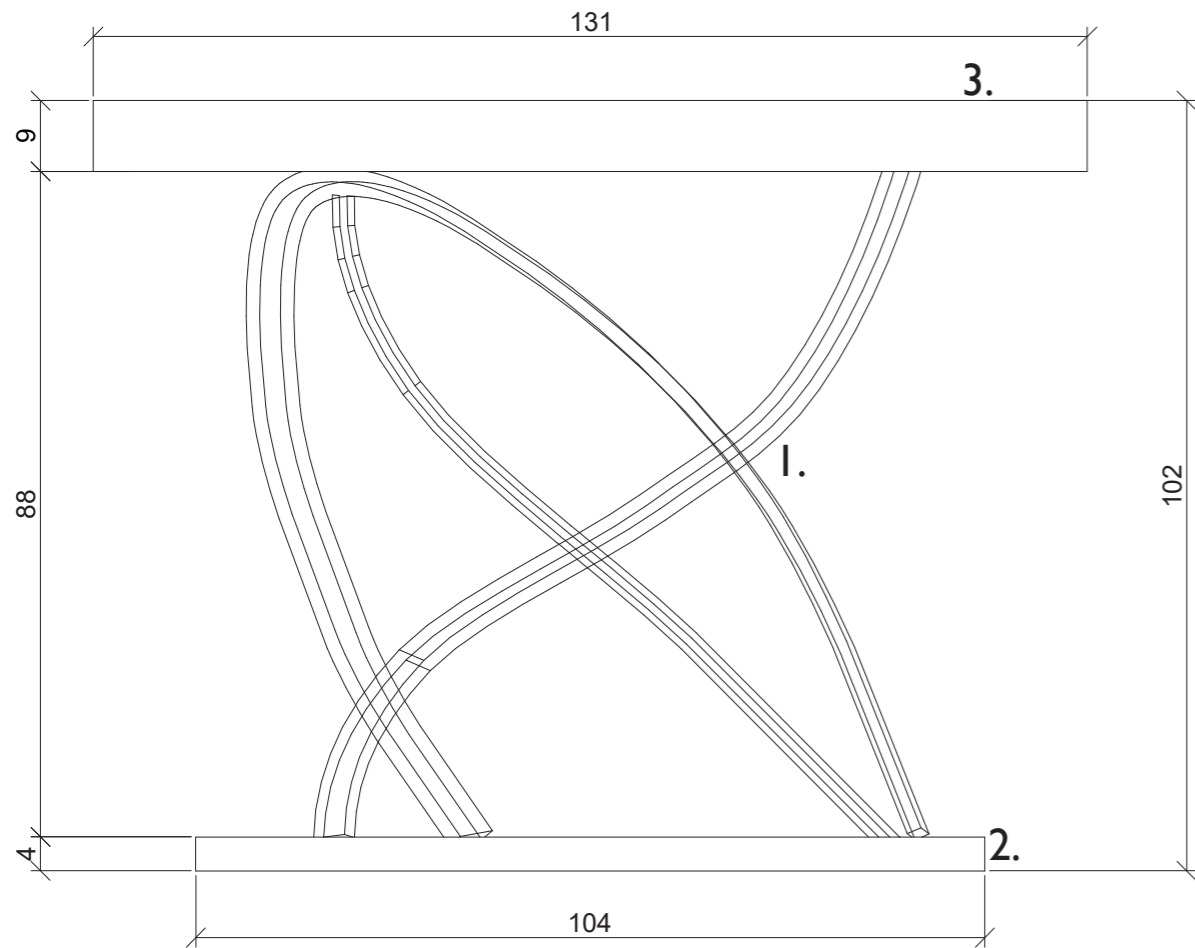


GOLDEN SPACE ATMOSPHERE Custom Table

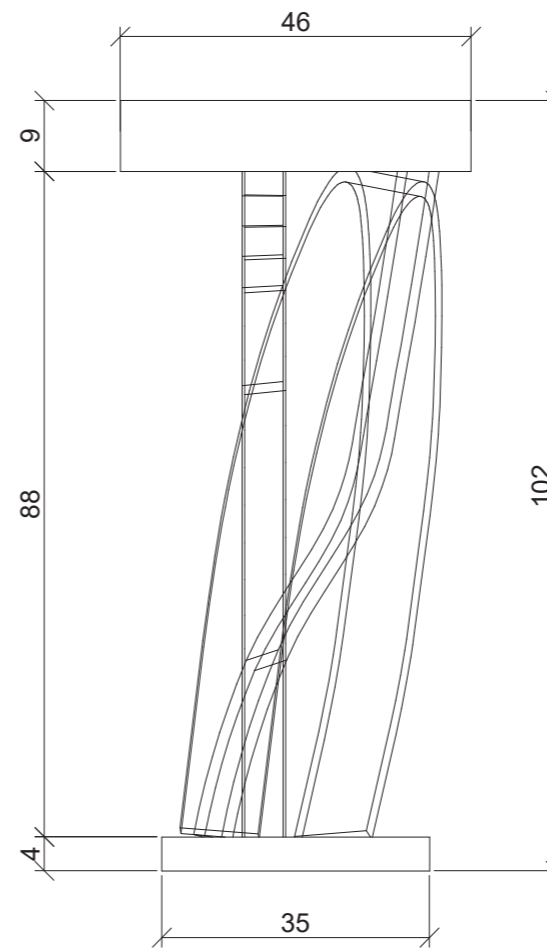
Scale 1:10

Diana-Viktoriia Halushchak

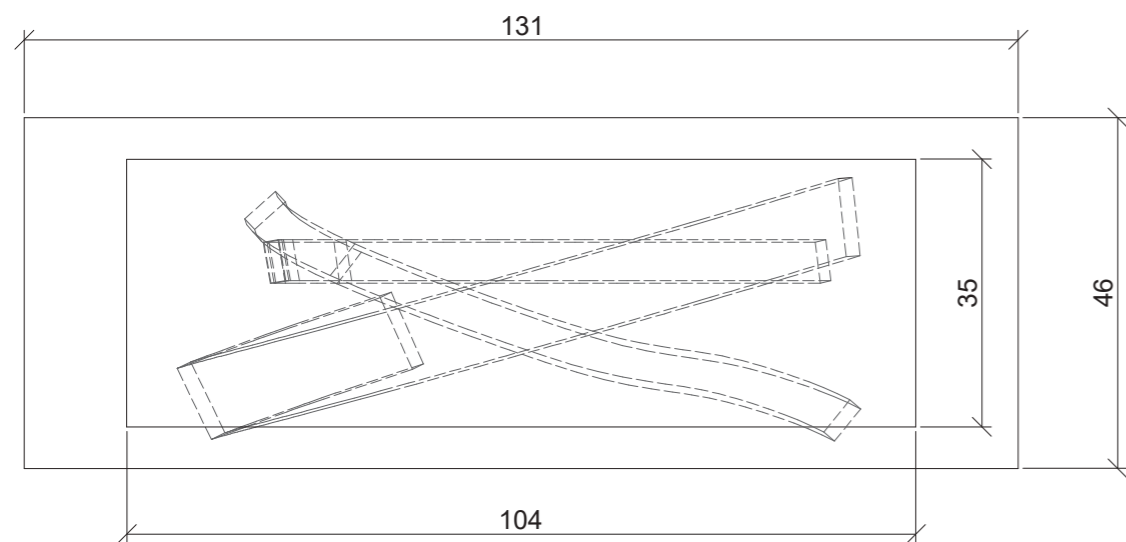
Front view



Left view



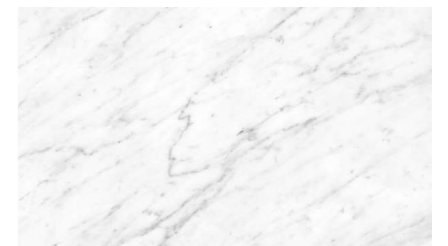
Top view



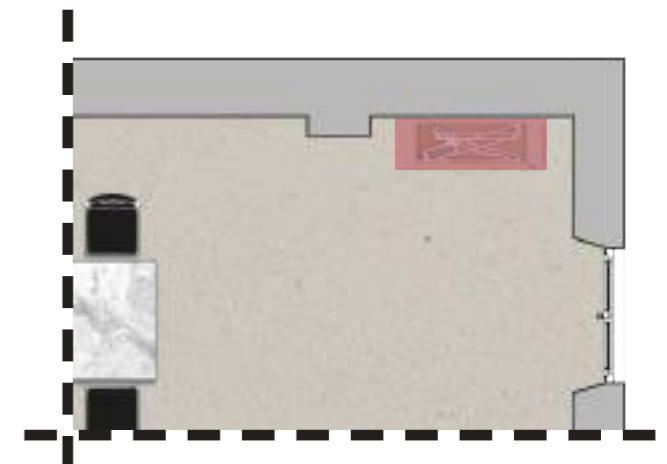
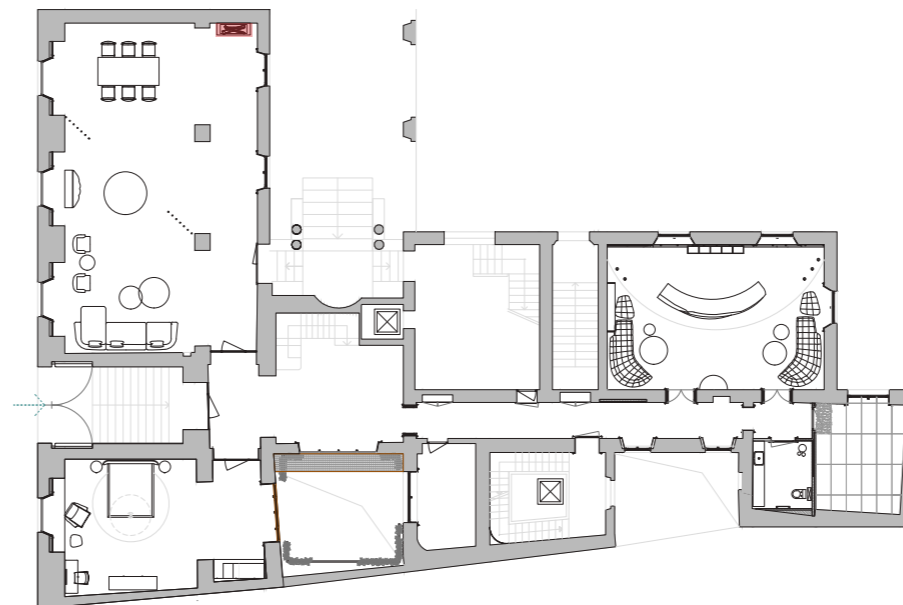
1. Painted Gold Aluminum



2. MDF



3. Carrara gioia marble





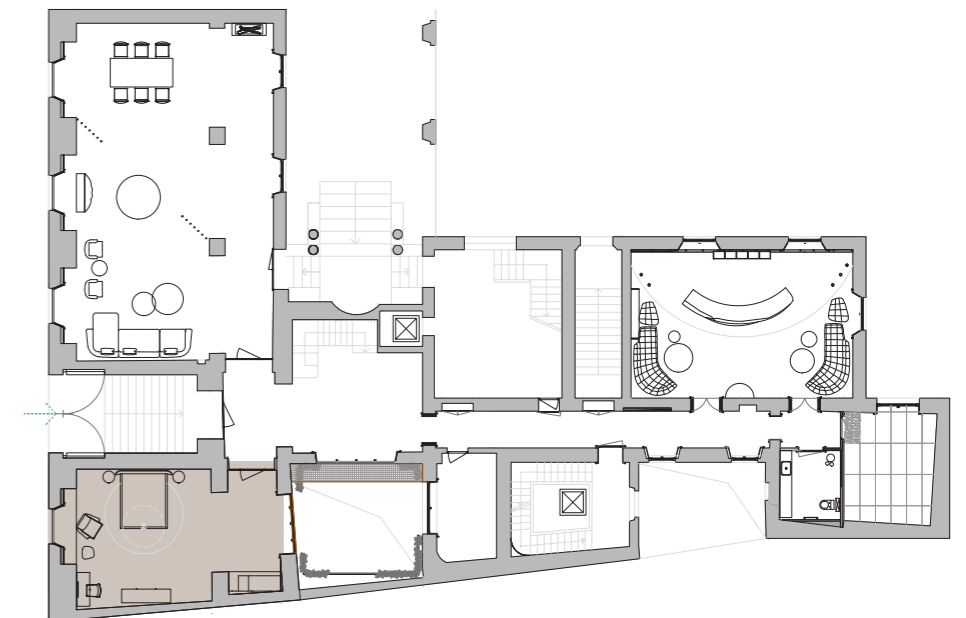
WARMTH OF GOLD Bedroom

Doga Gumus

In the bedroom area, we wanted to have warm feeling. Gold details, cozy wood, rich textures will be the main focus. Coziness and relaxation with a touch of gold.

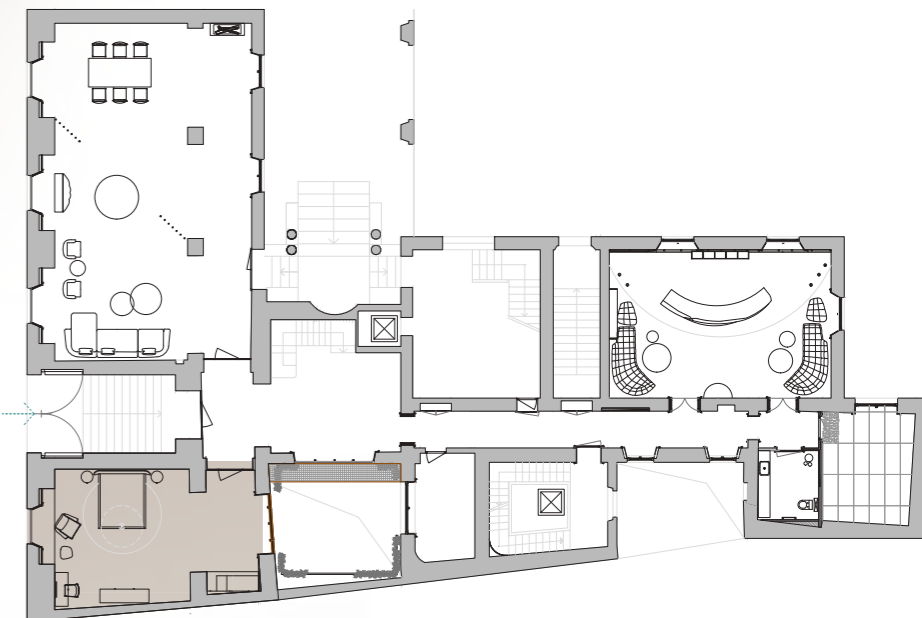
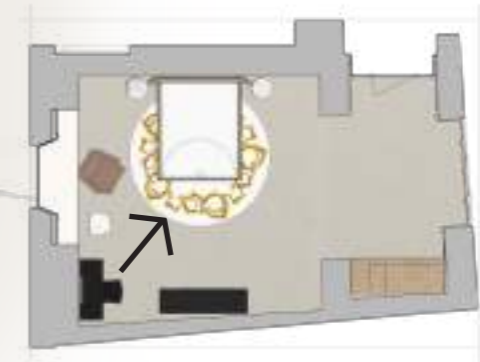
Furnitures and materials:

1. Custom made ceiling sculpture
2. White 100, Geooutdoor, resin floor, HD surface
3. All white, no.2005, wall paint, Farrow and Ball
4. Baracco solid rug 300x300cm
5. Stiletto 22 high bed
6. Medallion bedside table
7. Greca vanity Lady desk
8. Medusa Trono chair
9. Medusa Trono armchair
10. Iconic side table
11. Stiletto sideboard
12. Brushed brass, De Castelli
13. Goddess marble table lamp



WARMTH OF GOLD Bedroom

Doga Gumus







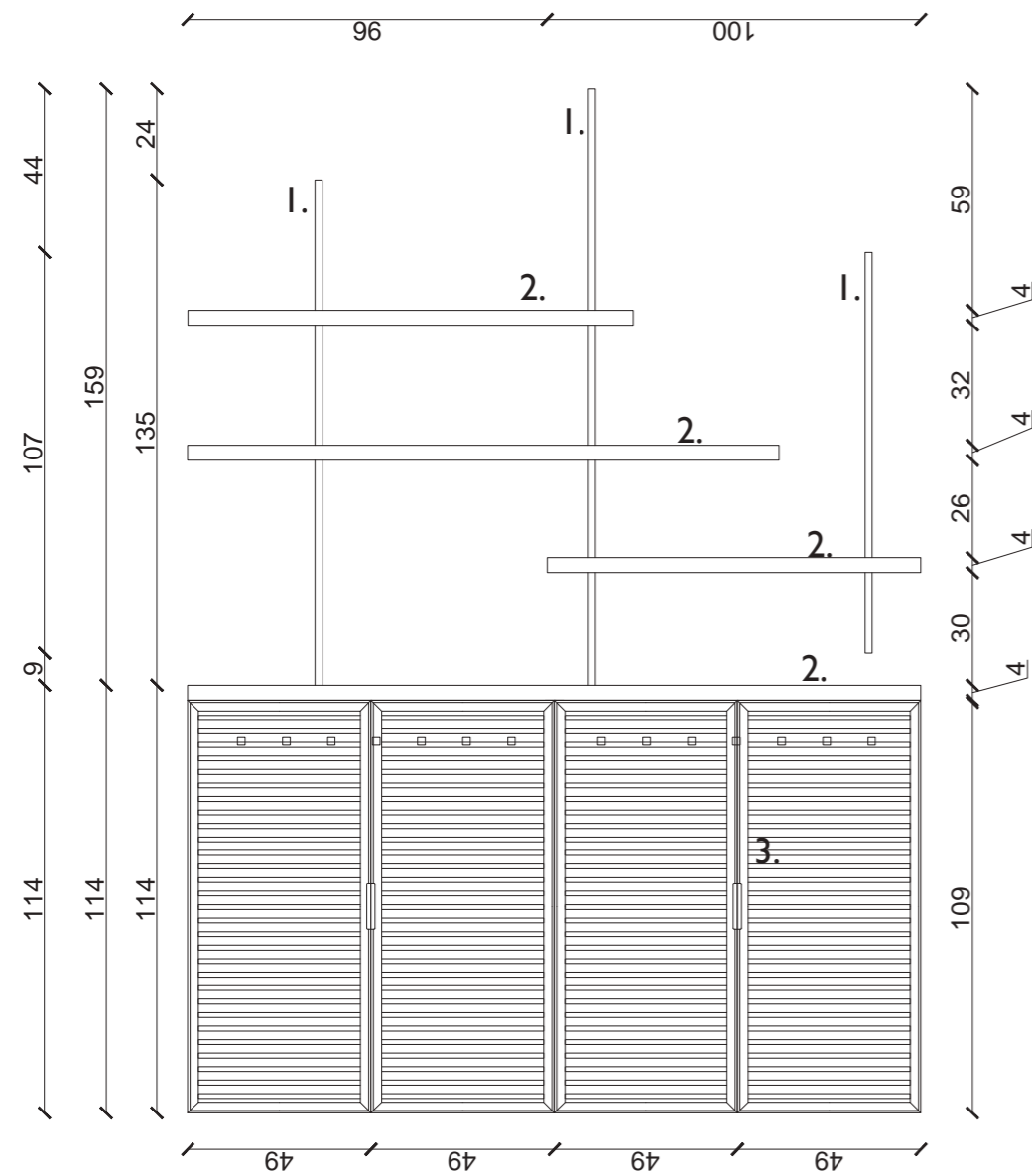




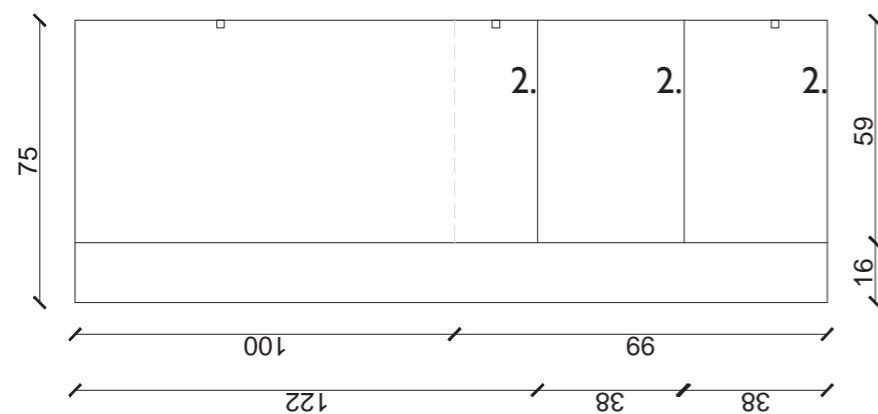
WARMTH OF GOLD Custom Shelves

Scale 1:20

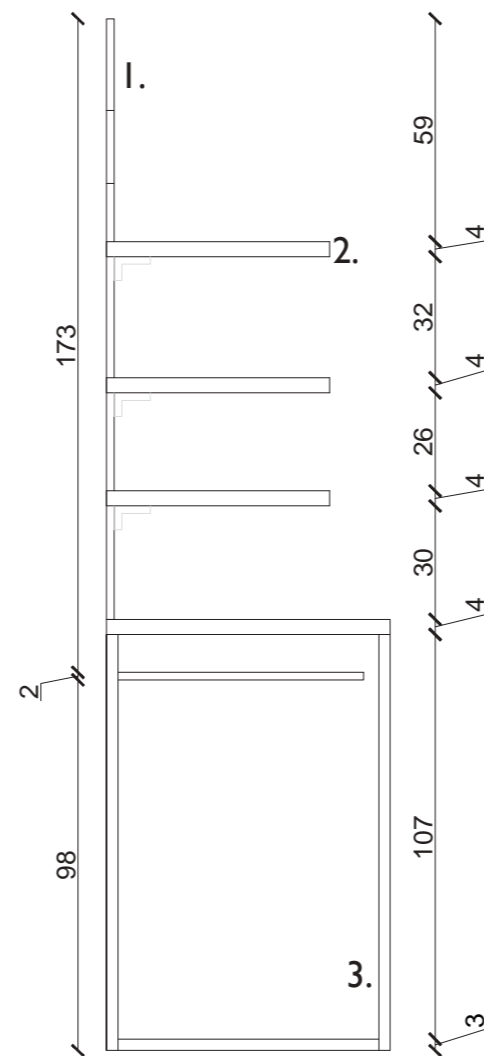
FRONT VIEW



TOP VIEW



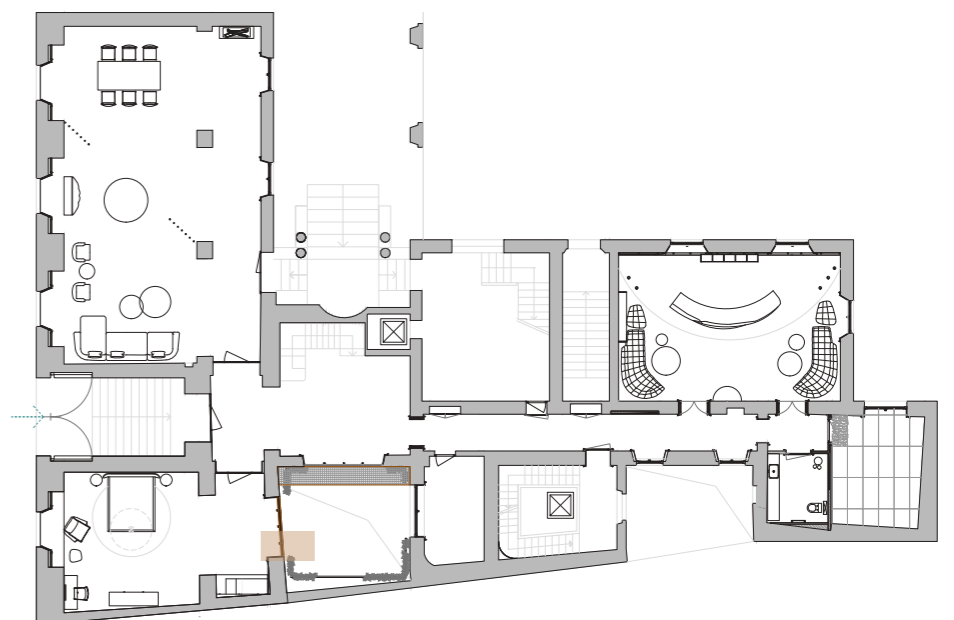
SECTION DD'



I designed this custom made furniture for the entrance of the bedroom. This shelves; on the top part will display Versace Home decorations, and in the bottom part with door, bed sheets, pillowcases, bathrobes and towels will be displayed. I used fabric for the upholstery of the shelves, brass for the structure and bronze metal for the bottom part.

Materials:

-  1. Brushed brass, De Castelli
-  2. Torino 06 fabric, Lopificio
-  3. Bronze metal

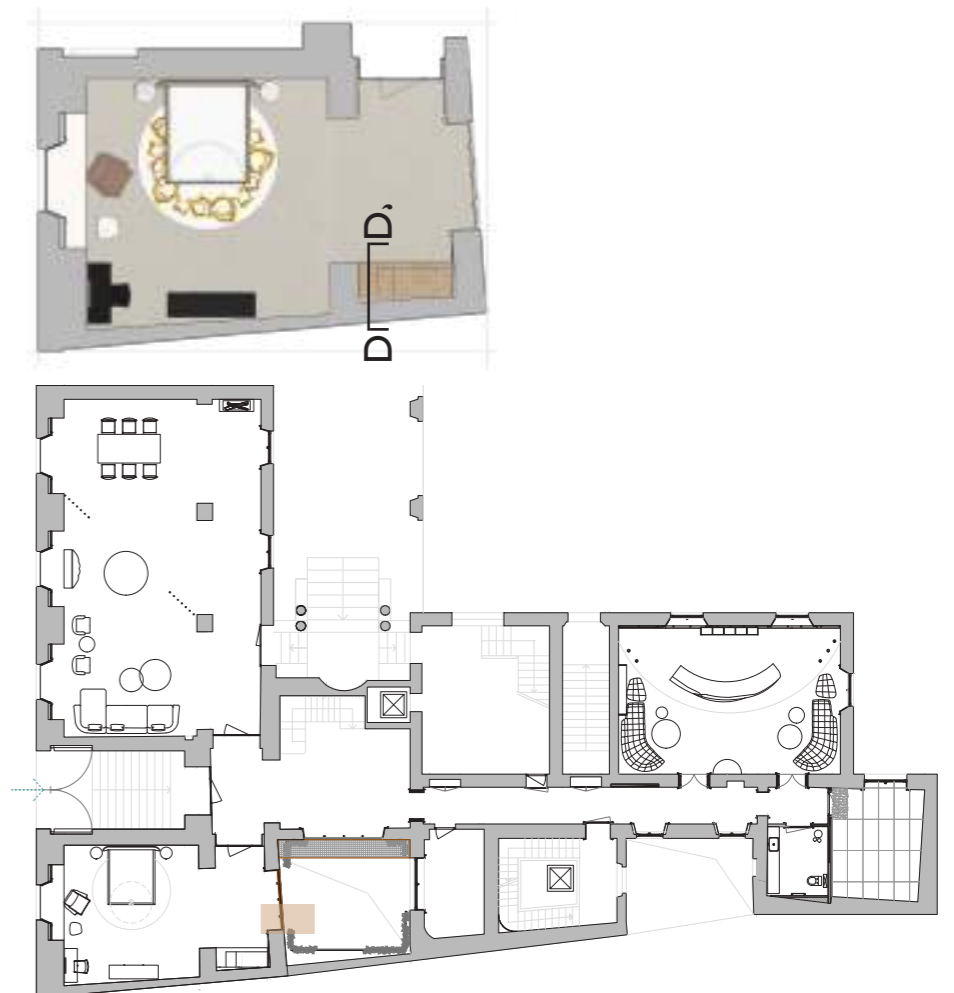


WARMTH OF GOLD Custom Shelves

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GOLDEN DREAM Lounge

Colored Close-up Plan Scale-



With golden details and the authentic atmosphere the Versace Golden Dream Lounge takes luxury to another level. The lounge provides the perfect opportunity to display Versace's dishware collections along with the vases and other iconic Versace items. The lounges' main purpose is to provide clients with the ultimate Versace Home experience using everything Versace. This creates the opportunity for communicating with the client even more and turning the shopping experience into a emotion based experience.

GOLDEN DREAM Lounge

Scale 1:50

SECTION AA'



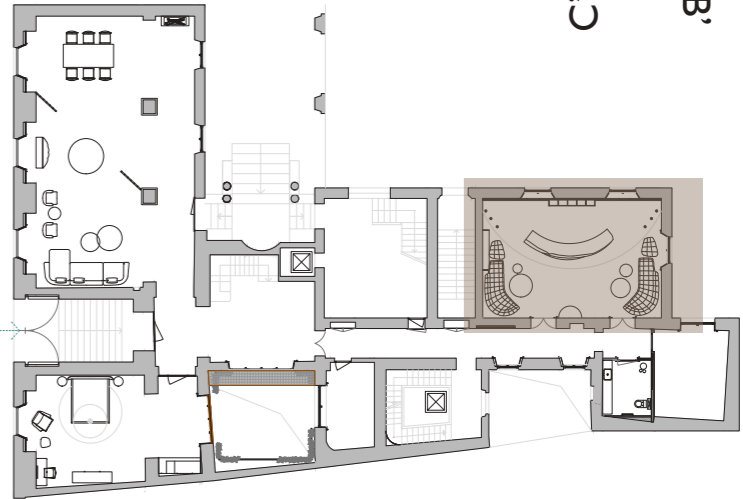
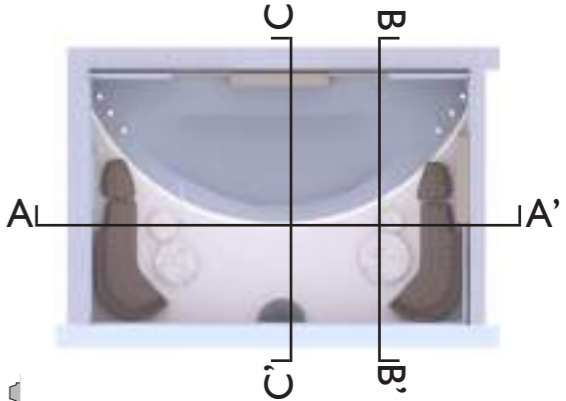
SECTION BB'



SECTION CC'



- 1. All white, no.2005, wall paint, Farrwo and Ball
- 2. Wavy gold metal
- 3. Wood stripes texture
- 4. White 100, Geooutdoor, resin floor, HD surface

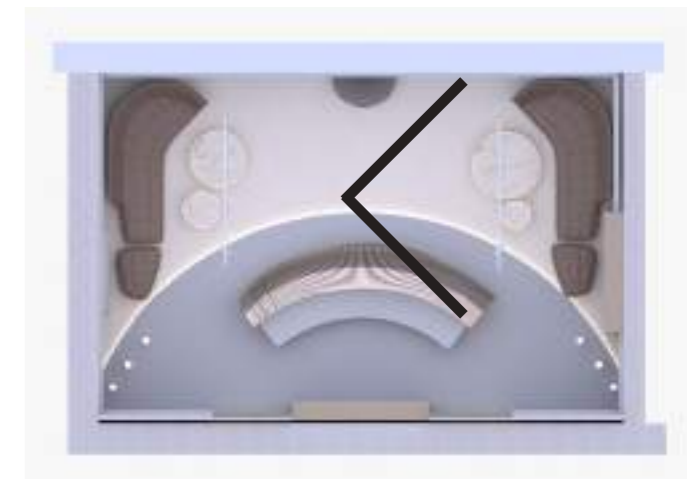


GOLDEN DREAM Lounge

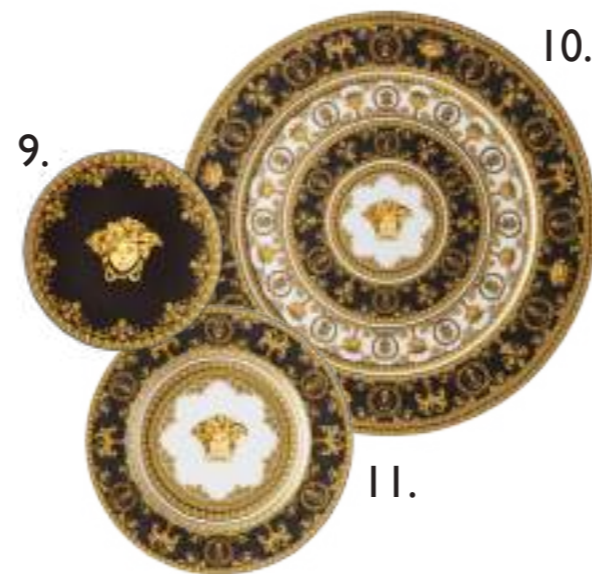
'La Medusa'



The lounge area will display many iconic products of Versace. The main focus in the room is the iconic Medusa sofa. The iconic sofa from the new Versace Home collection takes its inspiration from Medusa, the brand's muse and instantly recognisable emblem. A historic example of unapologetic attitude and fearless self-belief. The new La Medusa sofa is upholstered in fine leathers and boasts a soft, deconstructed silhouette. A modern, youthful style, embellished with a plaque bearing the head of Medusa.



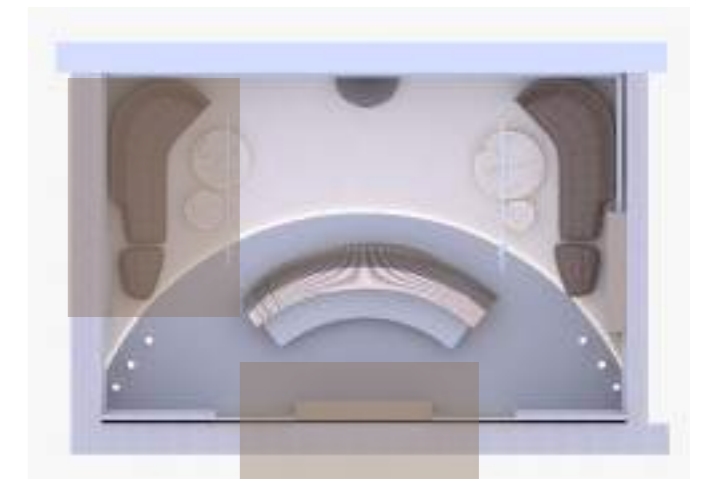
GOLDEN DREAM Lounge



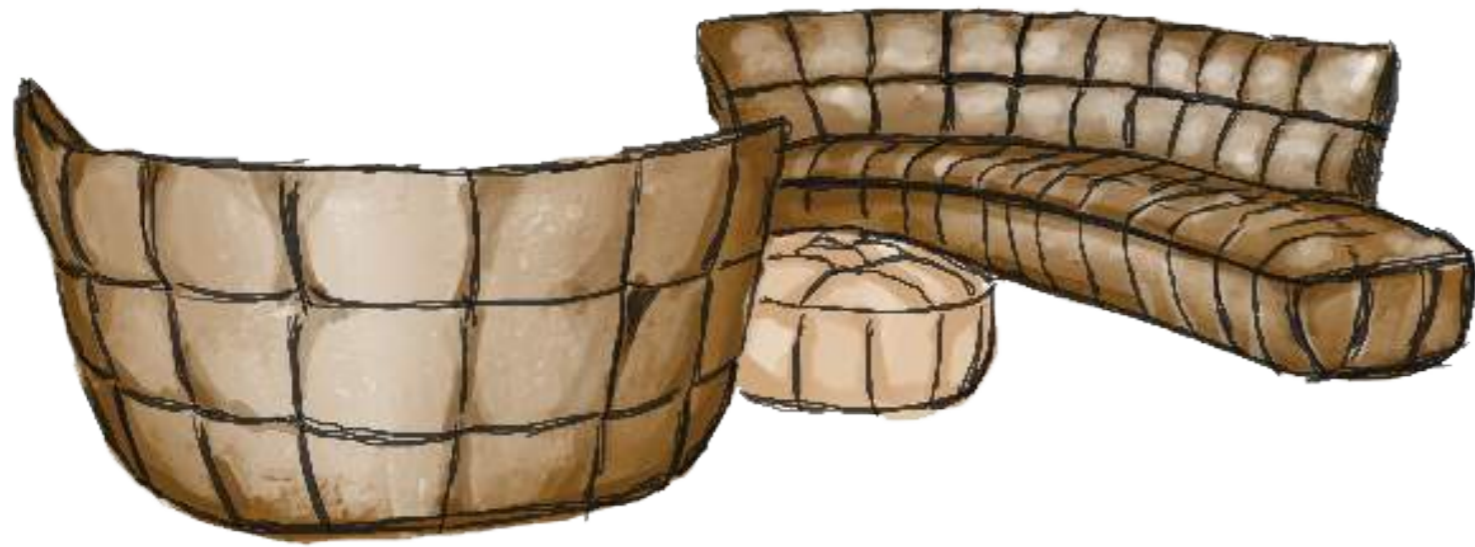
In the lounge area, we wanted to have chic, sexy, cozy feeling. It is a place to have fun and will be the next must visit spot of Milan.

Furnitures and materials:

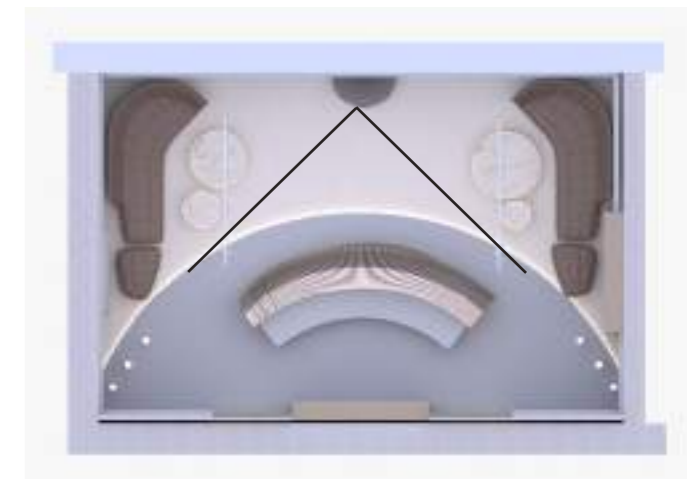
1. La Medusa sofa
2. Medallion coffee table
3. Crete de Fleur Silk Cushion
4. Medusa Lumière Haze Flute
5. Medusa Lumière Haze Decanter
6. Medusa Lumière Haze Red Wine Goblet
7. Medusa Lumière Haze Red Wine Goblet
8. Medusa Lumière Haze Set 2 Whiskey Glasses
9. 1 Baroque Plate 10 cm
10. 1 Baroque Charger Plate 33 cm
11. 1 Baroque Plate 18 cm
12. Custom made Versace client experience table



GOLDEN DREAM Lounge Collage



The Lounge will provide the opportunity to display products that will compliment the furnitures of Versace that are usually sold seperatly. Also it will be an effective way for clients to have a memorable experience by using the displayed furniture along with the drinks and food being served while the customer decides on the products. A catalog table will also be placed in the lounge for taking the experiance further.



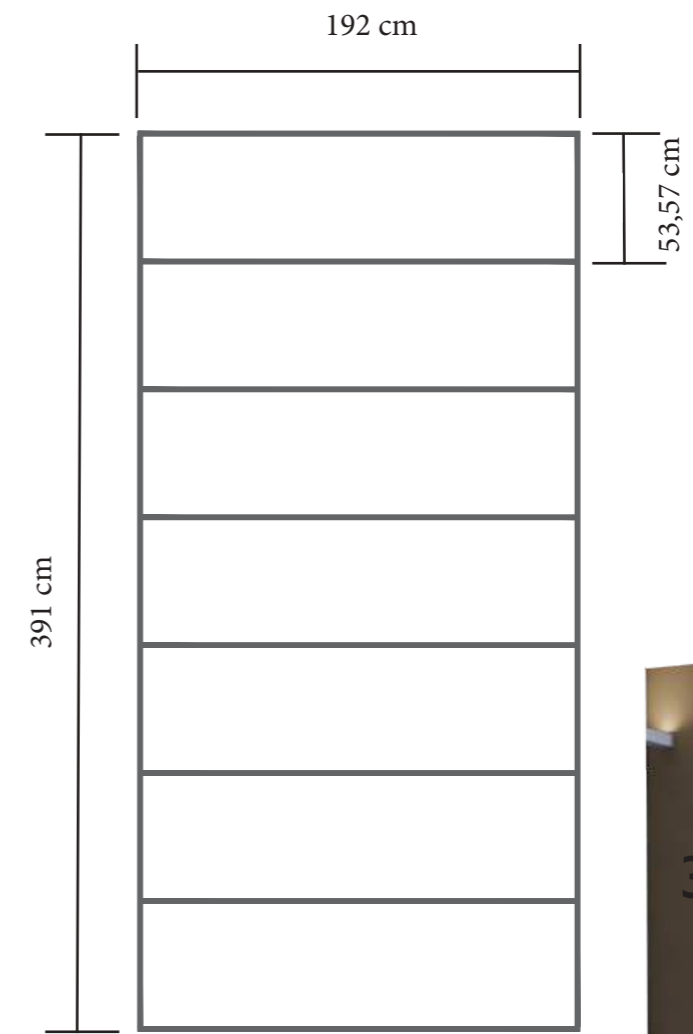
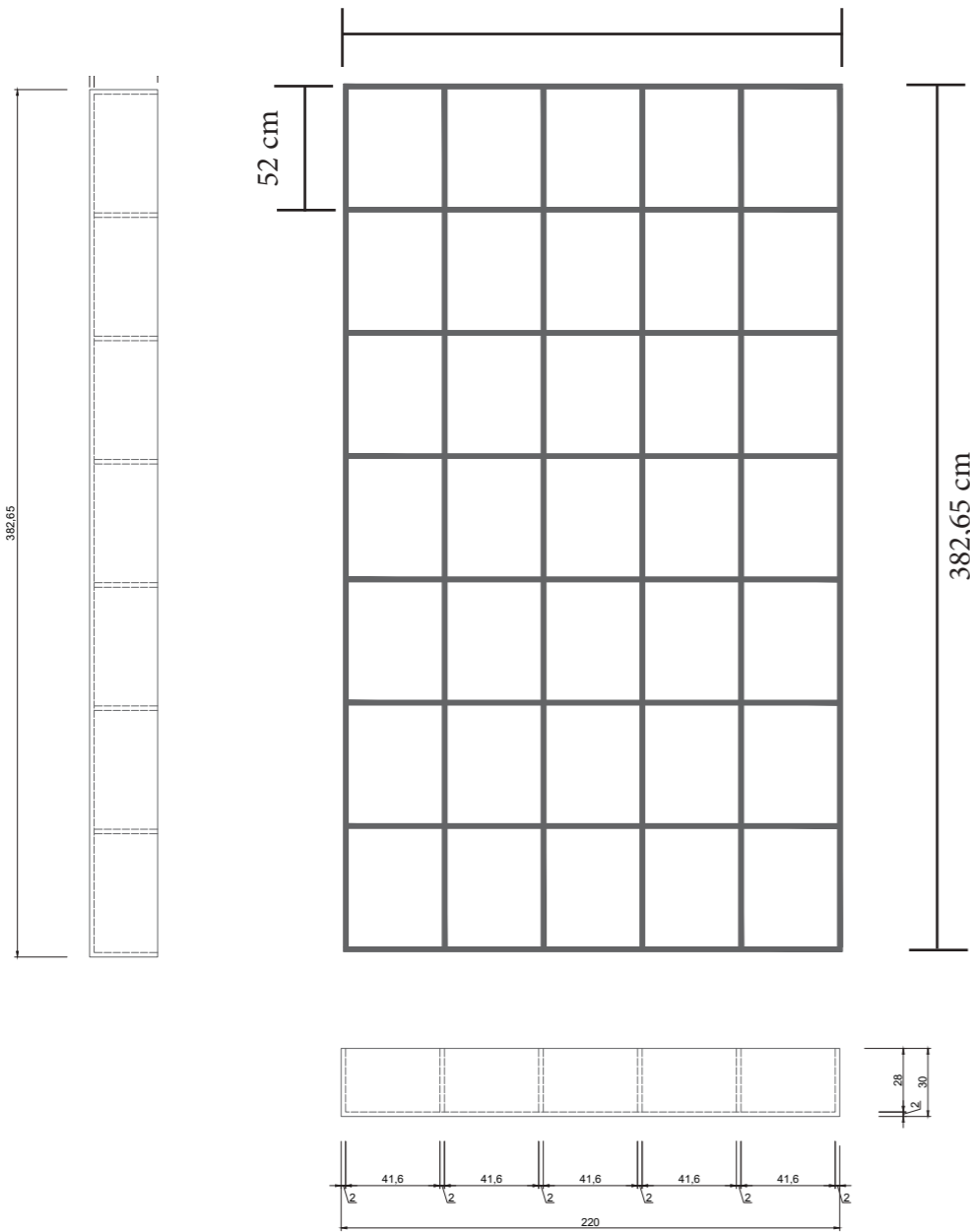
GOLDEN DREAM Lounge

Sketch



GOLDEN DREAM Lounge

Custom Made Furniture 220 cm



1. Beige panel with lacquer finish
2. Wavy gold metal
3. LED light stripes under the shelves



Custom made furniture will be placed in the middle point of the room. The wavy gold panels complimenting the shelves will create an elegant atmosphere for chic evening events. LED lighting will be used for the shelves, placed under each row of shelves.

materials

1. Lacquer finish on beige panel
2. Wavy gold metal

LED lighting stirpes under the shelves

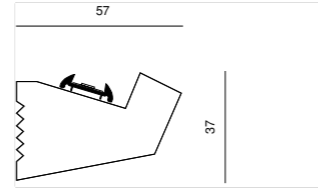
GOLDEN DREAM Lounge

Custom Made Furniture

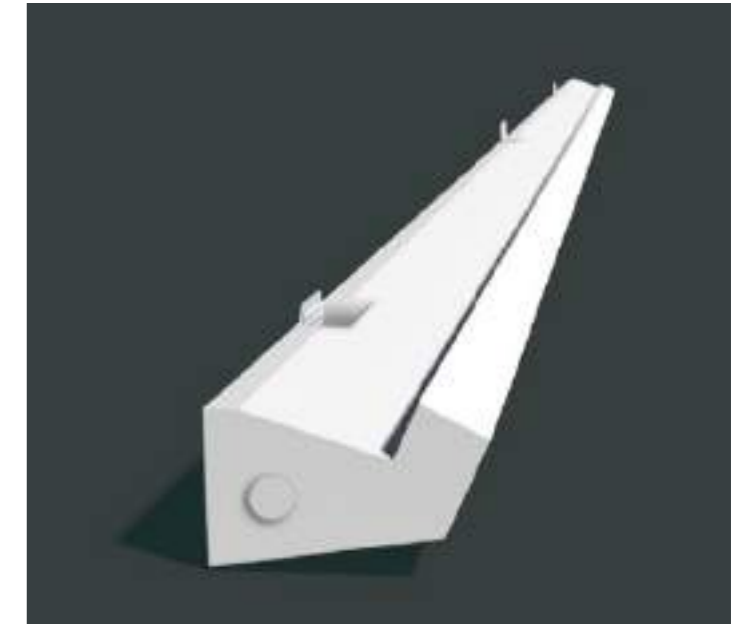
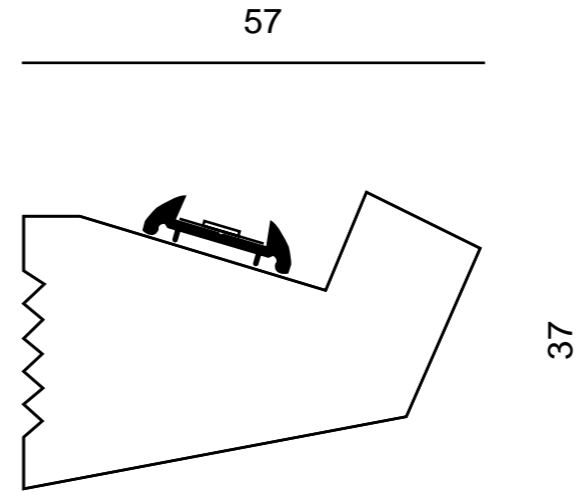
atelier sedap / LIGHTING

189 / LIGNE Design Atelier Sedap

Micro Corniche is a high strength plaster profile for indirect linear LED lighting



Weight
3 Kg
Orientation
⊕



FINISHES

Natural plaster finish

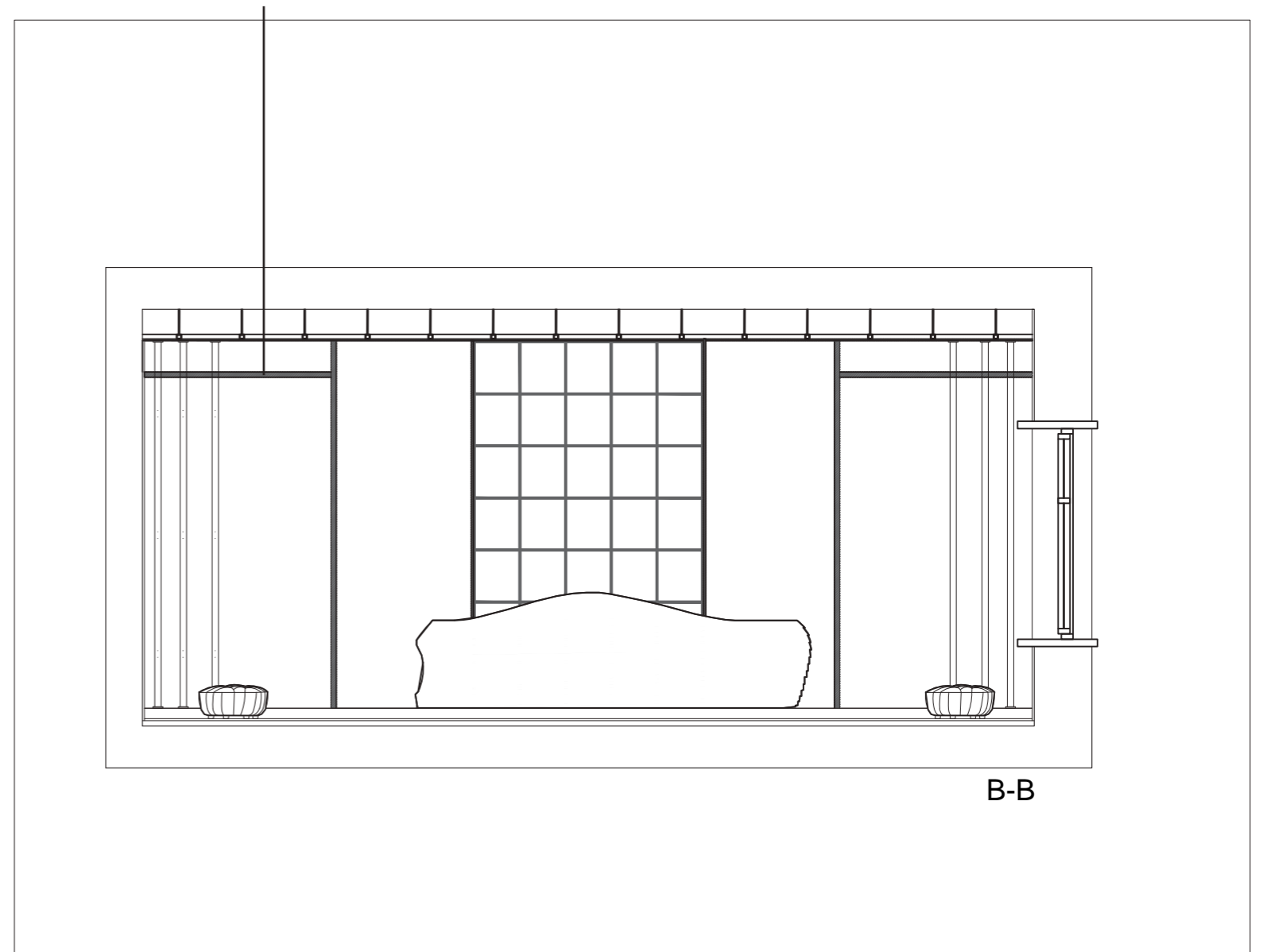
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LIGHT SOURCES

REFERENCE	DESCRIPTION	LENGTH
	High strength plaster profile LEDs strips as an option	
189.150	Profile, length 1.50 meter	1,50 M

MICRO CORNICHE / EQUIPEMENT LEDs (more info)

REFERENCE	DESCRIPTION
8129 .LDT	5 ml High Power LED strip, warm white (2700 °K) - 120 LEDs /m, 5cm divisible Consumption 19.2 W per meter - 24V - 2000 lumens per meter
8130-1 .LDT	5 ml High Power LED strip, warm white (3000 °K) - 120 LEDs /m, 5cm divisible Consumption 19.2 W per meter - 24V - 2000 lumens per meter
8099 .LDT	5 ml LED strip, warm white (2700 °K) - 60 LEDs /meter, 10cm divisible Consumption 15 W per meter - 24V - 1080 lumens per meter
8100 .LDT	5 ml LED strip, warm white (3000 °K) - 60 LEDs /meter, 10cm divisible Consumption 15 W per meter - 24V - 1080 lumens per meter
8102 .LDT	5 ml RGB LED strip - 60 LEDs /meter, 10cm divisible Consumption 15 W per meter - 24V
5179	Aluminium heatsink section (20 x 6 mm), length 1 meter



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THANK YOU