EUTOPIA place good

exploration space analysis

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

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.

oủ [no] + τόπος [place]

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 Hanningan's six points theory, according to which a fantasy city must be:

theme-o-centric

- branded
- solipsistic
- timeless
- modular
 - scenical

εὖ [good] + τόπος [place]

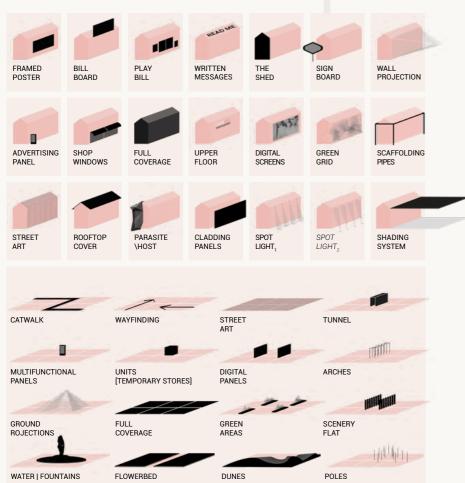
The designing phase aims at giving material form to the unreal world of an utopia. This means considering the word for its most positive meaning, and semantically translating utopia into eutopia, a practical term to indicate a real place of well-being.



the city retail area



by defining space layers and taxonomy







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?

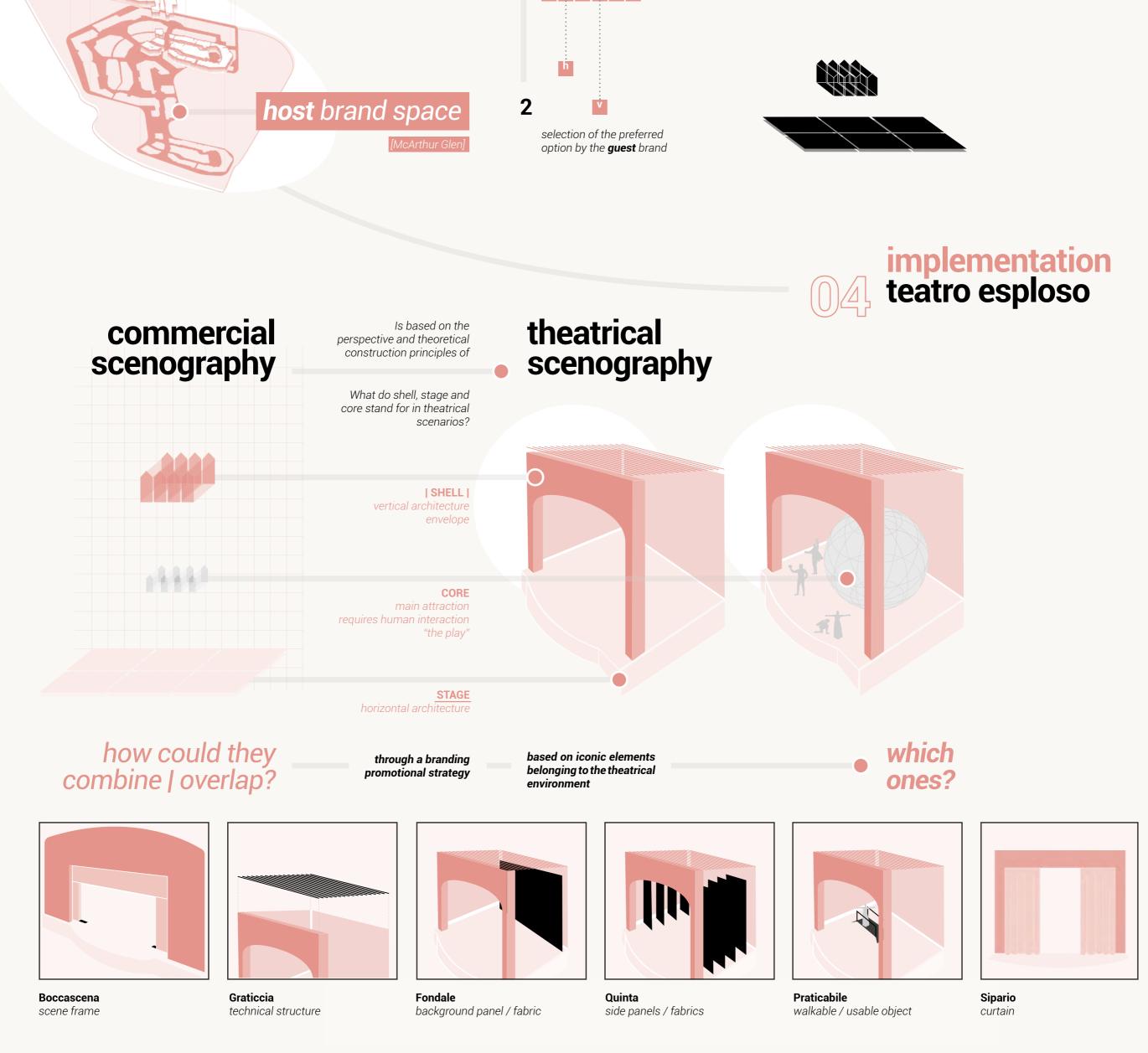
taxonomy options disposal by the **host** brand

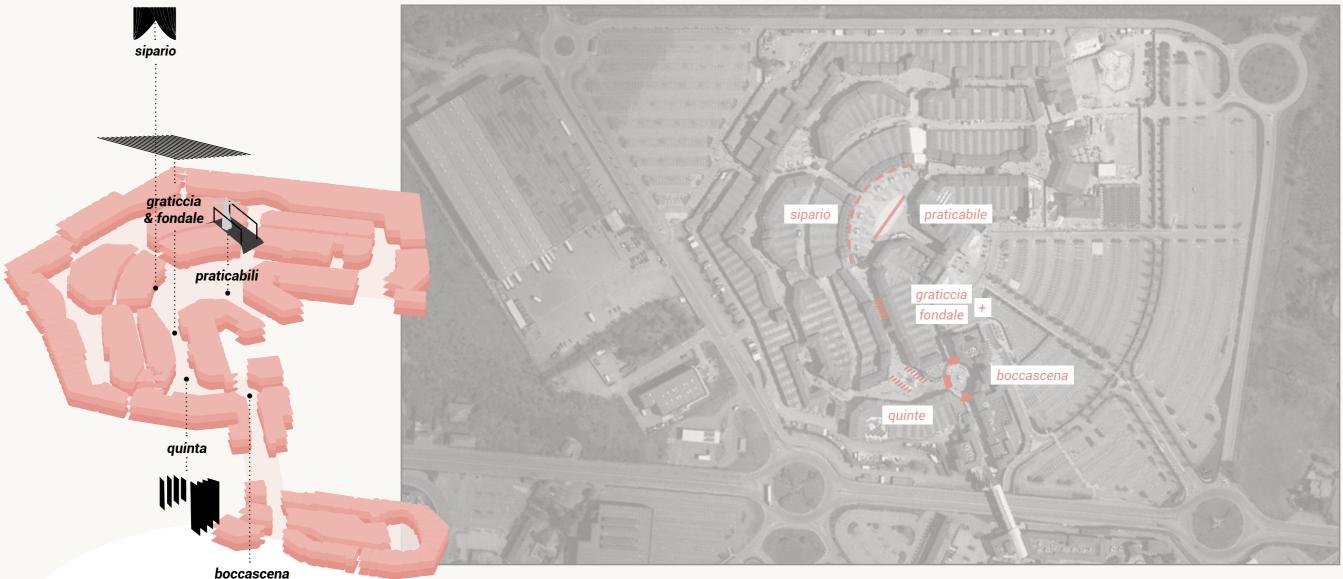
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Realization of the scenographical setup in the external and public spaces of Serravalle outlet

3







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.



Boccascena Piazza Ponente

GUCCI



Graticcia + Fondale between Piazza dei Portici and Piazza Ponente

ETRO



Quinta between Piazza dei Portici and Piazza Ponente

BALENCIAGA



Praticabile e Sipario Piazza dei Portici

VERSACE VALENTINO



Politecnico di Milano | School of Desing Master of Science in Interior and Spatial Design Thesis Incubator Studio | A.Y. 2019-20 Professors J.G. Piccinno, A. Barbara, C. Morbi, G. Pellegrino Assistants: D. Mazzinghi, A. Zingales

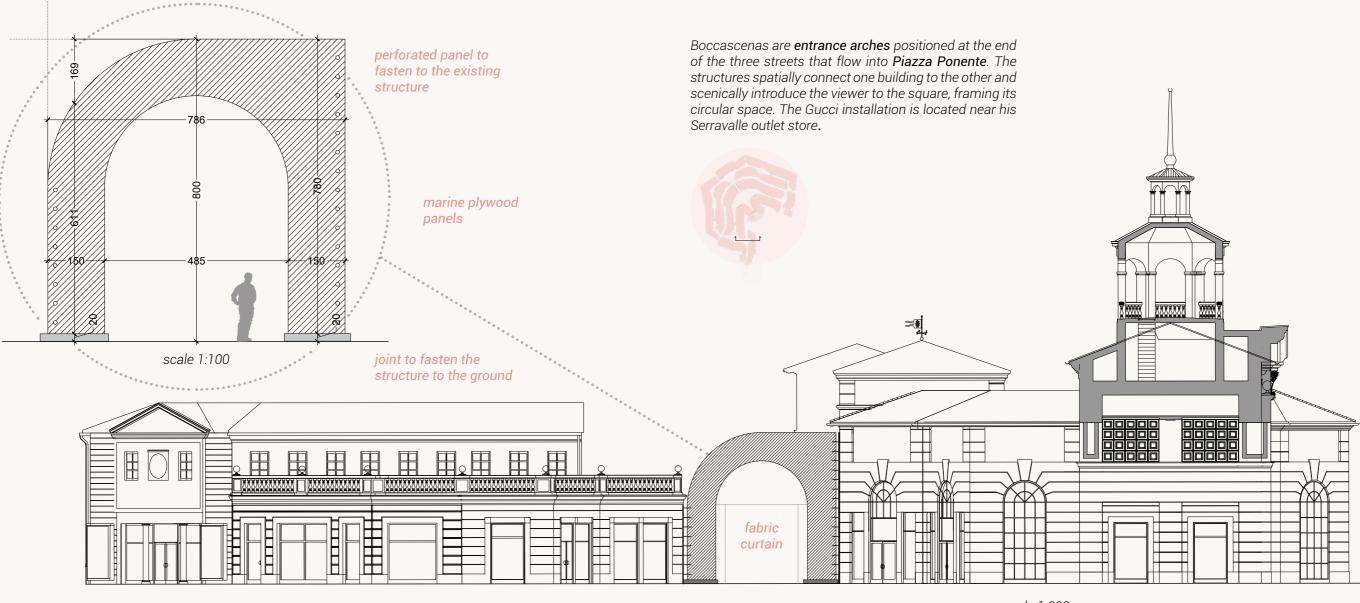
Academic Supervisor | Giovanna Piccinno Student | Eleonora Merciai #915614

EUTOPIA esploso

PROJECT BOARD

teatro

boccascena **GUCCI**



scale 1:200

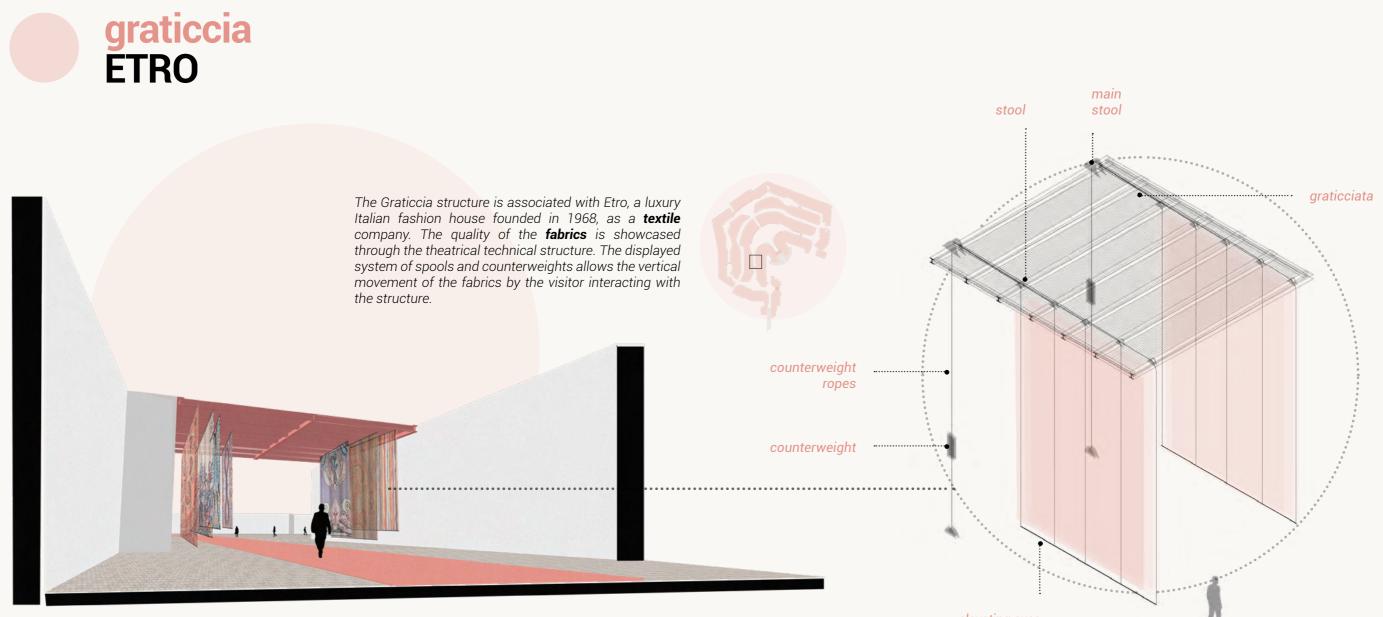
Each of the following structures can be temporarily customized by artists chosen by Gucci. The personalization of Boccascena's structures takes place through **street art**, a marketing strategy widely used by Gucci in its past advertising campaigns.



Gucci shop location

piazza

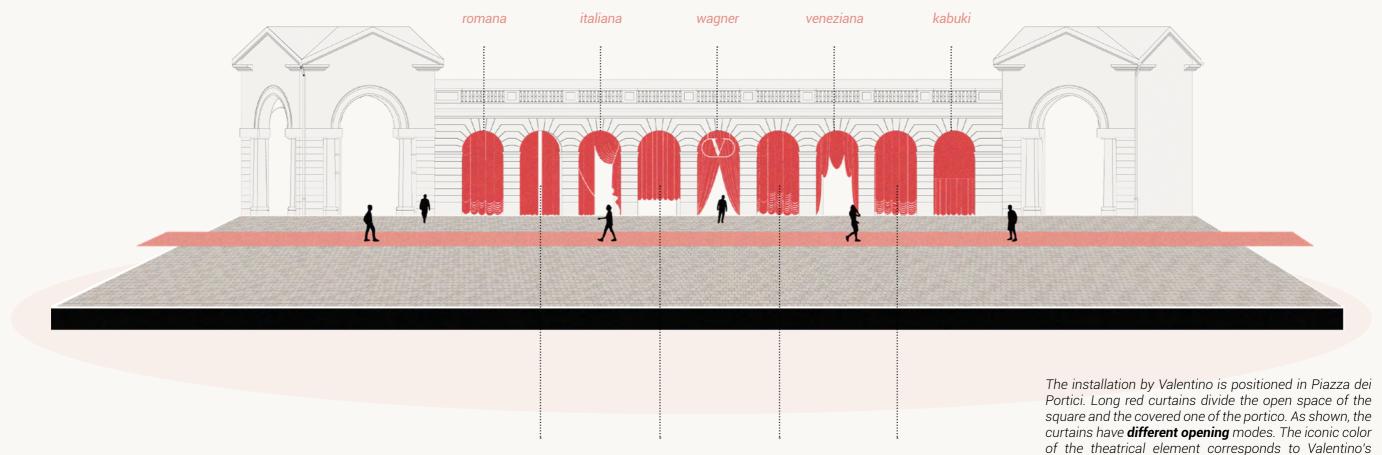
Ponente



elevating axes for lifting the scene







tedesca

austriaca

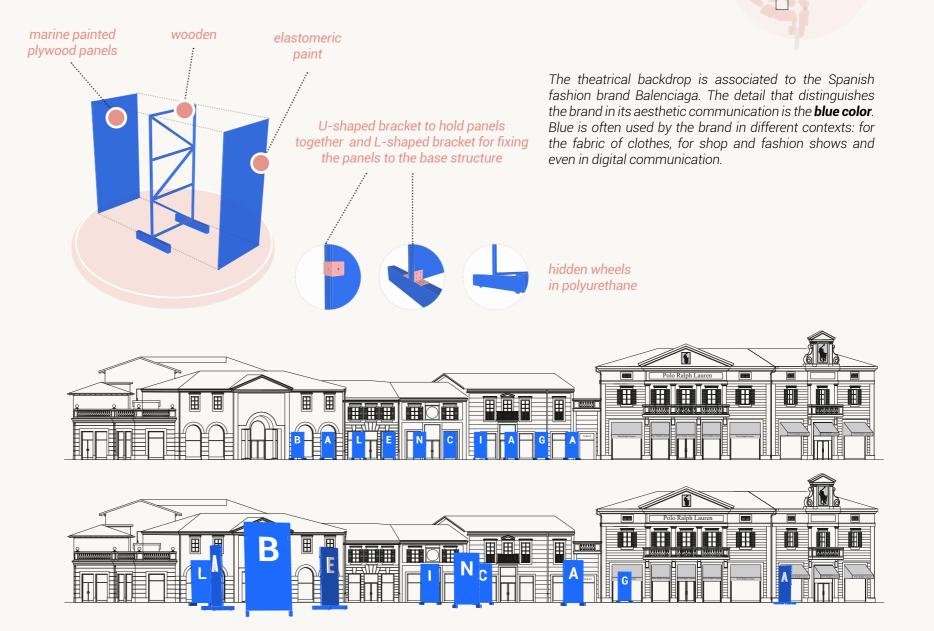
romana

greca

quinta BALENCIAGA







hallmark.



Versace is the brand associated with the setting of the praticabile walkway, positioned on top of the fountain in Piazza dei Portici. This design proposal was formulated after the analysis of marketing communication and events organized by the company in the last two years.

Versace has linked its image to an underwater utopian world called Versacepolis: an abandoned and submerged city decorated with ruins stylistically belonging to Greek classicism. The installation aims to create a walkway that allows visitors to cross the **fountain**, without, however, being in direct contact with the **water**.

This installation will be used during the day to entertain customers by offering them an interactive path and in the evening as an auxiliary scenic catwalk to the fashion event.

glass modules 60x60 cm



The shape of the walkway reproduces the Versace logo dating back to 1993 through regular glass modules 60x60 cm, depicting the head of the Medusa inscribed in a circular corrugated frame.







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