

WOODMOOD



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TO OUR HOMES.**

Parquet is the right (authentic) choice

In Campo Santo Stefano in Venice, the Aperol Terrace has revisited the traditional Venice wine bar and added a modern touch. The wood floor has been made from Venetian 'bricole'

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APEROL
TERRAZZA
CAMPO SANTO STEFANO

THE COLOURS OF SPRITZ

The Venice Aperol Terrace is the bar of the historic brand of the Campari Group. It covers over 200 sq. m (90 sq. m. outdoors) in Campo Santo Stefano, a few steps from the Ponte dell'Accademia.

The interior design was entrusted to Vudafieri-Saverino Partners, who have designed a place which is testimony to Venetian values and to the distinctive logos of the brand. Thus capturing in one style both the century old heredity and contemporary nature of an Aperol Spritz aperitif. A rite which started in the Venetian alleyways and spread throughout the world as a moment for shared pleasure, becoming an international social phenomenon.

The Aperol Terrace is inspired by the traditional Venetian wine bar and revisits it but with a cosmopolitan touch in a continuous flow between spaces with different characteristics and between indoors and outdoors.

THE DESIGN CONCEPT

Inside, traditional elements have been reinterpreted with a contemporary touch. So, there are Venetian mirrors which become digital monitors for sharing photos from other Aperol bars throughout the world; craftsman plasterwork and floors made from recycled Venetian 'bricole' (the oak pillars which outline the



Vudafieri - Saverino Partners
vudafierisaverino.it





THE MATERIALS

The materials used in the areas are inspired by the traditional Venetian high life, like the cafés and antique buildings, but reinterpreted in a contemporary light using modern work techniques. The wood floor is in recycled timber from the 'Bricole'. The grey Venetian plasterwork – which reminds us of the colours and atmosphere of the Lagoon - is enhanced by mosaic tiles made from orange Murano glass to celebrate the DNA of the brand. The traditional beamed ceiling with decorative joints – the so-called Sansovina wood – has been restored and lit, while in the main room a led lighting system re-evokes the shape in a contemporary way. The framed mirrors recall those of the historic Venetian cafés.

A mix of diffused lighting and focussed cones characterise the space. Tables, merchandising and counters are highlighted by spotlights in the ceiling and by integrated led rows.

In respect to the special environment which surrounds it, the bar has been designed with the idea of using recycled materials to contribute to generating a positive impact on the environment.

navigable channels in the lagoon) with orange joints; a counter, inspired by bars from the mid 20th century, panelled in recycled 3d printed polycarbonate and benches whose classic shape is combined with materials in neutral tones and modern styles. The many orange details which characterise the aesthetic ambience of the bar pay homage to the iconic colour of the brand: from the edges of the seats to the totally orange toilet, from the shelves to the mirror. An 'orange thread' unites the different spaces and gives the bar a distinctive touch. The Aperol Terrace is a fluid, dynamic, interactive space with two different indoor areas which are connected but with different entrances: Bacaro and Bar. Bacaro, inspired by tradition, has a historic Sansovina wood ceiling, typical of Venice. Bar has the large counter with the 3d printed recycled polycarbonate, lit from behind with the characteristic orange colour and with a corian shelf in warm white. Both areas lead onto the large 90 sq. m. outdoor terrace facing onto Campo Santo Stefano.

