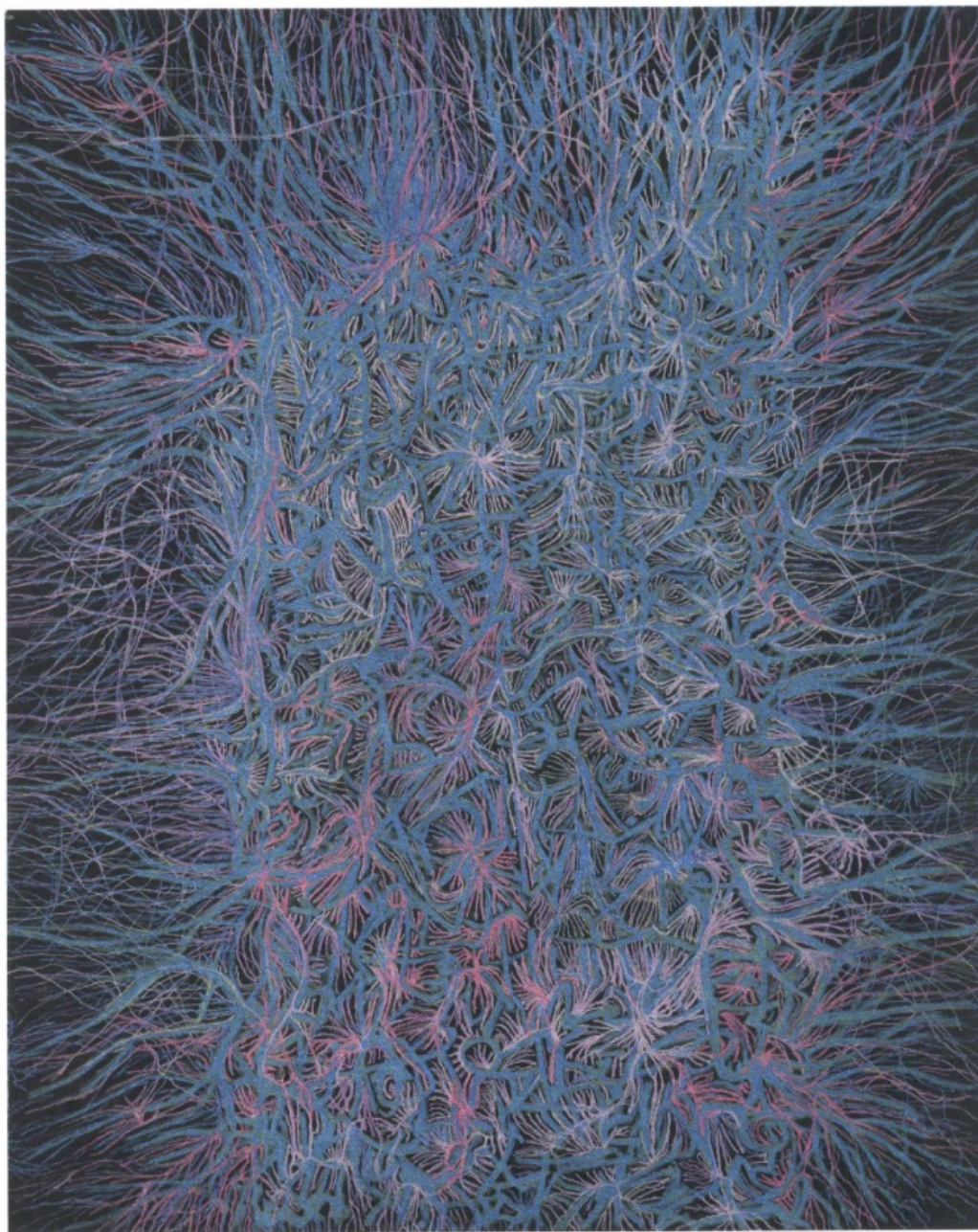




Humberto Campana
Fernando, 2022
Metallic pen on paper
29,7 x 42 cm

per interni

Humberto Campana



To the side, view of the Club21 space on the ground floor, entirely customized. The entrance volume in red glass mosaic by **Bisazza** stands out against the shiny white resin flooring; igloo with structure in metal and white camouflage fabric, chairs by **Imperfettolab**, tables by **Gervasoni** and **Fuoriluogo**, lamps by **Danese Milano**. Above, detail of the white camouflage fabric.

On the ground floor, in the project conducted by Paola Navone with **Oran Paolo Venier** and **Cristina Pettenuzzo**, the **Cédric Grolet** space is in white and silver, fluid and airy with volumes that never reach the ceiling, or are raised off the ground. The fabrics are covered by a very thin sheet of aluminium, to accentuate the dynamic and luminous effect of the surfaces. The loose furnishings of the retail spaces are versatile and adapt to the different needs of each brand, and the seasonal cycle of products. The entrance to the Club21 store, at ground level, stands out for

its red volume that functions as a landmark, though it is 'embedded' in the façade. The glossy white floor grants the possibility of 'floating' to all the elements of the setting, in tune with the character of the site.

The upper floor has a more 'street style' character, with flooring in raw concrete and furnishings made with steel mesh, grilles that accommodate the garments but leave the perception of the space open. The lighting fixtures inside the metal partitions contribute to bring out the trendy urban style.



Above, counter-view of the Club21 space on the ground floor. Ghost chairs by **Gervasoni** covered in 3D fabric, table by **Fuoriluogo**. Below, views of Club21 at the first floor. In the enclosure formed by concrete floors and walls, LED fixtures feature the names of fashion brands, the displays are also made with structures in chrome-plated metal screen and tops in glossy white coated OSB. All custom-made. Chair by Droog Design. To the side, detail of the table made of recycled denim embedded in white resin.

