



MINIMALIST WHITE DISPLAY ROOM
FEATURING PERONI COLLECTION



PLATINUM, ITALY

Who they are:
Carnovsky are a Milan artist/designer duo comprised of Francesco Ruggi, an art historian and Silvia Guarnieri, an industrial designer.

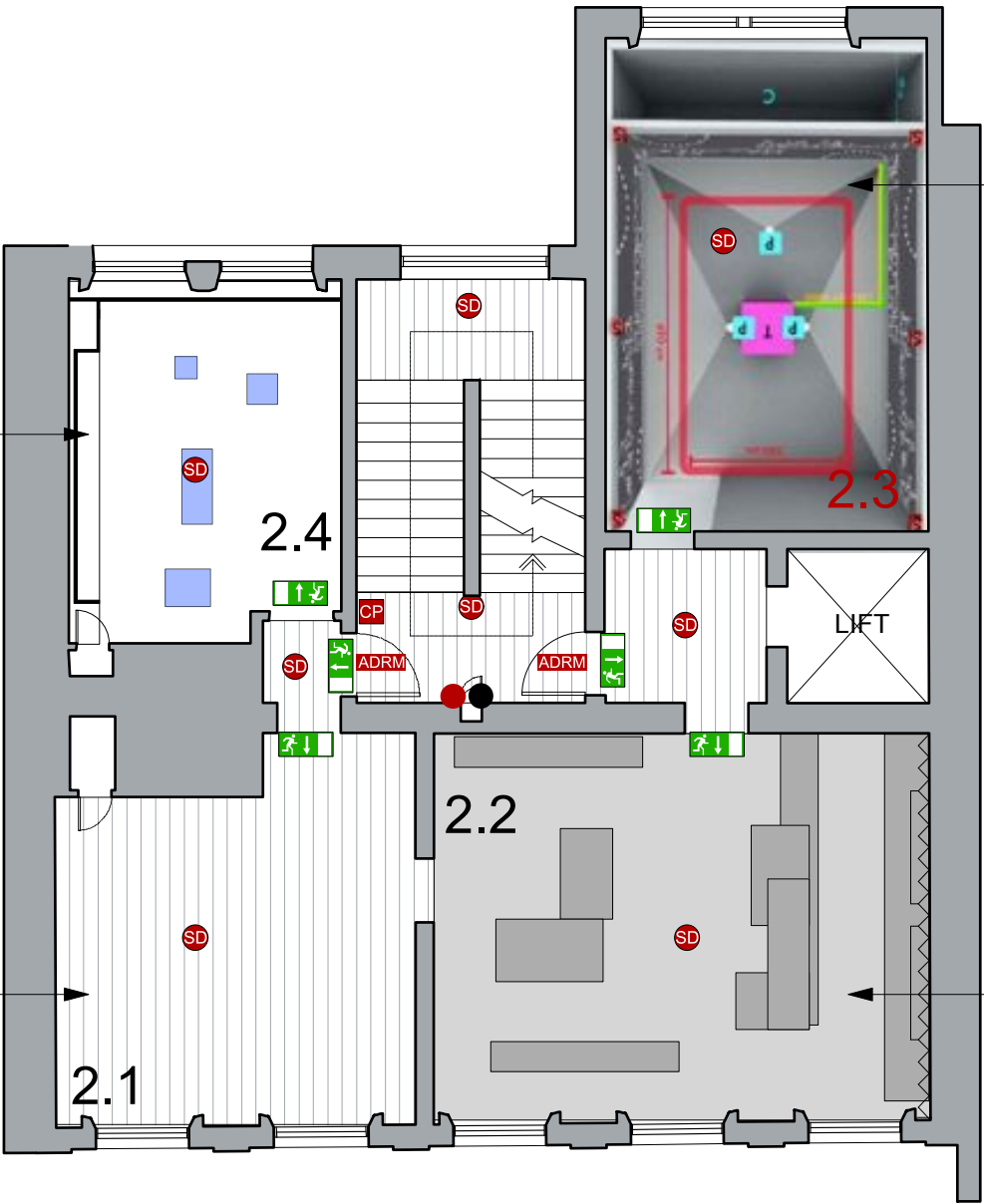
Inspiration:
Inspired by the ingredients of Peroni, the making of Peroni, the brand story and the creative culture of 1963 which led to the birth of the brand.

Their work in The House:
A bespoke picture will be drawn depicting a story of evolution and the evolution of Peroni.
One level will depict Carlo Peroni's inspiration, the SS Alex and Regatta, Italy's cultural exports etc.
The second level will depict all of the natural ingredients of Peroni; malt, wheat, etc.
The third level will depict images of the production of Peroni; stills, barrels, etc.

The HSD lighting will be controlled by IAs within the room and potentially people's mobile telephones if the technology allows.



INTERACTIVE LIGHT INSTALLATION



INTERACTIVE MULTI-SENSORY INSTALATION



MIMIMALIST CONCRETE LOOK BAR



DWG # HOP3_201_02		REV	CLIENT M+C SAATCHI	PROPOSED SECOND FLOOR	WALTERS CONSULTANCY LTD architecture . interiors . project management 109 Castlehaven Road London NW1 8SJ T +44 (0)20 748 56307 M +44 (0)7831 488 901 E tedcwalters@gmail.com
SCALE 1:100 @ A3	DRAWN BY DV	PROJECT HOUSE OF PERONI 3			
DATE 19/3/14		ADDRESS 64 LINCOLNS INN FIELDS HOLBORN WC2A 3JX			
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