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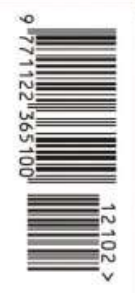
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PHYSICAL
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LookiNg
AROUND
SHOWROOMS

The **Group Molteni&C|Dada** has opened a new flagship store in **Paris**, in the name of sophisticated elegance. Designed by **Vincent Van Duysen**

**A LESSON
IN CHARM**



OPPOSITE PAGE, THE SCENIC TRAVERTINE STAIRCASE THAT CONNECTS THE TWO LEVELS OF THE NEW **MOLteni&C|DADA** SHOWROOM IN PARIS. AT LEFT, THE SETTING OF THE LIVING AREA. BELOW, DISPLAY WINDOWS OF THE FLAGSHIP STORE ON RUE DES SAINTS-PÈRES.

“Tactile, elegant, intimate.” This is how Vincent Van Duysen sums up the DNA of the new venue he has designed in Rue des Saints-Pères, in the heart of the Rive Gauche. “I wanted to import the elegance of Molteni&C into the French capital,” he explains. “The new flagship store will strengthen Italian manufacturing excellence in an important European cultural center, expressing the Group’s sober and sophisticated style, in full harmony with Parisian attitudes and taste.” Complementing the recently renovated historic UniFor showroom nearby, the space devoted to Molteni&C and Dada opens out to passers-by with seven large display windows. The interior is laid out on two levels with a total floor space of 550 square meters. The project develops from its inspiration in International Modernism, while respecting the original features and volumetric breadth of the

early 20th-century building that houses the showroom. The dividing walls separate generous spaces, interspersed with high brass portals with a warm color palette that riffs on gray predominant. The spatial and visual nerve center is the sculptural staircase, a scenic presence with a strong graphic impact



Looking AROUND SHOWROOMS



heightened by its luminous profile and refined finishes. It is the epitome of Van Duysen's style: geometric rigor made warm and living by the tactile perception of interiors and materials. The art director and designer of the group's retail concept confirms, "I sought to achieve a balance between spaces flooded with light and darker, subdued, more relaxing ones. I used the material qualities of the bronzed metal portals, travertine floors, smoked oak ceiling and the handrail of the staircase to create a tactile, welcoming environment."

In this way the construction of the 'box' to recount the story of the product passes through a "meticulous subdivision of each sector and a multiplicity of textures capable of creating the perfect backdrop for displaying the new products from Molteni&C|Dada," explains the architect. "Inspiration derived from careful study of the graphic world of Ponti and Scarpa, with the addition of new elements." Among the latter, the dialogue with contemporary artworks from The Collector's House project curated by Caroline Corbetta. A detail that, together with the mingling of icons of the past with contemporary design, contributes to the expression of that "art de vivre that retailing needs to express today." ■ *Katrin Cosseta*



THE FIRST FLOOR OF THE SHOWROOM, TOGETHER WITH THE NEW PRODUCTS, DISPLAYS ICONIC PIECES BY GIO PONTI AND ITEMS FROM THE HERITAGE COLLECTION. ON THE LOWER LEVEL, THE DISPLAY IS DEFINED BY A FRAME OF STRUCTURAL NICHS, INDIVIDUALLY LIT AND FURNISHED LIKE THE WINGS OF A THEATER.



ABOVE AND AT RIGHT, THE AREA DEVOTED TO **DADA** WITH THE INSTALLATION OF THE VVD KITCHEN BY VINCENT VAN DUYSSEN, WHO ALSO DESIGNED THE SPACE. PHOTO BY MAX ZAMBELLI.

