

exploration space analysis 01

McArthur Glen shopping centres are classified as factory outlets: the one in Serravalle [project area] was the first commercial example of this type, opened in Italy in 2000.



staged environment

Their identity is based on the immersive experience offered to clients: each shopping centre is a symbolic scenario that recreates the typical architecture of the place where they stand. The ephemeral beauty of this theatrical environment makes McArthur outlets stand out from competitors.

creation non place 02

The outlet does not represent a real place but an ideal and utopian one. It evokes a desirable environment, with perfect life characteristic, but uninhabitable.

utopia

ού [no] + τόπος [place]

eutopia

εὖ [good] + τόπος [place]

The designing phase aims at giving material form to the unreal world of an utopia. This means considering the word for its most positive meaning, and semantically translating utopia into eutopia, a practical term to indicate a real place of well-being.

what could make people come back/stay longer?

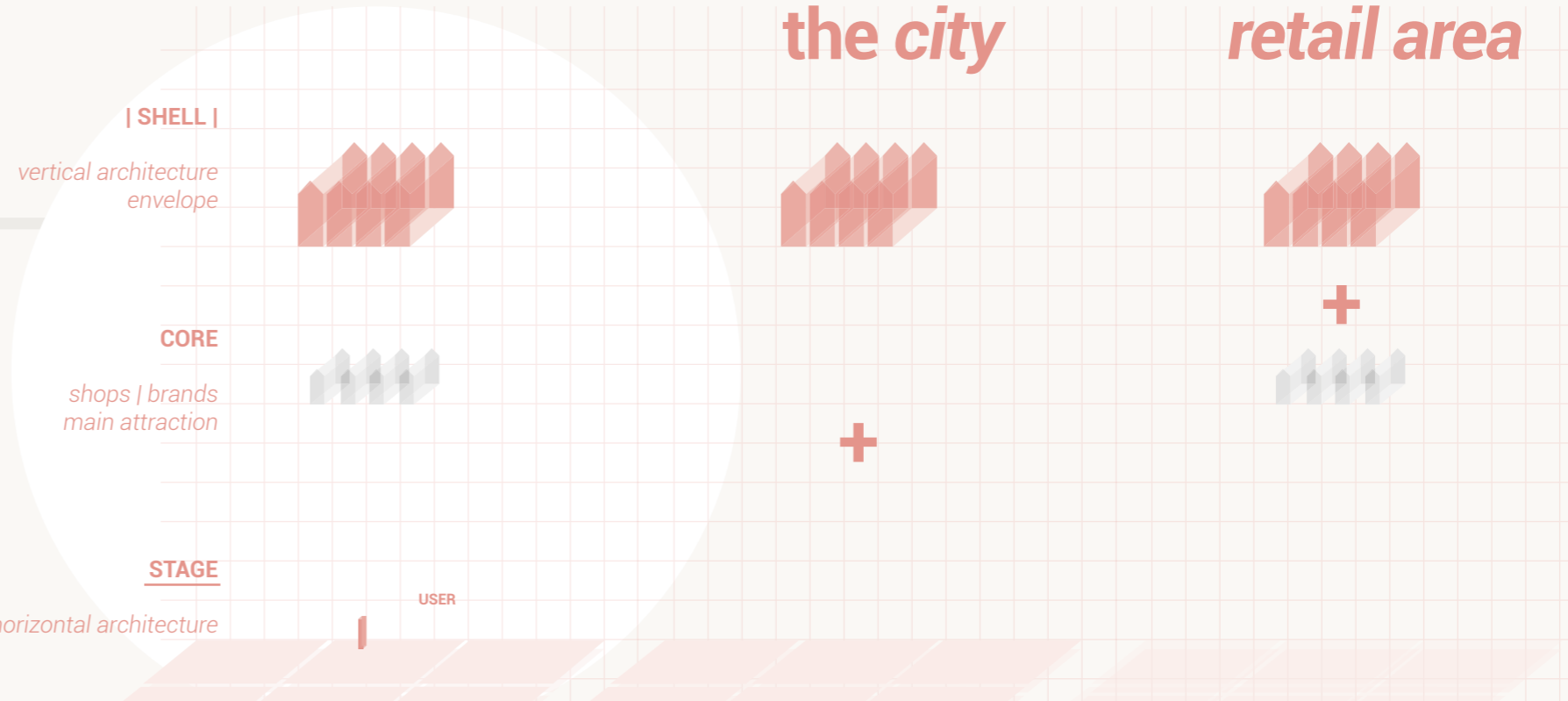
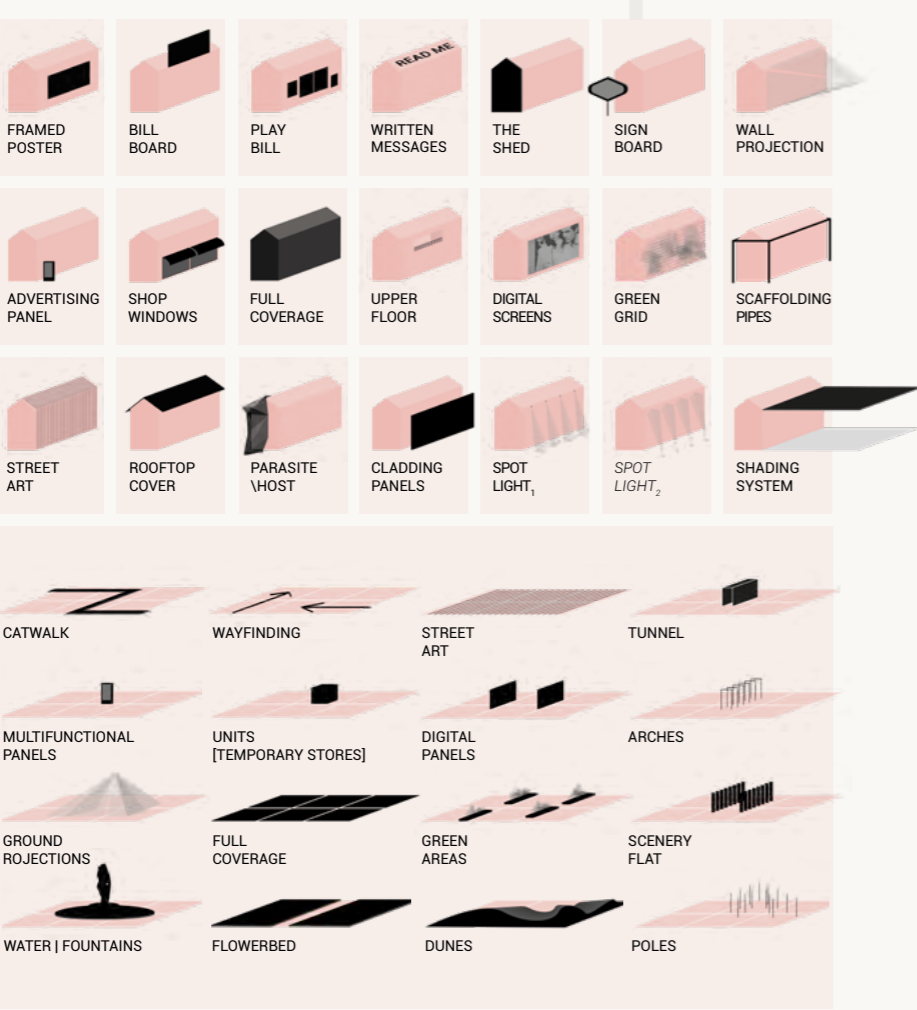
fantasy city

How to design a eutopia? This desire of translating abstract needs such as emotions and moods, which commonplaces are unable to satisfy, into reality takes shape through the scenography, intended as a drawing (grafia) of the vision (skēnē) of the designer. The project aims to create a scenography that could satisfy John Hanningham's six points theory, according to which a fantasy city must be:

- theme-o-centric
- branded
- solipsistic
- timeless
- modular
- scenical

reflection scenography 03

by defining space layers and taxonomy



the city

retail area

main inspirations



brief

The hypothesis is that each brand affiliated with McArthur Glen can customize the environment outside their shops for advertising purpose. The goal is to connect the external scenography to each business so that brands are able to manage the common space as they want and organize events. The internal-external aesthetic connection would thus become the main attraction. By creating a schedule of temporary events, periodically organized by the different brands, it would be possible to obtain a continuous variation of the scenario and provide the visitor a reason to come back and try something different every time. Here are some taxonomy examples of how the brands can express themselves through the surface of the stage and the shell.

branded scenario

The following proposal aims at building a temporary scenario. For the hypothetical duration three months, the "city" will belong to a specific brand, which will take care of the scenography setup. The taxonomy offers to the guest brands a catalogue of possible interventions to choose from.

guest brands space

how will it work?



taxonomy options disposal by the host brand



selection of the preferred option by the guest brand

Realization of the scenographical setup in the external and public spaces of Serravalle outlet

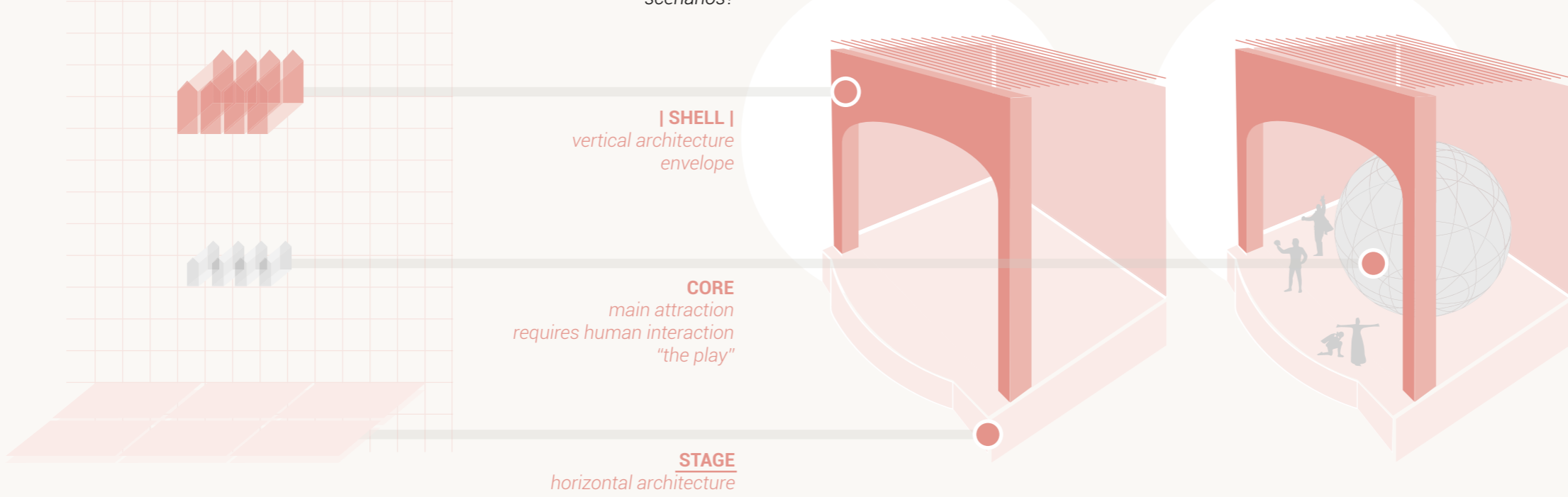
04 implementation teatro esploso

commercial scenography

Is based on the perspective and theoretical construction principles of

What do shell, stage and core stand for in theatrical scenarios?

theatrical scenography

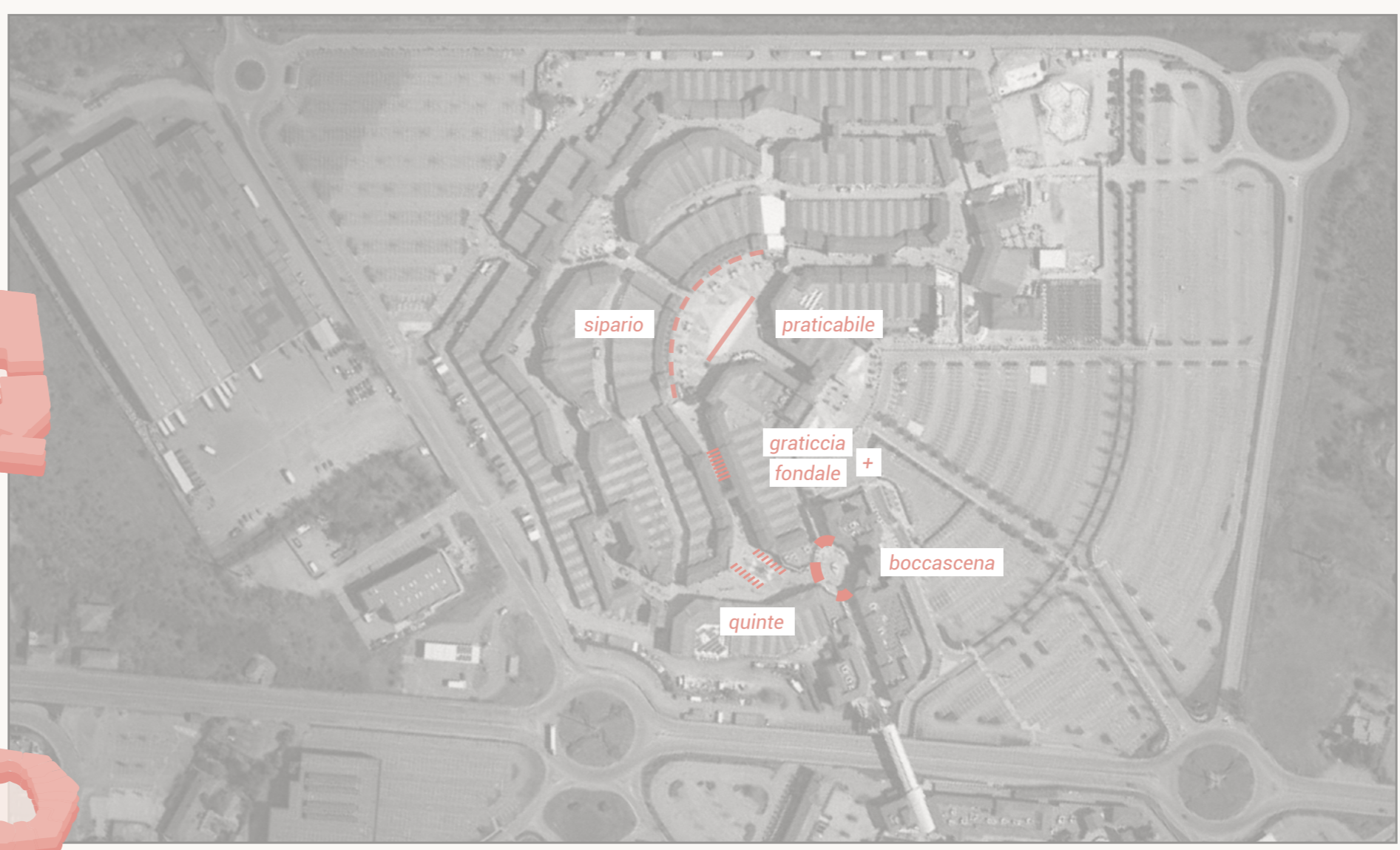
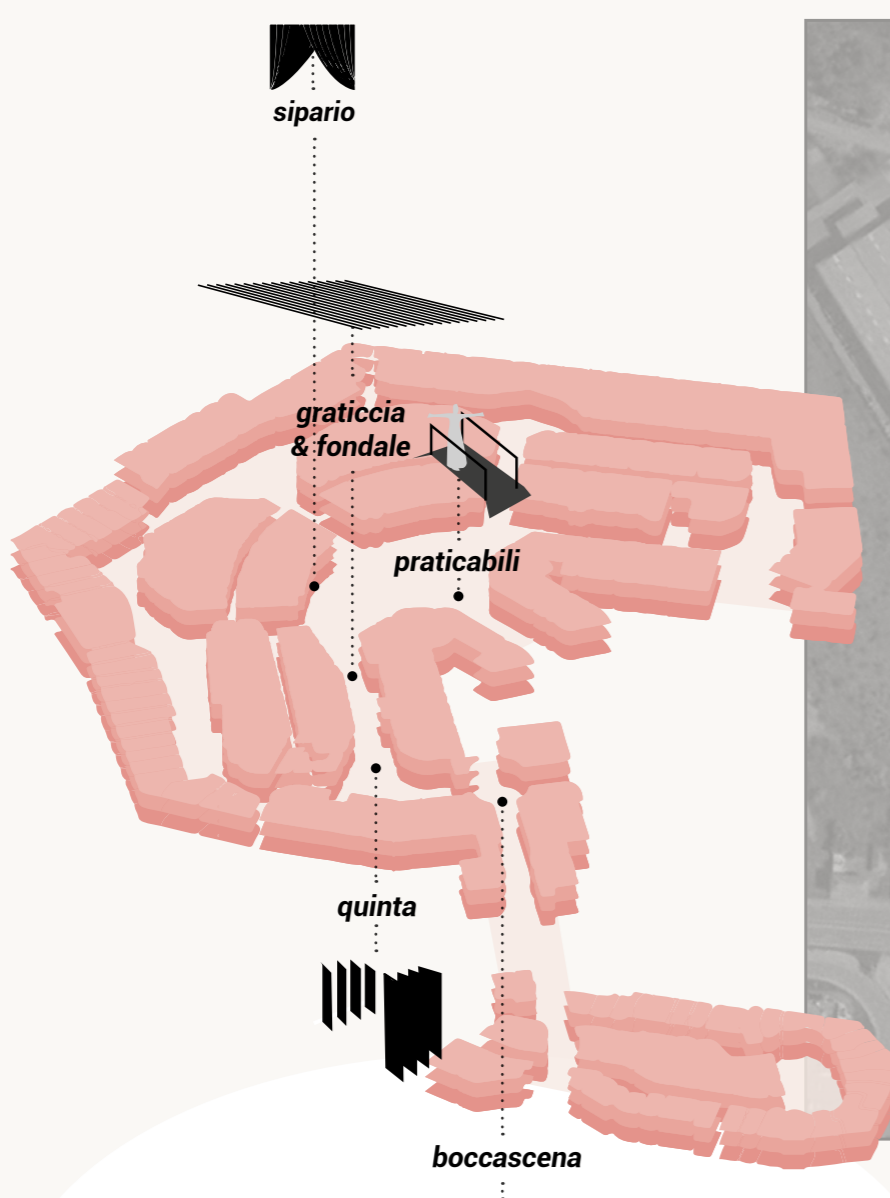
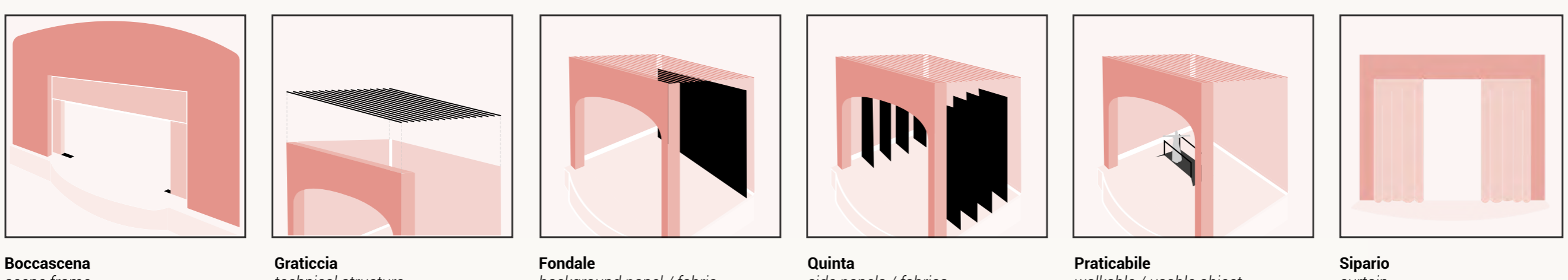


how could they combine | overlap?

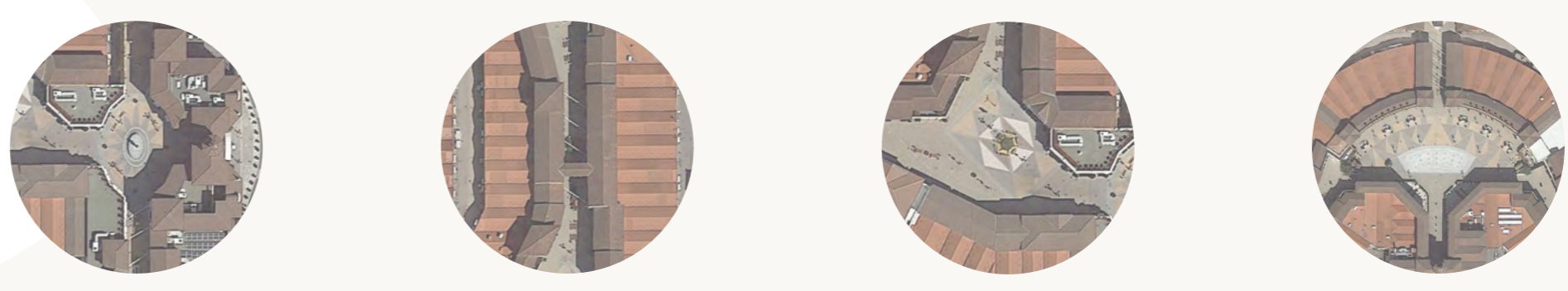
through a branding promotional strategy

based on iconic elements belonging to the theatrical environment

which ones?



To meet the premises established in the brief, the whole space needs to become branded. For this reason, each of the five elements will be combined with a popular brand with a recognizable communication language, capable of representing it at its best. Each fashion brand will take charge of one element to personalize it and make it their own.



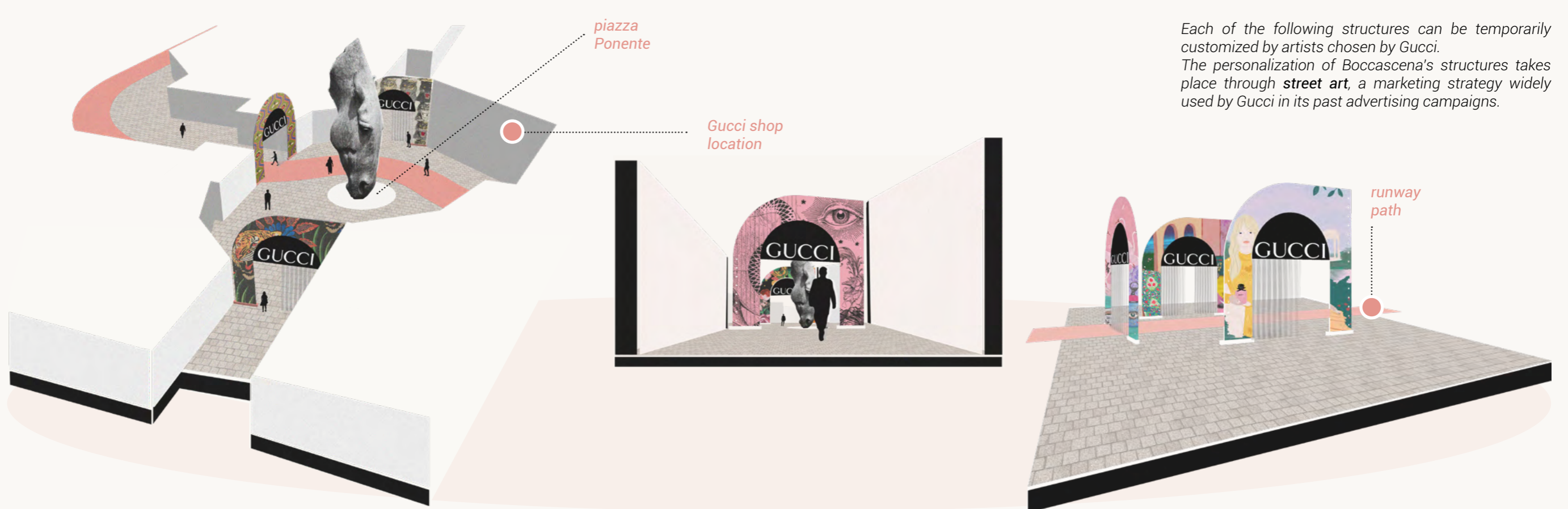
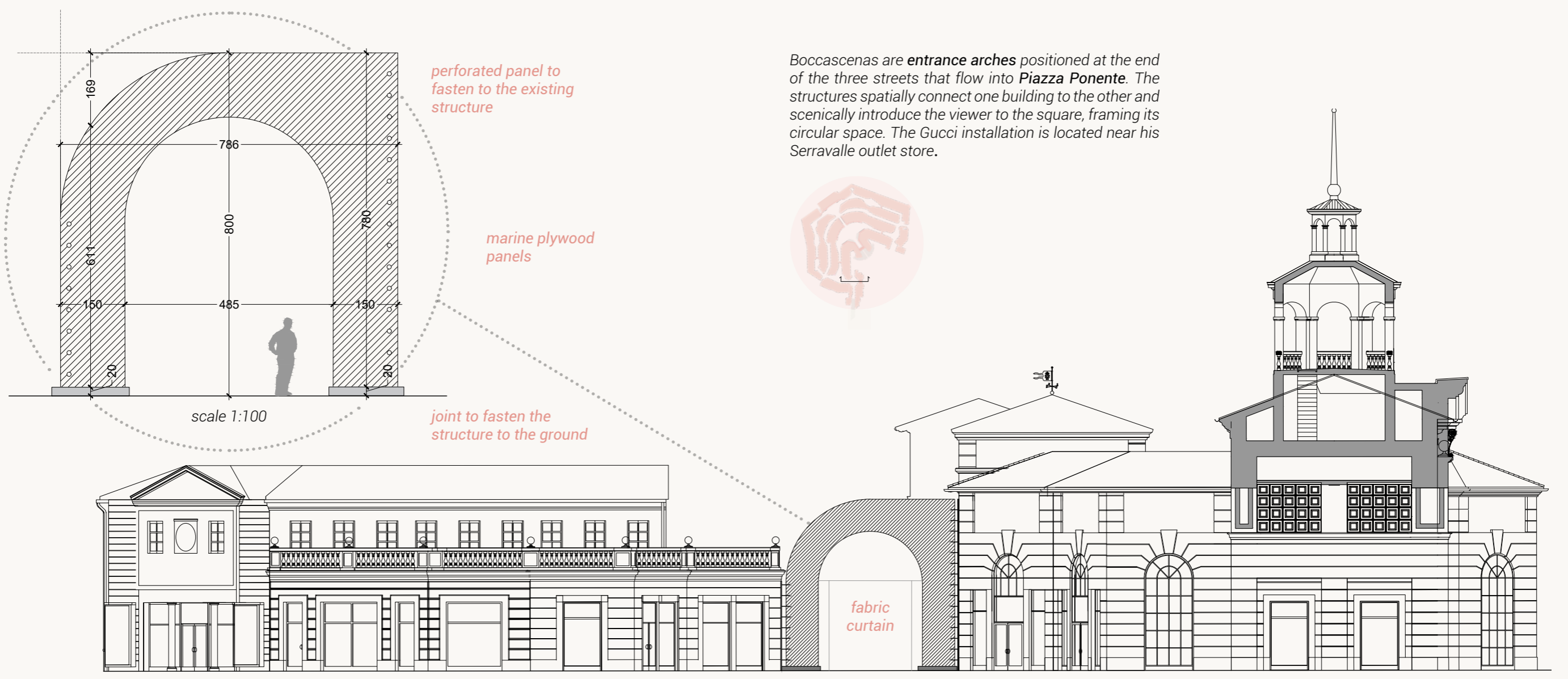
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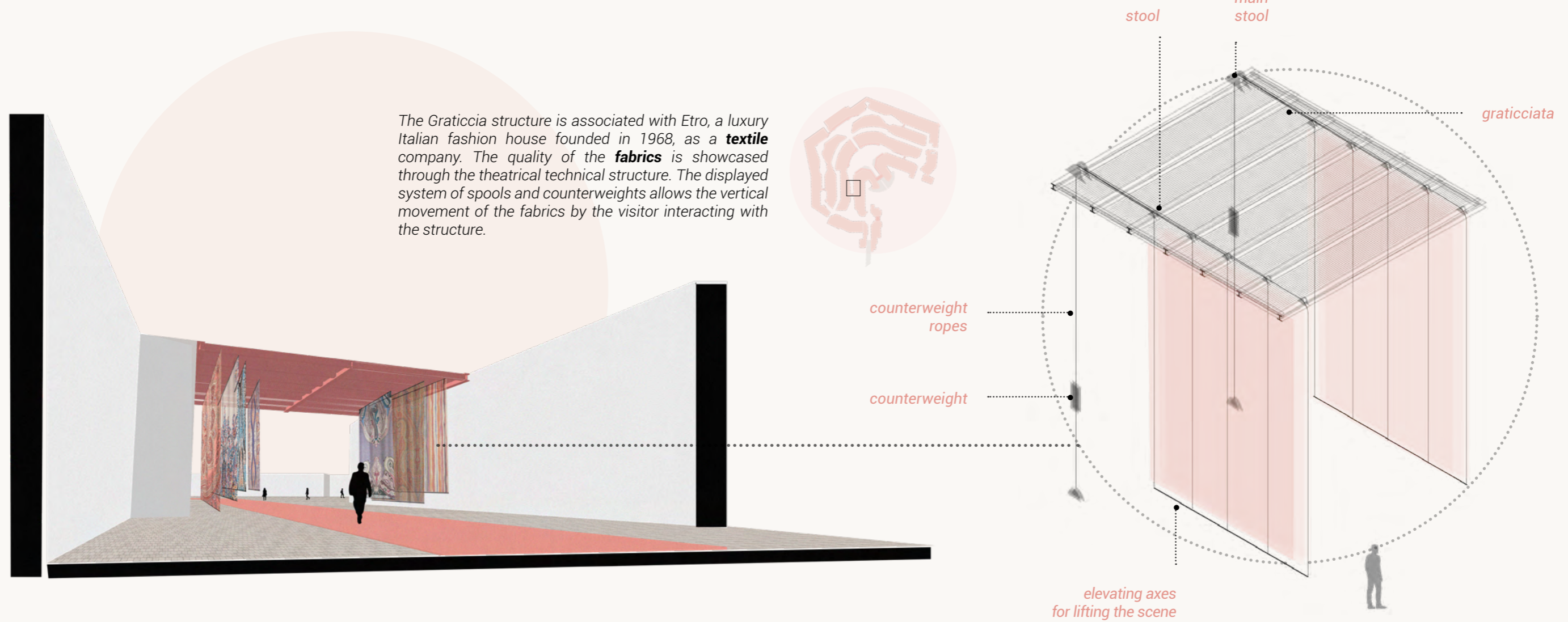
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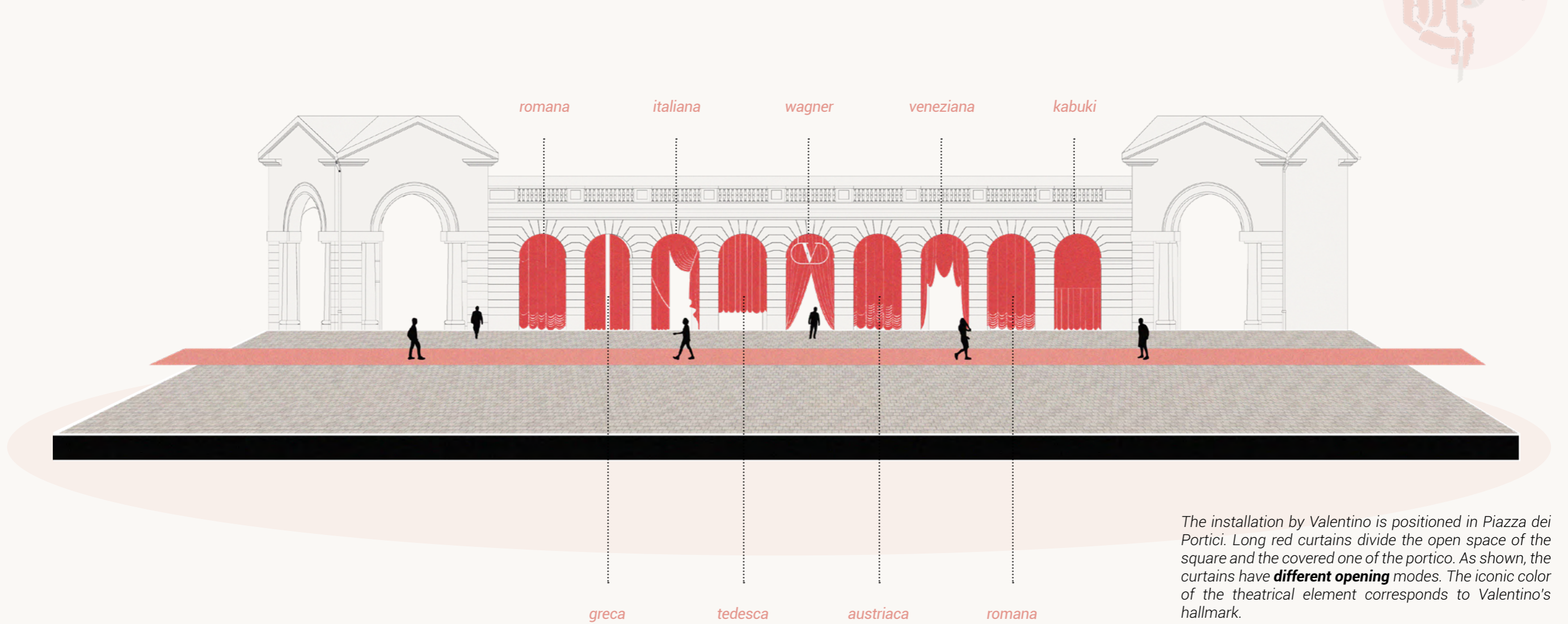
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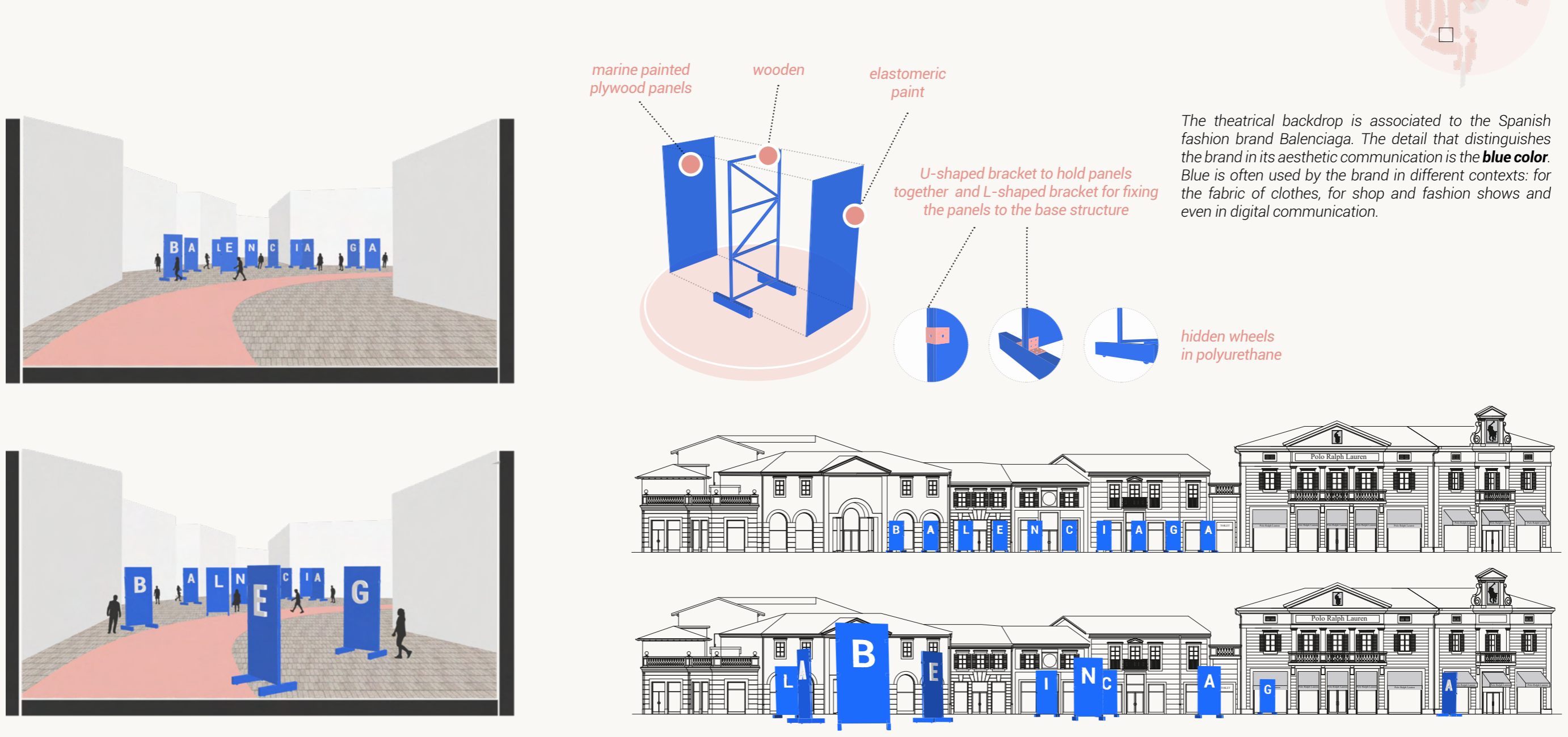
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