

Online Magazine

THE SCANDINAVIAN

ARCHITECTURE MAGAZINE

42
Pages

INTERACTIVE EDITION

HTML EDITION

PDF EDITION

Architecture projects
from Scandinavia and
Worldwide

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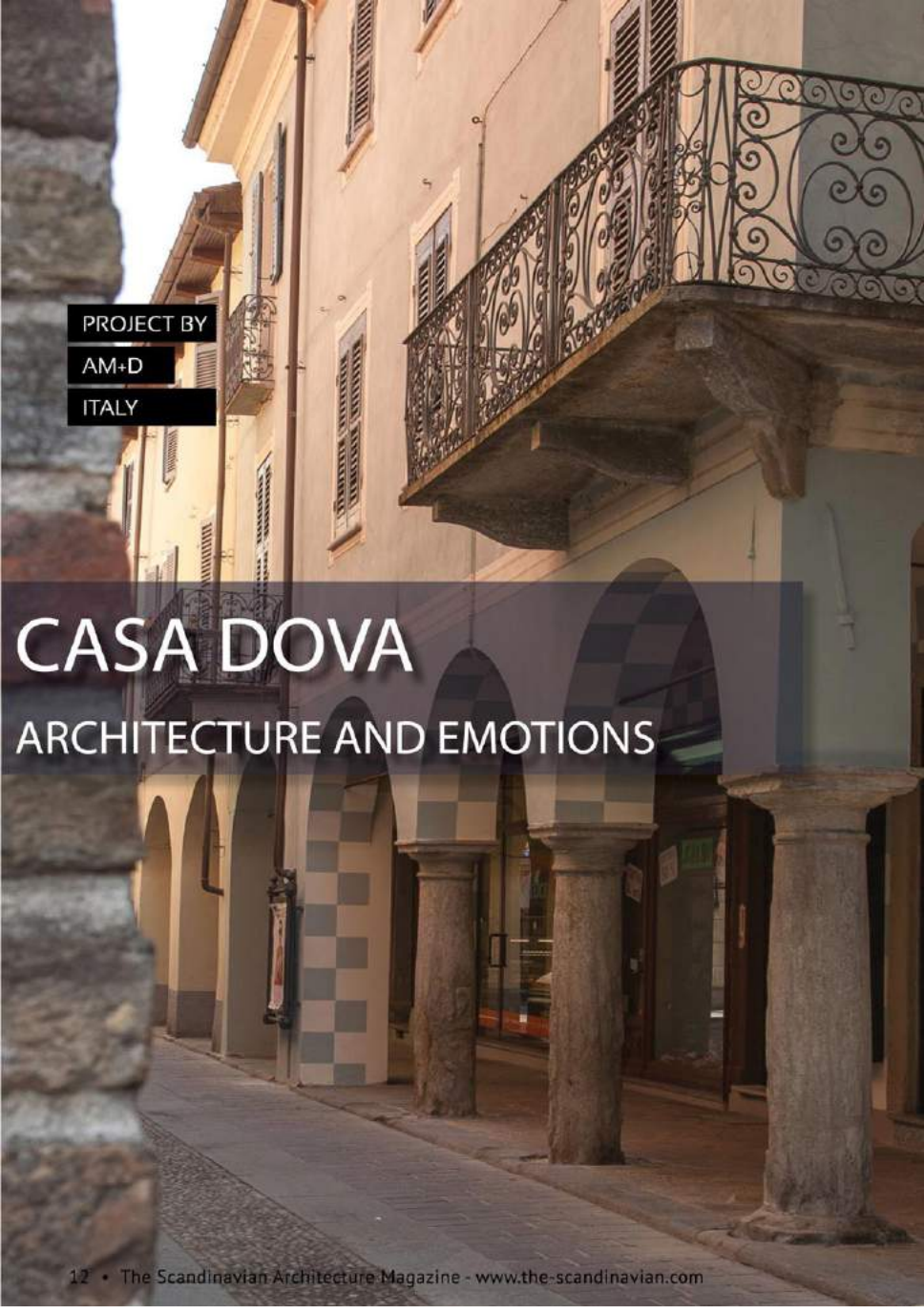
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SWEDEN

Front cover image:
FINA EUROPE
SERVICE STATIONS
ORIVAL AREA
Project by SAMYN and PARTNERS
Photo Christian Richters

A photograph of a street in Italy. On the left, a stone wall is partially visible. The main building is light-colored with a balcony on the upper floor featuring an ornate black wrought-iron railing. Below the balcony, there is a row of arches supported by stone columns. The ground is paved with cobblestones. The text 'PROJECT BY AM+D ITALY' is overlaid on the left side, and 'CASA DOVA ARCHITECTURE AND EMOTIONS' is overlaid in the center.

PROJECT BY

AM+D

ITALY

CASA DOVA

ARCHITECTURE AND EMOTIONS

Alessandro Marchelli
Interior Architect & Designer

consultant in the public and private fields and specialized in Brand Vision, Concept Design, Design Development for HOME + SPA & HOTEL.

From 1990 founder and Chief Designer of the design AM+D study *alessandromarchelli+designers international* and multicultural study, focused on sensory interior architecture and creative and experimental design.

Philosophy Of The Company:

With its unconventional inventiveness, the AM+D study *alessandromarchelli+designers* creates atmospheres, situations and feelings sometimes with a provocative attitude and in contrast with the outside world, not for a taste for going in the opposite direction but aiming at producing long-lasting sensations and emotional suggestions.

His projects of interior, contract, industrial and exhibit design, graphics and communication show the "exaltation of the senses" which always pervades his acts and his ideas, focused on bringing design to the heart, the eyes and the mind of everyone.

Characterized by winding and rounded shapes, his design goes provocatively against minimalism, models,

research continues in the contemporary world, and in the ongoing merger between wonder and convenience

In his career he signed several projects of interior design and fitting-out for both domestic and work environments. He designed industrial design objects for major Italian companies and his interior design projects have often been published on magazines related to design and interior architecture.

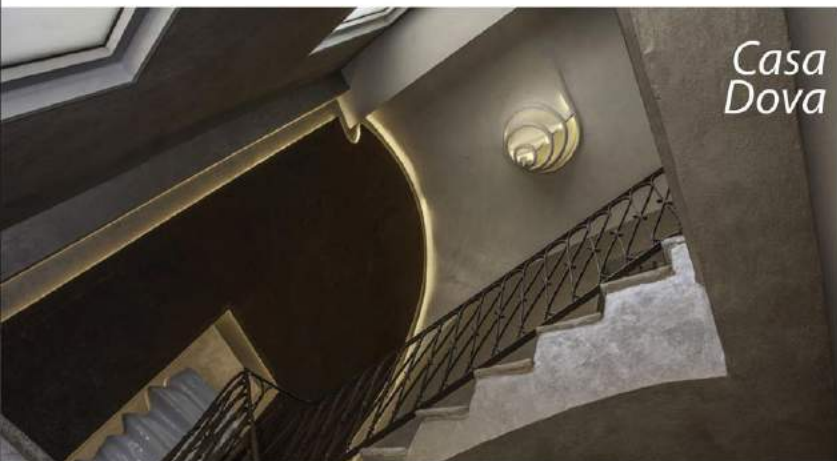


ALESSANDRO MARCHELLI

Studying and striving for perfection are the essential requirements of the philosophy of the company, the base to find innovative solutions and create spaces that with their uniqueness and charm can give shape to the customer's passions, by modeling the environment with inventiveness.

He is aware of the need to highlight the potential of every project to provide the greatest livability together with a new and customized aesthetic quality.

Translating imagination into reality: this is our art and our way of thinking



Casa Dova

A long, narrow hallway with a textured wall and recessed lighting. The hallway is illuminated by several circular recessed lights in the ceiling, creating a warm, golden glow. The wall is covered in a fine, grid-like pattern. The floor is dark and polished. The hallway leads to a bright area at the end, possibly an entrance or a large room. The overall atmosphere is elegant and sophisticated.

CASA DOVA

ARCHITECTURE AND EMOTIONS - ITALY

NAME: CASA DOVA

INTERIOR DESIGN:

ALESSANDRO MARCHELLI

PHOTOGRAPHY BY:

DUINO RUINO & MICHELE RUBINO

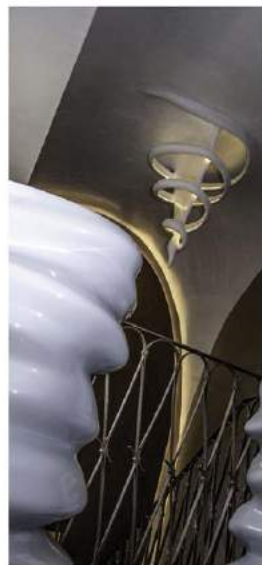
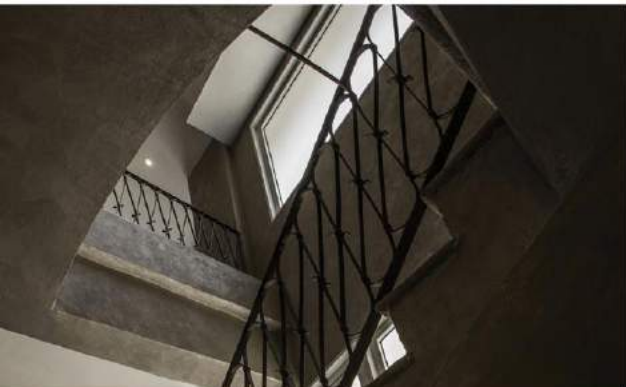
A historic town centre, a pedestrian-only street, courtyards, houses with wrought iron balconies, a building made of 1700 stones ... This is Casa Dova (a 17th Century building) in Nizza Monferrato, Piedmont, Italy.

While maintaining the architectural structure, the project comes alive, quietly, complementing and bonding the traditional building with an amalgamation of emotions.

An austere corridor, a "sensory" path stirring latent impressions that exist in all of us, provides the entry to Casa Dova. It's irregular shapes in their almost sterile setting stir up a whirlwind of memories and thoughts perhaps forgotten, perhaps present. Its lighting almost plays around the individual who passes through it.

The stairs are returned to the beauty of the original stone. Floors come to life with warm colours of oxidized bronze. Walls are restored, regaining their ancient splendour using old skills - now almost disappeared. Vaults of the past find the light. Ceilings that seem to spring from nothing remain suspended in stairs' voids, wrapped in a thin veil of mystery, with curves modelled and shaped by beams of light.

Small design details, which have been hidden over time by careless interventions, are discovered and carefully restored. These small details demonstrate the extent of the original architect's care, dedication and attention to detail when designing the building. This project aims to combine the original beauty of the building with new techniques, imbued with a deep love and respect for the building.



*International Design Awards - Los Angeles - California - USA
aprile 2013
Alessandro Marchelli wins THIRD PRIZE BRONZE to International Design Awards '12 with the project of Interior Design transforming an austere environment in provocative sensory impressions of "old modernity."*



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If you are an architect or a designer and you want to publish your projects into

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