

Antonio Gardoni

Alan Journo

Alan Journo/Roma/2001

For instance a new luxury fashion shop for Alan Journo in Rome is currently on the go. For this scheme the concept was to avoid the conventional Bond Street formula of using expensive materials such as marble to denote exclusivity and expense, but instead he employed quite ordinary materials – PVC, steel, paint – still creating a luxurious atmosphere.

(Surface, February 2001)

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