



PISA OROLOGERIA **DETAILED ELEGANCE**

Milan, Italy

ANTONIO VITTORIO CARENA

Pisa Orologeria has always been a prominent international player for watch lovers and collectors. It recently opened its new high-end flagship store in an early 20th-century building in Milan's fashion district.

Just as they did for the Rolex flagship store, opened on Milan's hip Via Montenapoleone in 2008, the Pisa family turned to barth to create customized furnishings and the shop windows, designed by Antonio Vittorio Carena.

The store, conceived as a "Temple of Time", spreads across 1,200 sq m on three floors. The entrance to the shop and display area is marked by a 22 m corridor running alongside the road and the shop windows.

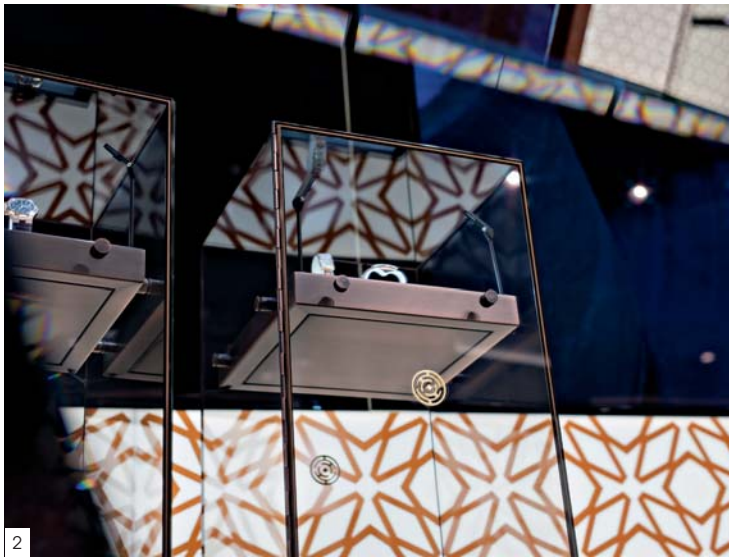
The first floor is for the various display areas and the shop proper. The second floor has five small sitting rooms and a lounge plus a private viewing and negotiation room for special pieces. The top floor has a large area for temporary displays, gatherings and events, alongside a workshop - open to clients - and a library/bookstore where books on the art of watches can be read or purchased.

The interior design took into account even the most minute details,

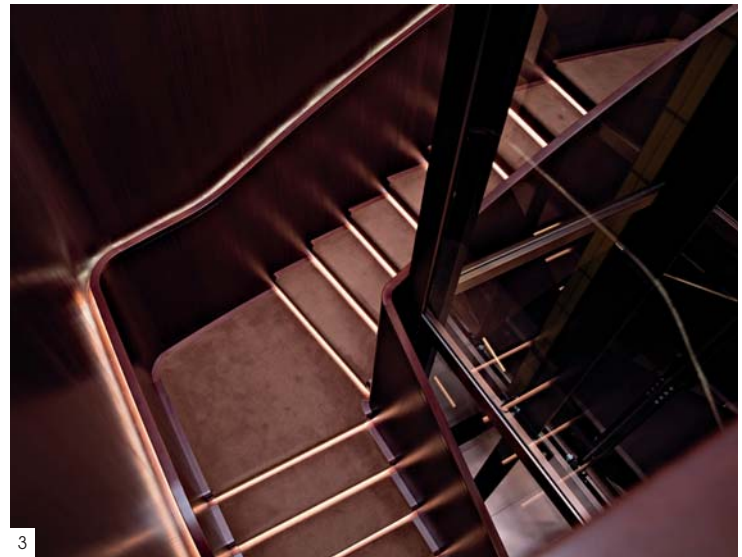
thus putting into practice the care and precision synonymous with watchmaking.

On the shop floor, the simple but extremely elegant twin counters made of onyx have a mix of lightness and transparency that exalts them. From here, to reach the upper floors, you can use the mahogany staircase that wraps itself around the see-through glass elevator. The solid, sculpted look of the stairs is given a lighter touch by illuminating the steps at the base and along the handrail. Throughout the store, the watches are on display in glass cases with galvanized steel profiles. Some are free-standing, some are wall mounted and others are placed on counters, but they all have a minimal, crisp design.

The galvanized steel sliding partitions are an elegant, light touch to divide space while allowing the gaze to continue, beyond the delicate pattern on the partitions. The top-floor workshop picks up on this play on material and light, with the backlit horizontal bands of the large white circular Corian counter both lightening and emphasizing the shape.



2



3

- 1- LABORATORY AND CUSTOMER ASSISTANCE
THE SLIDING PARTITIONS IN GALVANIZED STEEL
WITH A COPPER EFFECT ARE VISIBLE IN THE FOREGROUND,
WITH THE CIRCULAR CORIAN COUNTER IN THE BACKGROUND
- 2- VIEW OF THE GLASS DISPLAY CASES WITH GALVANIZED STEEL PROFILES
- 3- MAHOGANY STAIRCASE WITH LIGHTING AT THE FOOT
OF THE STEPS AND ALONG THE HANDRAIL
- 4- VIEW OF THE SLIDING PARTITIONS IN GALVANIZED STEEL
WITH A COPPER EFFECT
- 5- VIEW OF THE ONYX COUNTER WITH GALVANIZED STEEL PROFILES
WITH A COPPER EFFECT AND A LEATHER TOP
- 6- FIRST FLOOR CUSTOMER AND SALES AREA

IMAGES © ANTINORI. COURTESY OF PISA OROLOGERIA



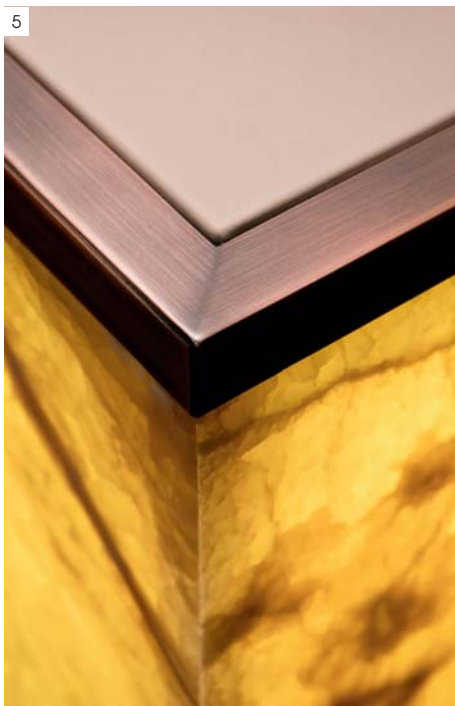
4

barth Innenausbau

Via Julius Durst, 38 - I - 39042 Bressanone (BZ)

Tel. +39 0472 271900 - Fax +39 0472 271999

E-mail: info@barth.it - www.barth.it



5



6