

# A SYMBOL OF THE PRANCING HORSE

COVERING A TOTAL OF 11,900 SQ.FT, THE TWO-STOREY NAZA ITALIA SHOWROOM IN PETALING JAYA IS DESIGNED AS A LOVING ODE TO THE ITALIAN AUTOMOTIVE MAKER.



Designer Name DESIGN TEAM  
Designation DESIGN COORDINATOR  
Project Location PETALING JAYA  
Project Type DOUBLE STOREY CAR SHOWROOM  
Site Area (Sq Ft) 11,900  
Completion Date SEPTEMBER 2020

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Architecture and interior design is a learned game in which a space and form are correctly assembled to redefine luxury and the indulgence of space. Contemporary, detailed and artisan, the newly refurbished double-storey Naza Italia facility in Petaling Jaya exudes a discreet yet surprising spirit of the space.

When designing this showroom, the design team envisioned a space that is full of current contextual identity, leading to a compelling design decision that is consistent and in accordance with Ferrari's new Corporate Identity design. Through the use of a perceptible continuity based on the materials used, the team created a sense of rhythmic consistency, leading to elegance, comfort and functionality.



"La dolce vita", or translated to "the sweet life" is a term well known to owners of the brand across the globe. The showroom exudes authenticity; a factor taken into account by the design team. Every detail is an ode to the iconic brand's elegance and exclusivity, creating a neutral atmosphere of dialogue between all its elements. Guests are given a truly immersive experience and ambience that gives an impression of being part of an exclusive club, and not just being in an average car dealership.

The design team was inspired by the true Ferrari experience provided to their clientele. Utilizing an array of the most exquisite samples of fabric, paint, leather and livery available, the design team created a space that offers a modern refuge with a thoughtful, strong sense of design and space. The showroom is meant to make guests feel the same appreciation and excitement for the brand similar to that offered at the factory in Maranello.



The main display area is located on the ground floor, showcasing the latest models available in the Malaysian market. Community is prioritised heavily, with the design team opting to add in a stylish community table for owners to gather and network. The dedicated customer lounge is fully equipped with a coffee bar, propped up with an array of bar stools. The use of leather is prevalent, with wood panelling rounding off the sense of luxury. Along with the unmistakable red hues and finely carpeted flooring, customers and guests are treated with a luxurious space to gather and relax alongside other like-minded individuals.

Color plays an integral role in the overall design and feel of the ground floor space. Building further into the brand, the design team included the heritage wall and library, to offer a glimpse into the brand's storied history, legacy and evolution into the automotive powerhouse that it is today. The use of tall dark brown wood baseboards and light wood panels as well as the cascades of wooden trusses change up the style, and add the finishing touches to a space for Naza Italia to showcase their notable achievements over the past 11 years.



Through the use of a thoughtful, strong sense of design and space, the configuration room is decked out with a broad selection of materials and options as well as the exclusive "atelier" panels, which rotate and allow for the room to be closed off when discerning customers would prefer peace and privacy with their selected models. This design feature also seeps into the delivery area; a key space in which new owners can celebrate the joy of being handed the keys for a memorable first drive. The design team employs the use of light in an extremely important role, providing a focal point for prospective owners to see their new cars in all their glory.

Designed as a way to build on customer connections and create a sense of community and passion among similar-minded individuals, the Naza Italia showroom is a space in which modern architecture and luxury complements each other through seamless and considered integration. ■

