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Tremp stand 07

Tremp stand 07/Shoes fair booth, Milano/2007

A fair booth was created to welcome the visitor in a soft and warm space almost entirely made in wool felt to present the new shoes collection "TREMP" and "GLAM" at the "MICAM" international shoe event.

The project is made of raw and industrial elements like the metal floor, the traditional light bulbs and the natural felt, creating contrast and balance between them. The longitudinal exhibition space ends with two colourful areas, acid green one and deep red the other facing the central monochrome space and separated from it through a smoked glass.

Tables and chairs are an interesting formal exercise of the felt's use possibilities to match the functional use of these items. A small lounge corner welcomes the clients in a relaxed environment with graphic walls and vintage decoration.

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