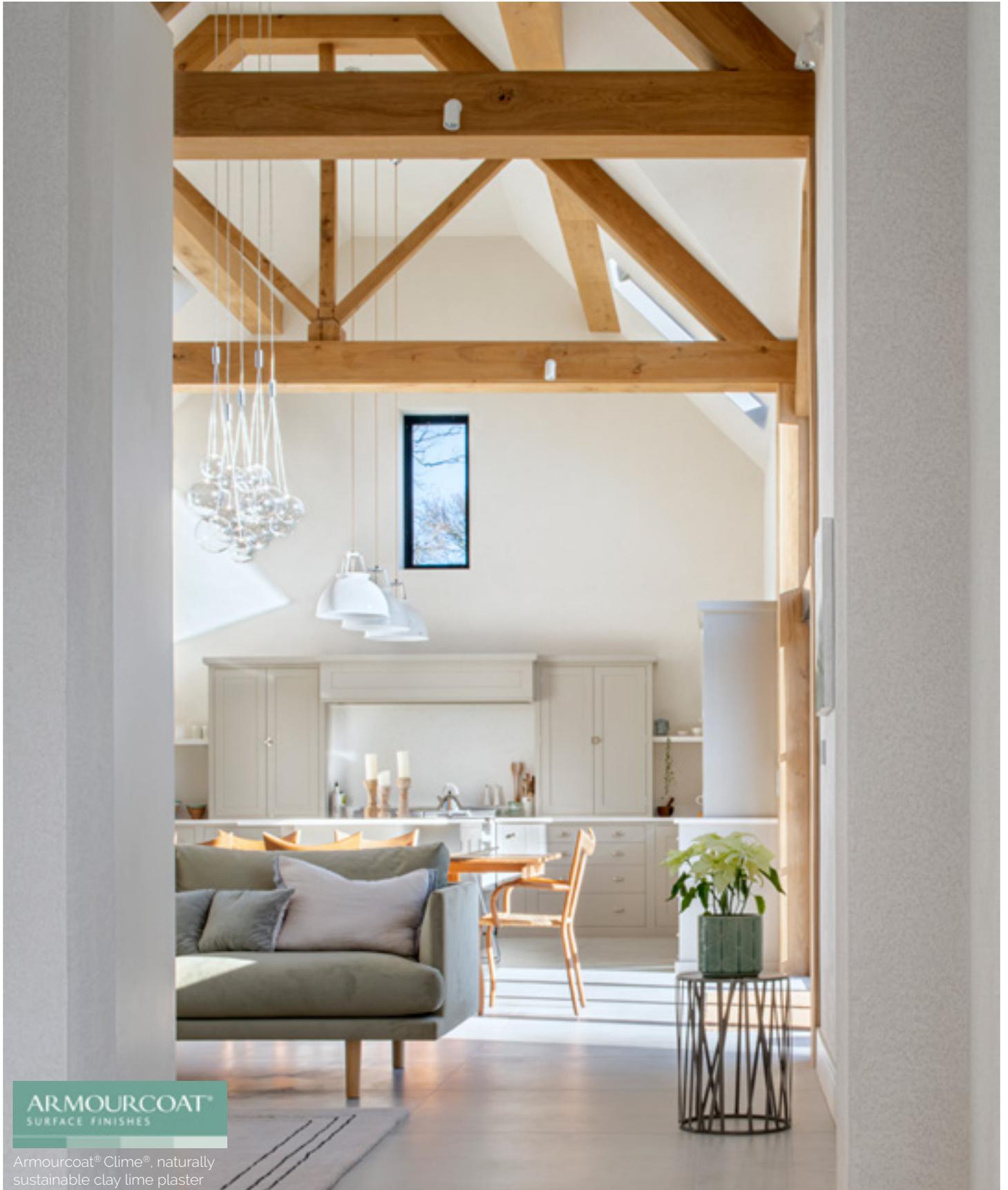


interior designer

BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS

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SHOWROOM SHOWCASE MULTI-FUNCTIONAL FLOW

HANGAR DESIGN GROUP AND VUDAFIERI-SAVERINO PARTNERS
COLLABORATED TO CREATE SHANGHAI SHOWROOM MIRACLE LIVING;
A MULTI-FUNCTION SPACE FOR TEXTILE COLLECTIONS AND ARTWORKS

Miracle Living is a new showroom in Shanghai devoted to leisurewear and home linens, jointly designed and developed by Hangar Design Group and Vudafieri-Saverino Partners - two Italian design studios, both with offices also in China.

Situated on Tongren Road, in the highly central and prestigious Jing'an district, Shanghai's most important economic district, Miracle Living is more than a showroom, it is a concept store of 320 m² on two levels. In addition to the silk collections by Silky Miracle and to those of Italian brand Frette,

you can admire contemporary artworks on display in the special gallery and take a break in the relaxation corner where there is a snack bar. To enable customers to deepen their relationship with the brand, the retail experience is becoming more and more versatile and engaging. A space like Miracle Living becomes a business example as well as a way to rediscover the in-store experience, giving customers back the pleasure of being physically present. How? By giving them a response that is precise and based on the concept of sensorial retail which, despite increasing

immersive technologies, can never be given in digital form.

The concept of the design, inspired by the softness and fluid movements of silk, has been developed inside a space that was previously home to an art gallery, with the aim of optimising its flows. The concept was developed by the multidisciplinary strategic design studio Hangar Design Group, which follows the brand expression of Silky Miracle in all of its aspects.

Vudafieri-Saverino Partners move in to give the interior design depth and structure, thanks also to the insertion of the new iconic staircase between the two floors, whose influences draw on the genius loci and the setting. With a narrative approach aiming to "design relationships", the studio, led by Claudio Saverino and Tiziano Vudafieri boasts extensive experience in the luxury retail sector, associating architectural culture with the idea of contemporary living.

The retail project outlined by the two studios combines fine materials such as marble, stone and brass which, with their textures, become structural elements, sober and never overpowering. Next to them, rougher elements such as resins or fibreglass were carefully selected, along with other lighter materials such as velvets, or high-performance ones like fabrics by Kvadrat e Maharam; and again, with a handcrafted feel like the reclaimed wood by the Chinese Imondi: in a clever play of equilibrium all these materials take on a new character and give a tactile sensuality and warm yet delicate atmosphere to the entire space.



www.hangar.it
www.vudafierisaverino.it

