

EXTERNAL REFERENCE

Detail of WOW's six commercial plants.

Floor -1: Tech Garage

It welcomes visitors with a digital landscape, a humanized digital nature in which to immerse themselves in the latest technological advances for the consumer goods sector.

The design project of this floor is based on the idea that technology is a part of nature and is connected to human beings and their activities.

For this reason, the user is immersed in a landscape where digital and physical dimensions intertwine to generate an unprecedented experience.

The concept is inspired by an optimistic nature-related technology that is not alien to humans but evolves with them, enhances their capabilities, and aims for an ecology in which nature and human activities coexist in a beneficial balance for the world.

Following this concept External Reference has developed and built a 3D printed marine coral landscape with pure.tech material. This artificial nature is permeated by a programmable dynamic light system that animates and changes the space as if it were real and integrates with art installation and displays.

JogoTech displays generate an augmented reality that enriches the user's shopping experience by offering customers 100% digital opportunities in the store.

Groundfloor: Self-Care Lab.

The first floor represents the main entrance from Gran Via, where two digital storefronts are connected to the existing arcades with a metal origami system. These are dynamic exhibition kaleidoscopes that draw attention to artistic digital images.

From Clavel street, two other digital showcases welcome the visitor guiding him through the other entrance. Here one enters through a spectacular 3D printed structure that provides direct access to the upper floors of the gastronomic space. It is a structure of intertwined arches that weave a three-dimensional mesh that shows the existing context and, at the same time, frames all the access directionalities of the floor.

On this floor dedicated to cosmetics, External Reference has imagined that classical Italian sculptures cross time and space and colonize the building that formerly housed the Hotel Roma. These pink painted statues have undergone spatiotemporal deformations which manifest themselves in pixelation and are used as the basis for product demonstrations.

These giants dialogue with the parametric topographies of the false ceiling where some classic decorative details of the building have been reinterpreted, transforming them into complex geometries from discrete elements, generating backlit surfaces on the ceiling.

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The statues are an ephemeral element of the space that is designed to host different art installations that simultaneously serve as an exposition and change every season. The entire perimeter of the floor is characterized by an exhibition infrastructure that absorbs and softens the aesthetic variety of each brand, with the aim of teaching and emphasizing WOW's own identity.

Floor 1: Fashion Hub. Digital native fashion brands.

This floor is designed as a direct interpretation of clothing as a second skin. It is conceived as a dress, a garment that is live from the inside, that adorns this floor and generates the theatrical background for the brands that will exhibit their designs here.

The image of this floor is temporary and, like fashion, depends on the seasons. Nothing is permanent and everything changes: the contents of the light boxes or the screens that build the perimeter of the entire store, the graphics, the videos, the furniture, the ceiling... all are elements of the ephemeral and changing concept of this level.

Floor 2: Fashion Hub. Established fashion brands.

On this floor, External Reference recreates for WOW one of the most iconic rituals of fashion, transforming the store into a fashion show.

The whole space changes through a digital layer that animates and generates dynamism. It is designed as a large stage where the walls are dressed in luminous fiber optic curtains, the stands on both sides integrate a display system of clothing and accessories, and the floor in the catwalk area responds interactively.

Floor 3: Urban District.

The inspiration that Carmelo Zappulla and his team have brought to this floor comes from a sporty, street, urban aesthetic.

An independent structure organizes the commercial space through three bays: one for circulation and two for display. It generates a space that is at once technical, flexible and dynamic, covered by a metal skin that integrates programmable lighting systems.

The prefabricated metal system builds a structural object formed by horizontal and vertical elements that have the function of supporting the store's display devices. It allows total customization according to the brands on display, providing the possibility for the space to change constantly.

This structural system allows to weave in the ceiling surfaces regulated by intertwined cables.

Floor 4: Home Boulevard.

To break the stereotype of stores that imitate home furnishings to display homewares, External Reference proposes an urban route, recreating the streets of a city from where you can observe the interiors of the houses through their windows. What is intended to materialize is a real world, filtered by the aesthetics of the Metaverse, theatricalizing a game situation where reality becomes pixelated.

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Some avatars of this parallel universe are moving through the streets of the floor changing the position of some benches that have an exhibition of products. In this way the architectural studio wants to make more evident this ephemeral concept of the space that will be changing and transforming physically. In this area the digital layer brings the urban landscape to life, blurring its boundaries through the use of physical deformations or glitches.