

**ALESSANDRA FATICANTI ROBERTO FERLITO AND PARTNERS**

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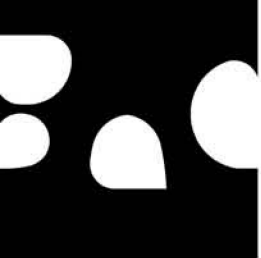
# Giolitti

Roma dal 1900

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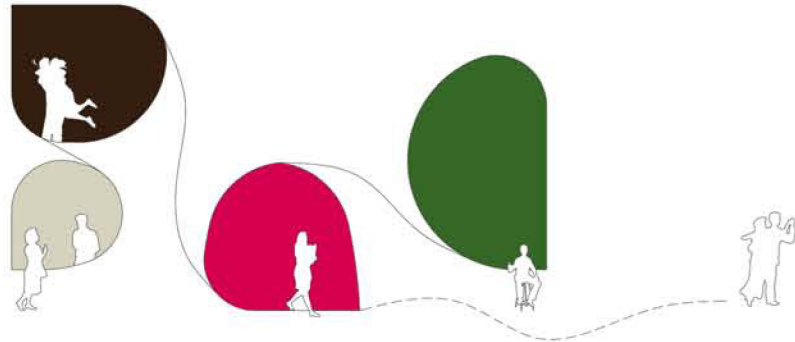


## NABITO GIOLITTI INTERNATIONAL ISANBUL

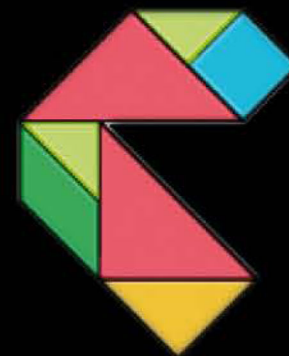
GIOLITTI INTERNATIONAL, ISTANBUL, TURKEY, 2010

ASSIGNED TYPOLOGY: PRIVATE  
 CLIENT: GIOLITTI INTERNATIONAL  
 ASSIGNED TASK: PROJECT DESIGN, SITE SUPERVISION, AND SECURITY AT DESIGN AND EXECUTION  
 BUDGET: € 150.000,00  
 PROJECT PHASE: BUILT  
 COLLABORATORS: AGITA PUTNINA, JOANNA RODRIGUEZ-NOYOLA, LUCA BROMBO, TEO VALLI.

GIOLITTI IS THE MOST IMPORTANT HAND MADE ICE-CREAM PRODUCER IN ROME AND IN ITALY IN GENERAL. NABITO ARQUITECTURA IS PROUD TO DESIGN THE FIRST GIOLITTI CONCEPT STORE OUTSIDE ITALY. THE OPERATION IS FOCUSED TO THE INTERNATIONALIZATION OF A FIRM WITHOUT LOOSING CHARACTERISTIC OF THE TRADITION. THE HAND MADE GELATO REPRESENTS RELAXED TIMES IN HAPPY MOMENTS. WHEN YOU SEE THE EXPRESSION OF SOMEONE EATING AN ICE-CREAM (WHATEVER THE AGE, CHILD OR OLD MAN) YOU WILL NOTICE A R SMILING FACE, THINKING DEEPLY ABOUT PLEASANT MEMORIES. THE GIOLITTI FRONT SHOP EXPRESSES INDIVIDUALITY BUT AT THE SAME TIME GIVE US THE OPPORTUNITY OF SHARE EMOTIONS AND STAY TOGETHER. THE MAIN IDEA OF THE FRONT SHOP IS TO GIVE AN INTERPRATATION OF THE PUBLIC SPACE. OUR ARCHITECTURE SHOWS THE WILL TO COMMUNICATE WITH THE EXTERIOR. THERE ARE NO BOUNDARIES BETWEEN THE SQUARE AND THE SHOP. A GLASS MIRRORRED WALL ON THE INTERIOR BACKSPACE PROJECT THE MOVEMENT OF THE PEOPLE INSIDE THE SHOP. AND THE FRONT TABLE IS IN CONTACT WITH PUBLIC OUTSIDE. THE FAÇADE OFFER A CHANGING SYSTEM OF ILLUMINATION RELATED WITH COLORS OF THE "GELATO". THE RESULT IS A DYNAMIC SYSTEM OF INTERACTION BETWEEN USERS AND SPACE THAT MODIFY THE AMBIENCE. SO THE QUESTION IS: HOW AN ITALIAN FRONT GELATO SHOP INTEGRATES WITH A TURKISH PUBLIC SPACE? HOW GIOLITTI COULD MODIFY AND INTERACT WITH USERS IN ORDER TO FORM A DYNAMIC RELATION BETWEEN ARCHITECTURE AND PUBLIC SQUARE? THIS FRONT SHOP, THE FIRST OUTSIDE ROME AND ITALY, WOULD REPRESENT AN ITALIAN TRADITIONAL WAY TO LIVE THE STREET AND THE PUBLIC SPACE. IT IS NOT ONLY A SELLER OF GELATO BUT ALSO A SOCIAL CONSTANT CHANGING EVENT.







**NABITO**®  
architects & partners s.l.p.

ALESSANDRA FATICANTI ROBERTO FERLITO

AND PARTNERS

NABITO ARCHITECTS & PARTNERS SLP ©®.

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NABITO BORN IN BARCELONA FROM THE WILL AND COURAGE OF THE ARCHITECTS ALESSANDRA FATICANTI AND ROBERTO FERLITO IN 2006. NABITO WON THE IMPORTANT EUROPEAN AWARD "NOUVEAUX ALBUMS DES JEUNES ARCHITECTES PARIS 2006", GIVEN BY THE MINISTRY OF CULTURE. THEY WON SEVERAL COMPETITIONS IN EUROPE AND OPEN NEW OFFICES IN ROME AND FROSINONE. IN 2009 NABITO WON THE AWARD "CAVALIERATO GIOVANILE DELLA PROVINCIA DI ROMA" FOR ART AND ARCHITECTURE AND IT IS FEATHERED IN THE BOOK "ANNUAL OF BEST CREATIVITY TALENTS, YOUNG BLOOD" AWARD GIVEN BY THE MINISTRY OF CULTURE, ROME. IN 2010 NABITO IS SELECTED ON THE TNT FESTIVAL YOUNG TALENT AWARD BY MINISTRY OF YOUTH, ROME. NABITO'S DESIGN STRATEGY FOCUSES ON ANSWERING THE QUESTIONS OF SUSTAINABILITY, ARCHITECTURE, URBANISM AND TERRITORIAL STRATEGIES IN ITS PROJECTS. IT IS AN ACTIVE STUDIO IN THE RESEARCH FIELD. OBJECTIVE OF OUR DESIGN APPROACH IS TO CONCEIVE A PRODUCT THAT IS CULTURALLY VALID AND COMPLETE AT EVERY LEVEL: FROM DESIGN AT THE URBAN AND TERRITORIAL SCALE, THROUGH RESTAURATIONS, INSTALLATIONS, TEMPORARY ARCHITECTURE, VARIOUS INHABITABLE TYPOLOGIES, PARKS AND GARDENS, PUBLIC BUILDINGS, RESIDENTIAL COMPLEXES OF DIFFERENT ENTITY AND URBAN AND TERRITORIAL MASTERPLAN. THEY INVESTIGATE THE RELATION BETWEEN SOCIAL AND INTIMATE SPACE, PRIVATE AND PUBLIC SYSTEMS WITH AN INCLUSIVE BEHAVIOR.

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