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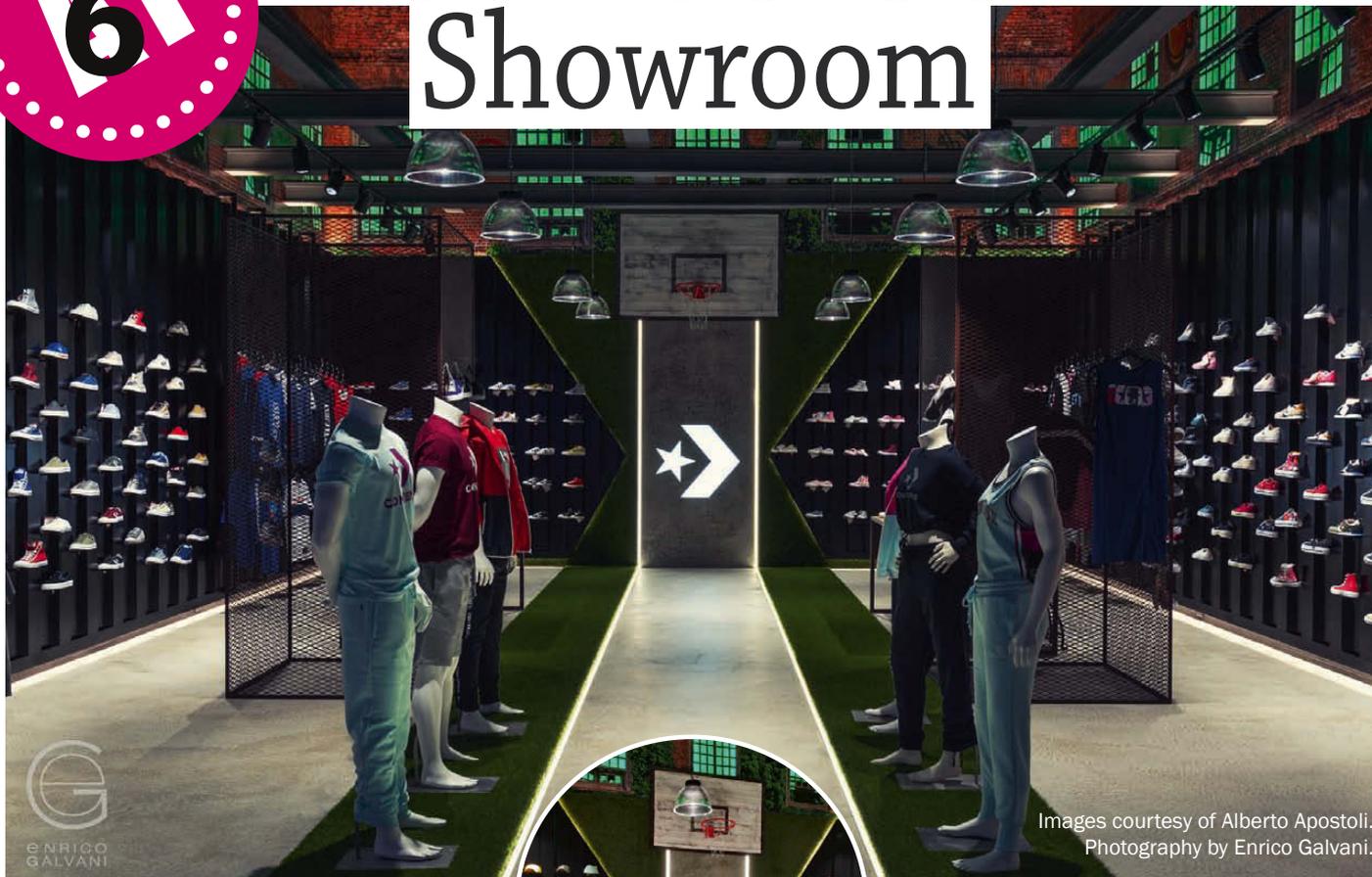
Converse Showroom

The new Converse Showroom in Verona, Italy, designed by Alberto Apostoli.

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Converse Showroom



ENRICO GALVANI

Images courtesy of Alberto Apostoli.
Photography by Enrico Galvani.

Alberto Apostoli designed the new

Converse Showroom in Verona, Italy.

Internationally renowned Italian designer, Alberto Apostoli, has completed work on the new Converse showroom in Verona, owned by 3A Sport. The Italian company that imports top sports brands, including Nike, also owns the Just Play brand.

The design matrix behind the concept is the famous logo, recently revisited by the company, consisting of a star and a 90 degree inverted chevron. The logo becomes the focal point of the entire room and from it all the escape lines originate, which make the space perfectly symmetrical and accentuate its depth.

The clients brief was to recreate the typical American basketball court where the best basketball players have grown up. Among these, Chuck Taylor, the player who made the Converse brand famous.

The upper part of the showroom mimics the red brick exterior of 1930's buildings, complete with

window grids and graffiti. The back is completed with a basket and worn scoreboard. With a "street minimal" style, the large black corrugated sheets on three sides are used for the display of over two hundred different models of shoes.

The central mannequins, illuminated with spots are used for the display of clothing, flanked by display cages and wooden tables. Two bands of grass run along the entire length of the floor, emphasising the Converse logo.

The showroom is completed by the "Converse Café", here; too, an essential style is maintained, through sofas and stools with an iron structure and the abundant use of OSB (reconstructed wood). "Industrial Jungle" themed graphics, large round rope rugs and some paintings with pictures of "Converse" champions add a touch of warmth.

Lighting is a fundamental element of the project; studied with particular attention and made through the installation of RGB LED strips, it is combined with a DALI system able to manage different scenarios. Industrial-style pendant lamps provide ambient lighting, while numerous spots provide the specific light on exhibited products.

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