

# Tremp Antonio Gardoni

WHERE: SAN MINIATO, ITALY  
 WHEN: SEPTEMBER 2008  
 CLIENT: INDUSTRIA CALZATURIERA MARROS  
 SHOP CONSTRUCTOR: IPOTESI SPAZIO DI CAVALLI  
 TOTAL FLOOR AREA (M<sup>2</sup>): 350  
 BUDGET (€): 200,000

ANTONIO GARDONI, WHO SPENT YEARS IN LONDON WORKING WITH RON ARAD AND COFOUNDING JUMP STUDIOS, CURRENTLY OPERATES A DESIGN STUDIO IN BRESCIA, ITALY, AND A BRANCH IN BEIJING. GARDONI AND PARTNERS GIOVANNI PAZZAGLIA AND JULIE DU BELIEVE IN THE POWER OF COMBINING MARKETING AND DESIGN TOOLS, AND OF USING SPACES AND OBJECTS TO COMMUNICATE.

The Italian luxury-footwear brand Tremp asked Antonio Gardoni - who had designed a previous store and trade-fair stands for Tremp - to design its outlet store. Larch trunks, stacked and topped with a glass panel, form a long cash desk near the entrance. A flexible display system made from pivoting wood elements covers one wall of the interior. At the middle of the large industrial space, a 12-m-long platform of waxed steel forms the basis of the main display element, which is surrounded by dozens of display-and-storage 'trolleys' designed to accommodate piles of shoe boxes. Leather-clad seating in blue and green - featuring backrests that extend all the way to the ceiling - offers up to six customers a place to try on shoes. A lighting system integrated into the individual seats illuminates their feet as they do so. For the interior design, Gardoni drew inspiration from the brand's craftsmanship and use of natural materials.

**Antonio Gardoni**  
 Via Ferramola n. 14  
 25121 Brescia  
 Italy

T +39 034 8259 1730  
 E info@antoniogardoni.com  
 W www.antoniogardoni.com

Photography: Riccardo Ambrosio



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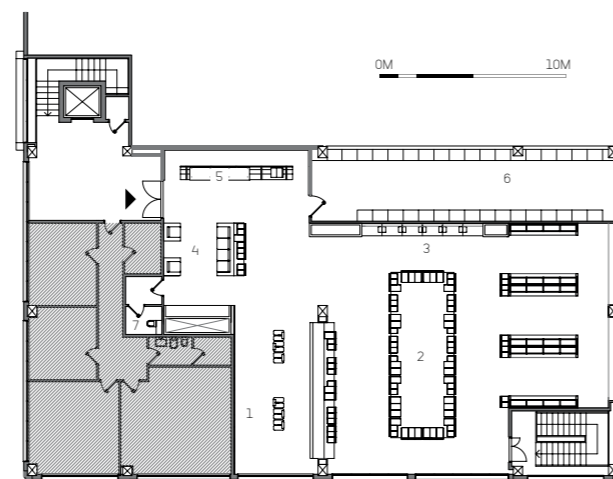
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01 Thanks to leather seating accompanied by mirrors and lighting, it's easy for customers to admire the new shoes they are thinking of buying.

02 Pivoting wooden elements covering one wall of the store make for a highly flexible display system.

03 The majority of the merchandise occupies a 12-m-long display element at the centre of the store.

04 The cash desk is made from long larch trunks.



- 1 Wall display
- 2 Main display element
- 3 Leather seating
- 4 Lounge area
- 5 Cash desk
- 6 Storage
- 7 Lavatory



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