

INSTALLATION, "ARC DE TRIOMPHE" FOR ZARA



Starting from January 27th ZARA Flagship store in Corso Vittorio Emanuele welcomes customers in a fresh entrance scenario.

Eco-efficiency in retail projects are a main principal of ZARA and key to the works of Matteo Thun. The concept for the entrance installation has been designed as a timeless flexible tool for giving the different frequently collections attractive stages throughout the year.

Before ZARA selected the beautiful 4.000 sqm space from the thirties and converted it into the ZARA Flagship store in Milan, the building hosted a theatre and later the 'Astra' Cinema for many years. The inviting double staircase entrance featuring marble, brass, historical mosaics and an exceptional gold cupola presenting an impressive Murano chandelier on the ceiling was kept from the historical settings and is now the scenery for the new installation for 2017.



Matteo Thun's installation takes up the history of the building, the culture of Milan using the theme 'theatre' as basis of the installation's concept. The modular, dynamic structure acts as kind Arc de Triomphe inviting the customer to pass through into the main store. The architects create a visual connection with the original detailing of the layout in a contemporary way and give the clothes a contemporary platform by keeping the emotional atmosphere of the historic space.

Recalling the feel of a set design in a theatre Matteo Thun's installation transforms the mannequins in actors, the visitors become the audience. The installation for the foyer of ZARA Flagship store leaves the cloths the stage.