

## **Ceramics meets design: Marca Corona opens new showroom created by Florence-based office DEFERRARI+MODESTI**

Creative duo DEFERRARI+MODESTI is the mastermind behind Marca Corona's showroom recently opened in Sassuolo (Italy), in the heart of the world famous ceramic production district. The new exhibition space tells the story of the Emilian company founded in 1741 and showcases one of Made in Italy's flagships: ceramics.

**The aim of the project was to create a flexible and multifunctional box, where set design could be modified, transformed or even completely revolutionized, according to various exhibition needs.** The Florence-based office squared up to the challenge by thinking in modules and freeing up the floor plan, which is characterized by a dense texture of pre-existing pillars, and by installation and lighting systems.

The design follows an intuitive and functional logic, granting immediate exposure to the products' features and to the areas in which they are presented. Sculpted by modules, which form an ad-hoc alphabet of elements to aggregate, compose, and juggle at will, the exhibition path unfolds among the various collections as an open and variable narrative.

Each module offers several keystrokes: from one that is dedicated to product setting, that suggests specific moods, to another that gathers technical specifications, sizes and color palettes. An area that displays large formats, moves to another characterized by a series of vertical displays, which showcases the special pieces and decorations of all product ranges that feature in the catalog.

**The eclectic combination of ceramic tradition and design translates into architecture in a project, which goes beyond a showroom, to deliver a multifunctional space,** ideal for meeting and training opportunities, and which celebrates ceramics in all its declinations. A dynamic space where visitors can touch the quality of Marca Corona's renowned collections, which eternally evolve towards contemporary tastes.

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