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Clettico Interior for **Vision Industry**
at Mall of Emirates
A *Pop-Brutalist* Concept Store
mark a new path



We are pleased to present culmination of months of creative exploration and meticulous planning, a showcase of our new interior design work. At Clettico Interior, we believe that interior design has the remarkable ability to shape our experiences, enhance our well-being, and reflect our unique personality. When we approach to new projects for us it is crucial to understand the context in which our interior design work was undertaken, whether it is, a commercial space, hospitality venue or an office, each project must have its own unique story and purpose, and in particular the design project for the Vision Industry





concept store originates from the need to combine the historical origins of the founding company Optitalia, with the latest trends in retail design. The first thing that amazes about Vision Industry is the size of the space used, 800sqm. is considered a huge space for an eyewear store, and this was already considered an arduous challenge to overcome in a rather conservative market such as the eyewear, but we embrace this challenge with enthusiasm. Hence the need to create not a simple shop, which given its size could have been "boring", but a concept store that could somehow interact with the customer, inviting him to have an experience that goes beyond a simple purchase but could somehow ignite

curiosity and desire to know the "behind the scenes" of the optical industry. Vision Industry is the first concept store that brings the industrial aesthetics of Italian eyewear laboratories to a large audience elevating the world of eyewear retail and enlightening people about the eyewear industry as whole and what is behind a creation of a "pair of glasses". The interior design of Vision Industry aims to enhance the production and engineering value of the eyewear world, hence the idea of creating an aesthetic capable of combining typical elements of the "factory", both in the shape and in the use of materials, with an aesthetic that pays homage to the protagonists of Italian Brutalist Design (Studio BBPR, Vittoriano Viganò, Giuseppe Perugini)."

Guided by this inspiration the selection of materials and engineering of construction details have become the hallmark of this interior design work, the use of primary materials such as iron, aluminum, solid wood, and concrete all left in their natural finish and assembled in a "dramatic" way lend a unique character and personality to the store creating a space that we like to call "pop-brutalist". There is no doubt that this new project will set a new benchmark for optical stores and open a new path for the creation of, no longer just shops, but spaces designed as concepts that have something to convey and tell and that can, above all, be places of physical aggregation.

[c]

Francesco Aveta – Founder
Clettico Interior
Vision Industry
Mall of Emirates
1st Floor
Buildup area 820 sqm



Throughout all my work experience I have dealt with design and manufacturing of interiors and products, guided by that enchanting process that leads ideas to become tangible physical things, either space or objects. "Imagining and creating" are the things that matters most to me and this Vision Industry concept store testifies the passion I have put into every project I made and for the new one to come. At Clettico Interior, we believe that Design goes beyond aesthetics and encompasses the thoughtful consideration of functionality, usability, and user experience, made of visual and tactile elements to communicate information and evoke emotions. Design plays a crucial role in shaping the products we use, the spaces we inhabit, and the messages we encounter. Whether it is a graphic, a piece of furniture, an interior space, design influences how we perceive and interact with the world around us. In a world where first impressions matter, our designs are meticulously crafted to create an instant connection with your target audience. We understand the power of visual communication through interiors.