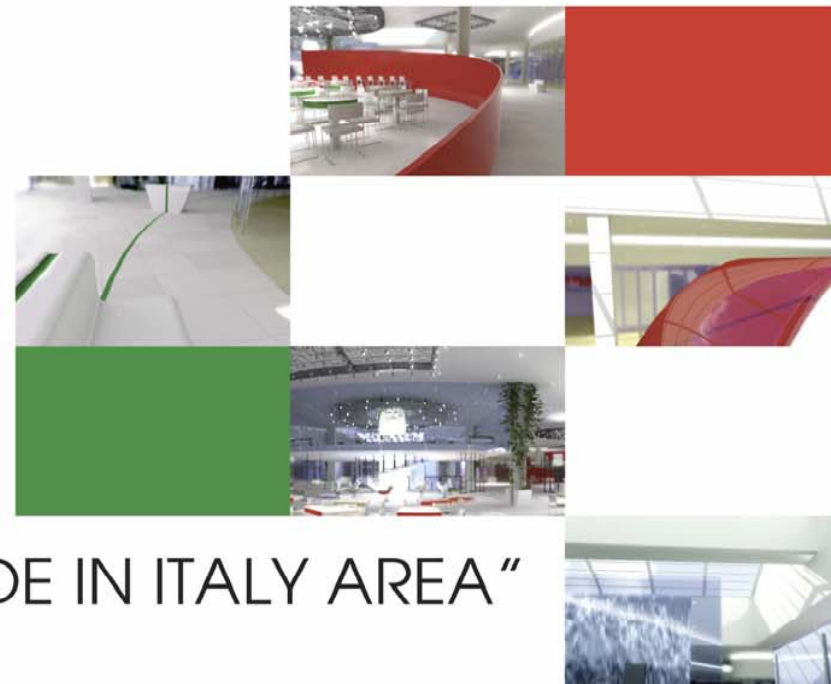




destiny usa

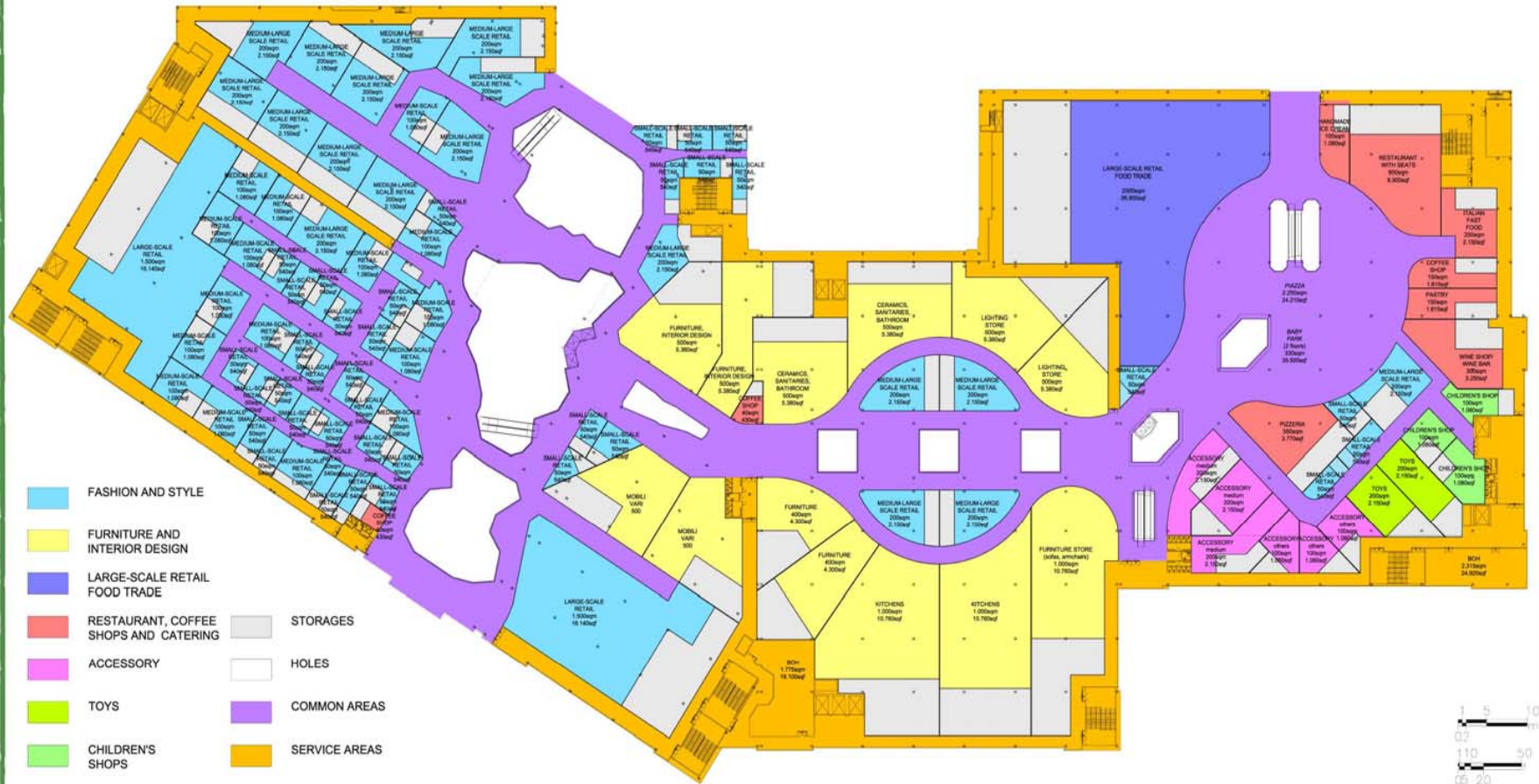


Carousel Center's "MADE IN ITALY AREA"

Interior Design

CAROUSEL CENTER'S "MADE IN ITALY AREA"

Layout



CAROUSEL CENTER'S "MADE IN ITALY AREA"

Concept



AREA 1

Dedicated to fashion and style, is the part of the "Made in Italy's Area" that - thanks to the large holes open on the lower floors - mostly interacts with the rest of the building.

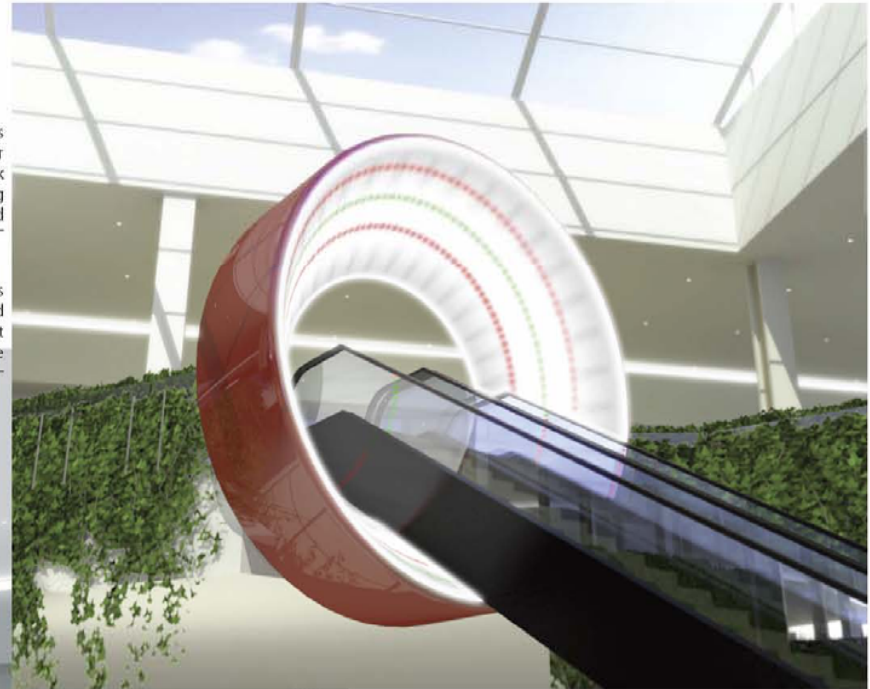
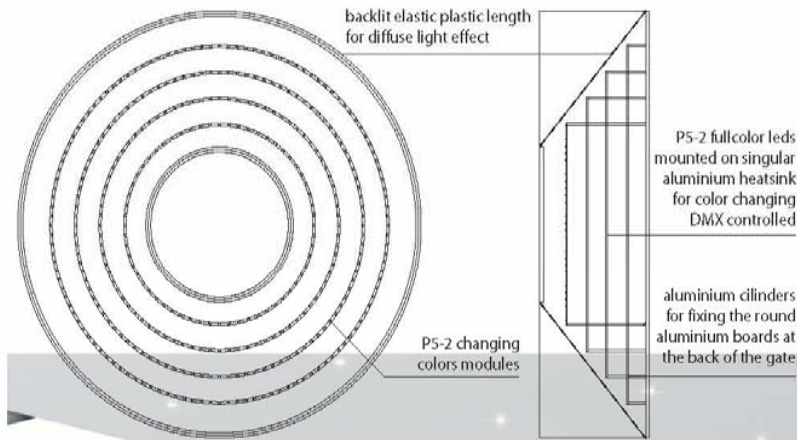
The irregular shape of the holes and the open view on the pool at the groundfloor influences the environment: the space appears deep-seated to the countryside surrounding Syracuse, clearly reminding the Lake Ontario.

The proposal, for this area, suggests an approach that recalls natural environment, with a large use of plants, climbers, vertical gardens, etc., and the simulation of running water and interactive waterfalls.



AREA 1

Access gates



The gates are the accesses to the AREA1 from the lower floors. They represent the transit to another dimension: the "Made in Italy"'s one.

Their trumpet-shaped configuration is conceived to give people the impression to be sucked-in, so as the concentric moving stripes.

The gate is made with a plastic elastic backlit length and the stripes are projected by internal leds.

AREA 1

Vertical gardens



The parapets of the holes, open on the lower floors, as well as the elevators' cars are totally vine-covered, to give the impression of entering on a Eden garden that reminds very closely the countryside surrounding Syracuse.

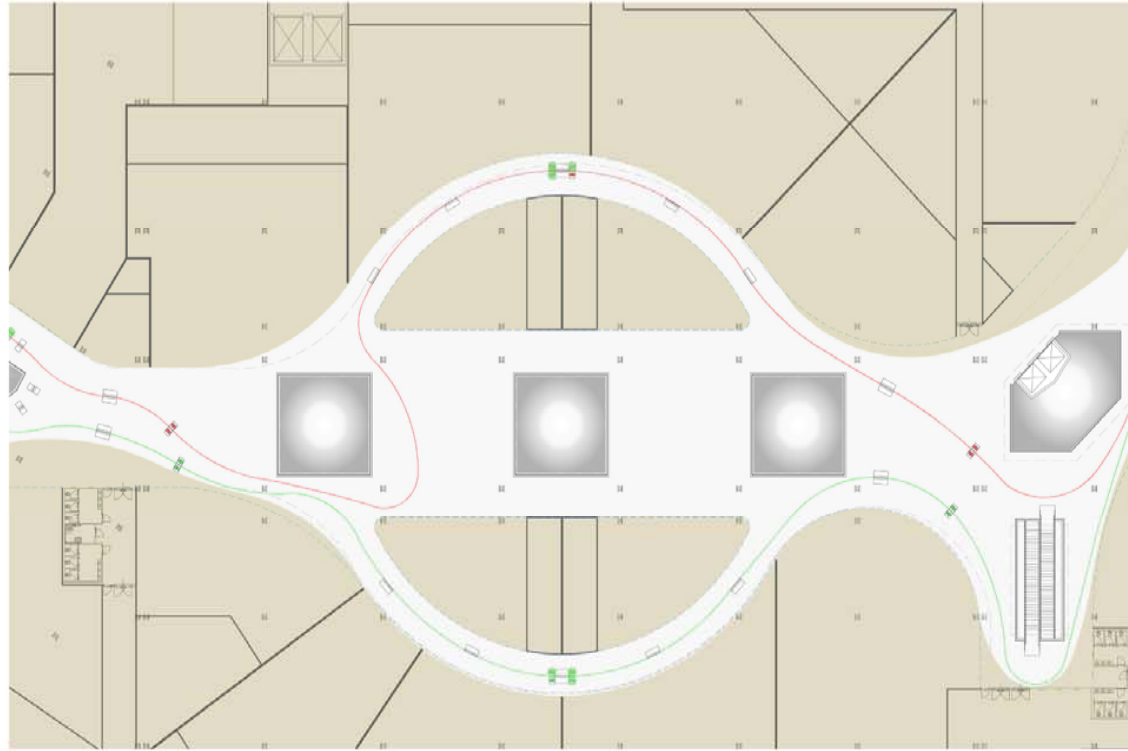
The blind wall in the background is transformed in a living-green wall, called vertical garden.

A magic wall with the interactive projection of running water is interposed among the plants, in order to evoke the waterfalls.



AREA 2

Dedicated to furniture and interior design, this area gradually marks the passage to a more abstract environment, where sinuous lines join with more regular shapes, in order to suggest the double soul of Italian personality, divided between order and chaos, culture and nature. The transparent surface of the shop windows allows the complete fruition of the regular space and make extremely agreeable the walk in the back curve corridors.



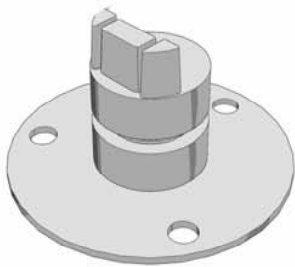
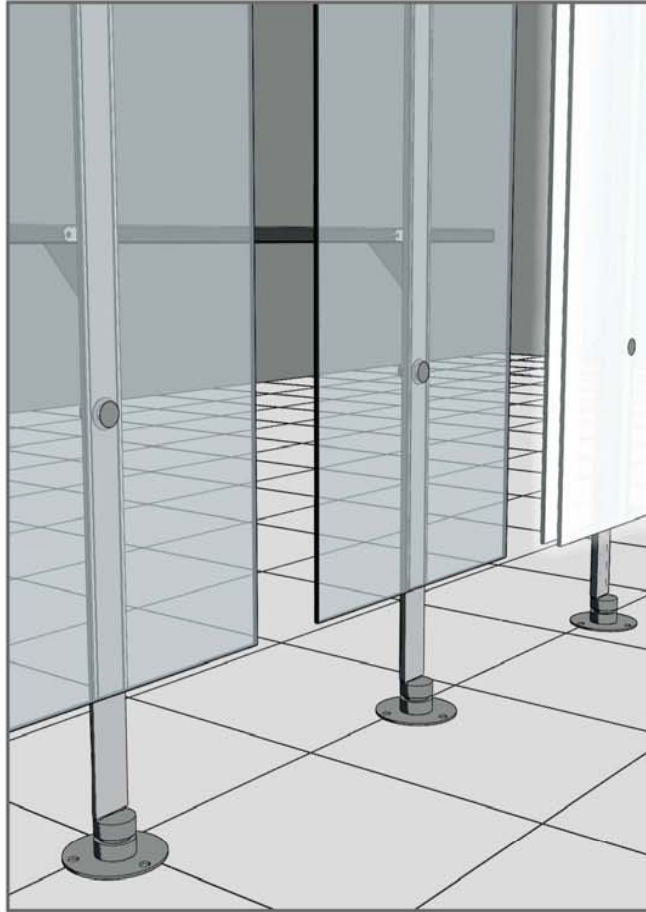
COMMON AREAS

Shop windows



COMMON AREAS

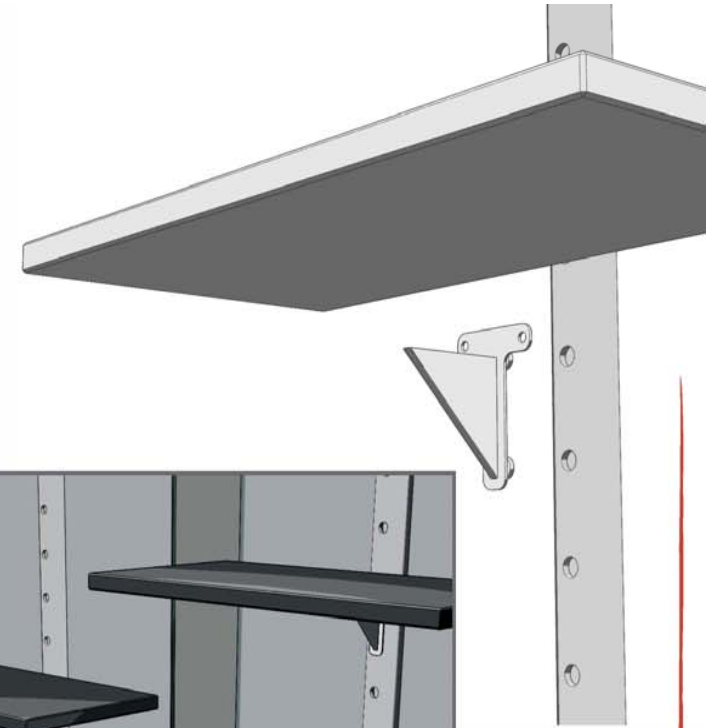
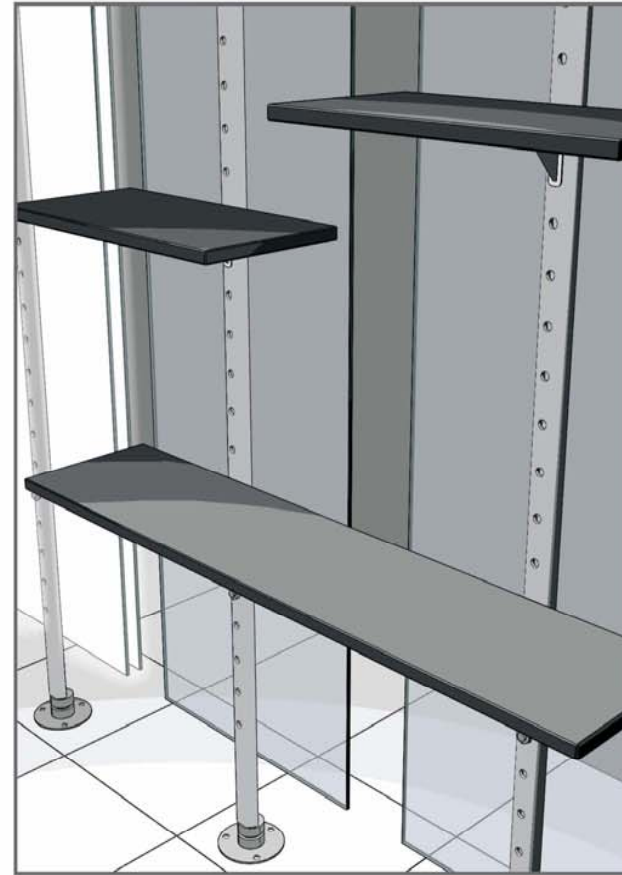
Shop windows



The system of shop windows proposed is a very flexible way to make spaces more penetrable and as much as possible open.

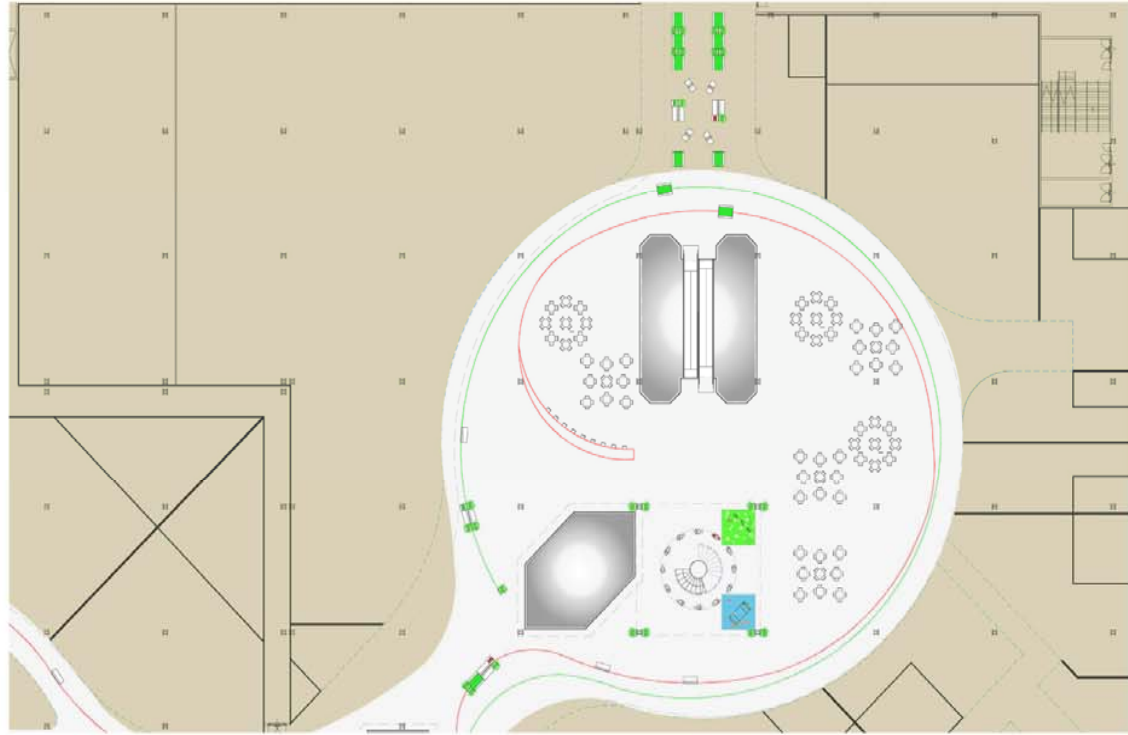
Each glass is held by a support which can rotate on its vertical axis and allows the the passage of wiring and fixtures.

The shop windows can be either dismantled in case of need, to have a shop completely open, or rotated, illuminated, used as a support for the shelves.



AREA 3

Dedicated to food court, this is the area in which the majority of the activities of the common areas is concentrated. Here we have the baby park - inspired to a tree house - the tables and the seats for in the service of the numerous restaurants, Italian fast food, pizzeria and pastries. The Piazza is a multifunctional area in which - thanks to the open space, the presence of a flexible lighting, seats and a large screen for projections - many activities and events could be managed.



AREA 3

Access gates



The gate that brings to the existing Carousel Center's third floor, dedicated to the Movie Theatre, is realized through a curtain that becomes itself a support for projections of images or movies; in the view a frame of the Italian movie *Il Gattopardo* is suggested.

The gate in the foreground, instead, is the portal that from the lower floor introduces people to the food court.

AREA 3

Access gates



The gates that directly bring from the escalators to the food court in the AREA 3 have a different shape from the AREA1's ones, but equally, with their spiral process, render a sense of attraction.

AREA 3

Baby park



The baby park area is inspired to a tree house: the tree trunk holds the winding staircase that brings to the upper floor. On the groundfloor a playground with recreational fun and games, on the left a playroom in a baby-sitting area enclosed with crystal panels decorated with leaves-shaped serigraphies.

Foliage

intralaced metallic structure filled with a creased spotlighted metallic fabric



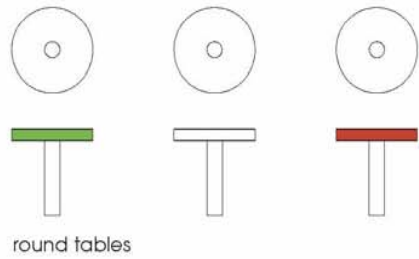
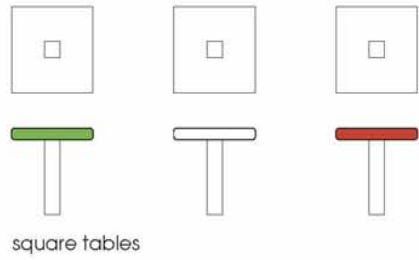
Tree trunk

traslucent backlit plastic material



AREA 3

Food court



The food court is contained in a round open space surrounded by restaurants, coffee shops, pizzeria and caterings.

The tables, banded together in different groups and each group is composed either by square or by round tables, marked by a red or green sign.

There's also a lunch counter that holds the function of dividing the space and create a recess for the eating area. This room divider is conceived as the conceptual continuation, raising from the floor, of the red stripe.

AREA 3
Chandeliers



AREA 3

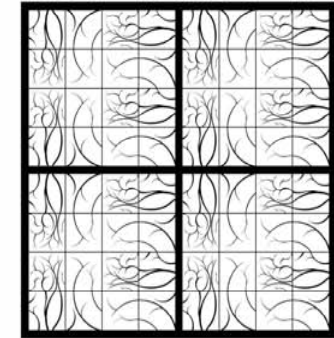
Chandeliers

In the food court, where there are the tables, banded together in different groups, the height of the ceiling is perceptively reduced through purpose-made designed chandeliers, structures suspended from the ceiling that house numerous spotlights, in order to create a more intimate atmosphere and to obtain an appropriate level of lightning and a punctual illumination on the surface of the tables.

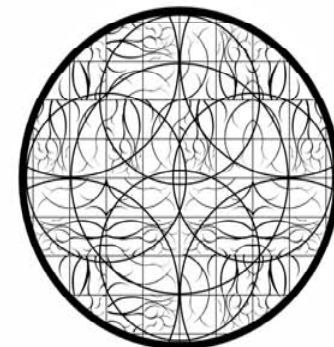
The chandeliers, in both the square and round configuration, are filled with floral decorations that recall the rural pergola, reinterpreted in a contemporary and elegant style.



Adjustable spotlight with leds



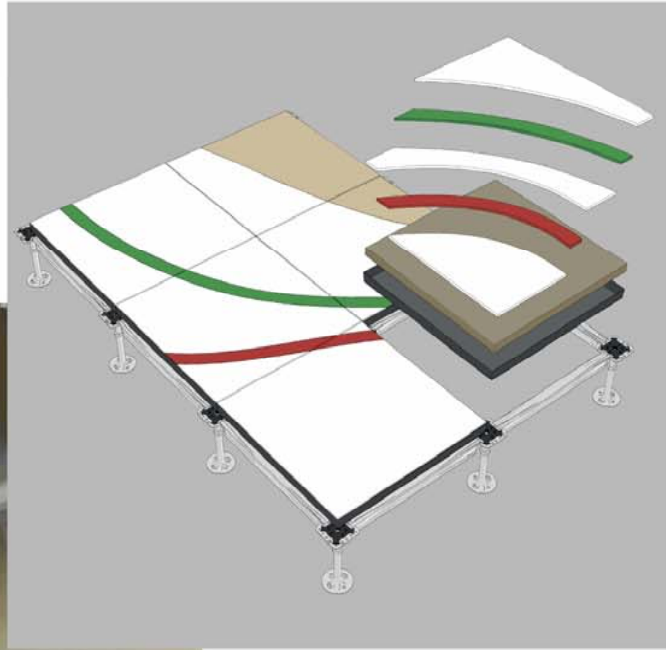
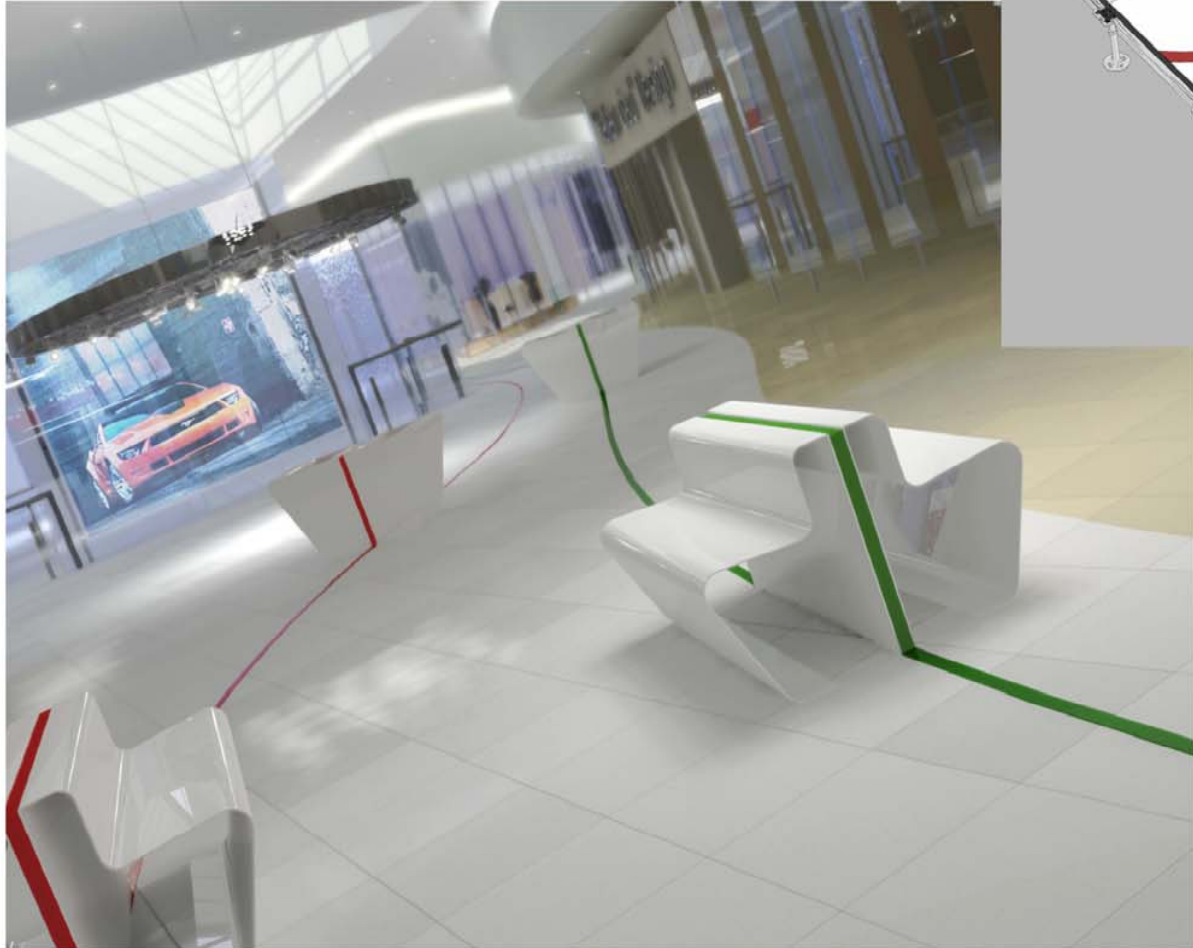
Square and round configuration of the chandeliers



COMMON AREAS

Raised floor

In the common areas the raised floor is composed of a basis of glossy brilliant shining white tiles and sinous stripes of glossy red and green tiles, cutted with water-jet propeller. The sign stylishly recalls the Italian flag. The tiles in the shop-s areas are matt beige. The raised floor allows the passage of wiring and fixtures.



COMMON AREAS

Furniture

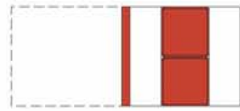


COMMON AREAS

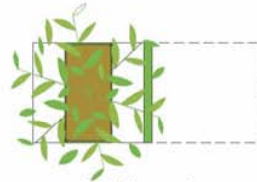
Furniture



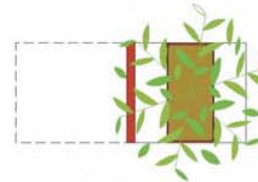
waste basket
green stripe



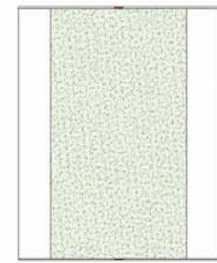
waste basket
red stripe



high flower box
green stripe



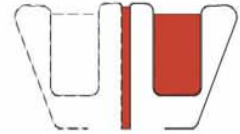
high flower box
red stripe



flower pool
red stripe



waste basket's
profile



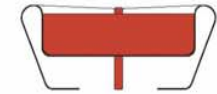
waste basket's
profile



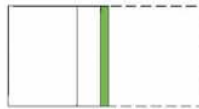
high flower box's
profile



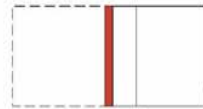
high flower box's
profile



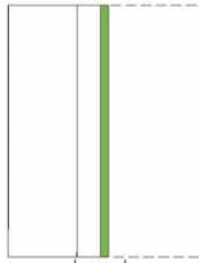
flower pool's profile
red stripe



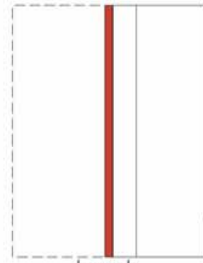
armchair
green stripe



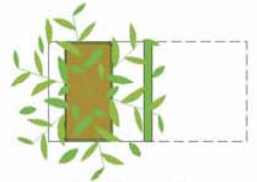
armchair
red stripe



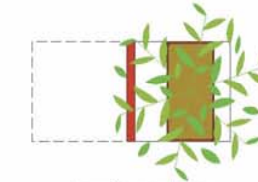
bench
green stripe



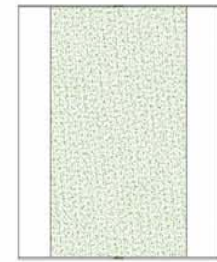
bench
red stripe



low flower box
green stripe



low flower box
red stripe



flower pool
green stripe



armchair/bench's
profile



armchair/bench's
profile



low flower box's profile
green stripe



low flower box's profile
red stripe



flower pool's profile
green stripe

COMMON AREAS

Furniture



The furniture for common areas is designed to fit itself to the general concept. The colored red and green component links the furniture to the distinctive stripes on the floor.

Each single module can be collected to each other: Here's a few kind of compositions.

The elements are made with structural curved sheet metal, varnished with brilliant white paint.

The flower box and the waste basket are in red and green plastic.

COMMON AREAS

Pop-up shops



COMMON AREAS

Pop-up shops



The pop-up shops are spaces of about 10-15sqm (100-160sqft) that can be used, if necessary, for special offers, promotion, product launches.

The pop-up shops are conceived to be provisional structures: thanks to the modular scheme of assemblage of the various elements (platform, supports, shop windows, booths, etc.) they can be installed and dismantled in case of need and easily be stocked in the storages.

Besides it is possible to combine more than one pop-up shop in order to obtain a larger one.

The cover and the ceiling is made of a plastic elastic backlit length.

COMMON AREAS

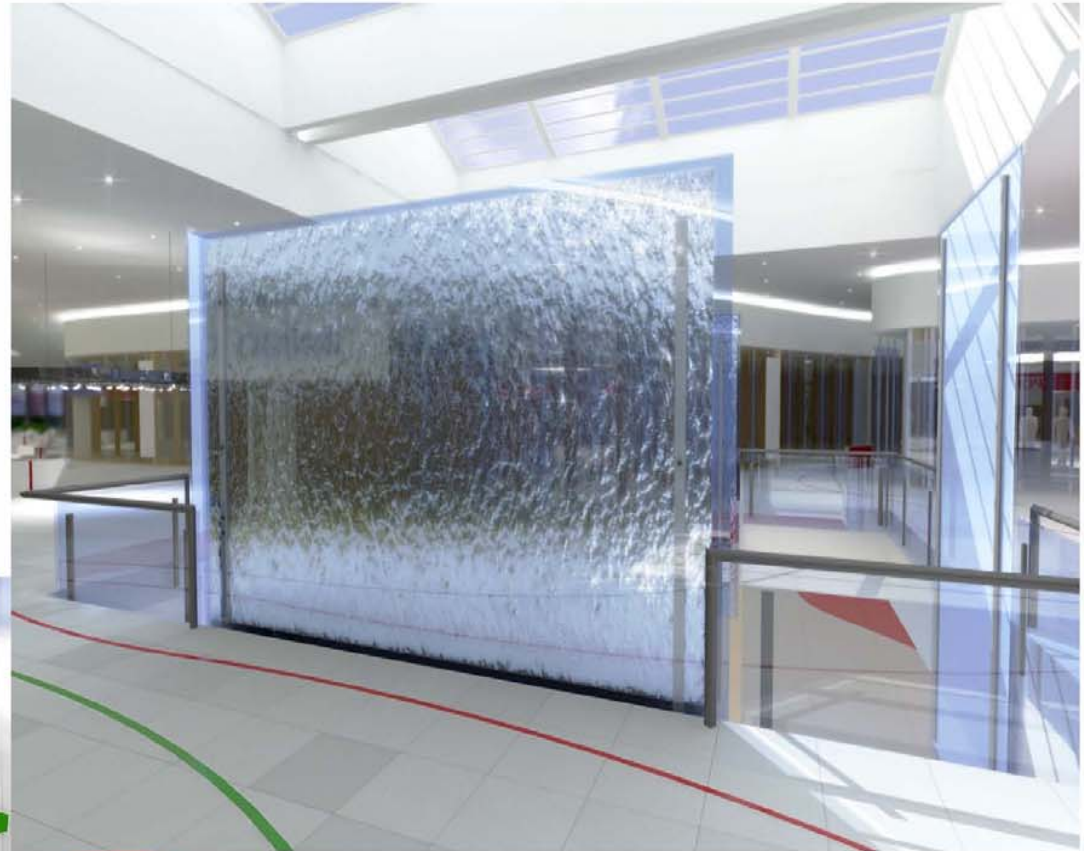
Interactive ad

The vertical large crystal panels inserted in the parapets around the holes opened on the lower floors are used as a support for projections. Advertising and any other kind of images, videos or messages might be projected on a special film housed in the glass. Projections might also be interactive. People could use interactive panels to obtain information about shops, products or even to consult the map of the mall. All these kind of projection can be applied also to the shop windows.



COMMON AREAS

Magic carpets and walls

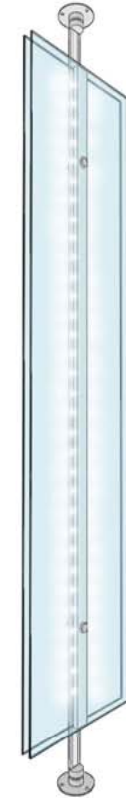


In these cases the interactive projections are used neither for commercial purposes nor for giving people useful informations. The only aim of the magic walls and of the magic carpets is to amuse people and make them interact with the environment around them.

COMMON AREAS

Light design

The global illumination is realized through enclosed spotlights and hidden strip lightings, embedded in the vertical side of the ceilings. Also the shop windows can be used as lamps, illuminated through leds disposed along the vertical support and with the possibility to create various and impressive effects of intensity and color.



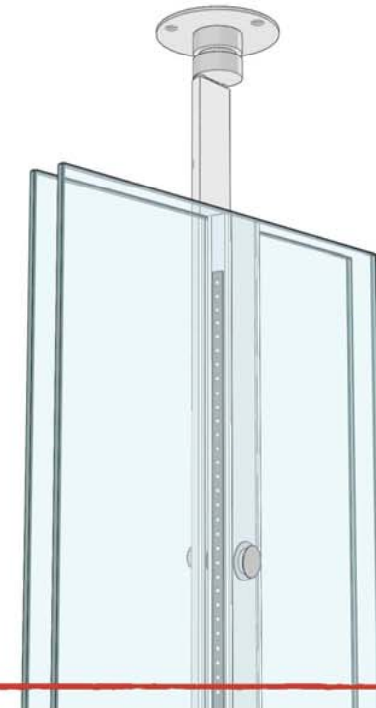
COMMON AREAS

Light design



Full colour ledstrip mounted on aluminium heatsink extruded profile especially developed for the highest reliability and total 3 channel dimming control with DMX bus system.

The ledstrip projects light directly inside the special laser tooled glass for having the light passing through it and make it a diffuse light source.



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