

# saporiti italia

saporiti italia in dubai



Saporiti Italia inaugurates in Dubai the first base of the S-Network project, which foresees the opening of a series of offices and showrooms in the most important and fast-growing cities of the world.

The Dubai office and showroom, as well as the planned Hong Kong, Shanghai, Tokyo, New York, London and Moscow bases, are directly linked with the Saporiti Hub, Saporiti Italia's research and development center opened in September 2005.

All these bases are conceived as showrooms, to display the design trends and the quality of the Saporiti Italia products, but also as technical and marketing offices, to provide a qualified and personalized assistance to professionals and customers, during the development of international contract projects.

The Saporiti Dubai showroom is spread over an area of about 400 square meters, at ground and first floor of the brand new Dubai Design House, a complex of architecture and interior design offices and showrooms, built in one of the fastest growing areas of the city, between Dubai Marina and Jumeirah, along the highway that links Dubai with Abu Dhabi.



Dubai Design House



Saporiti Italia showroom – view from the Design House atrium

The ground floor area is devoted to the display of the Saporiti Italia best sellers.



Saporiti Dubai showroom, ground floor interiors



The first floor is used as a professional working space, with a meeting room, a materials and projects library and interior design and marketing offices.

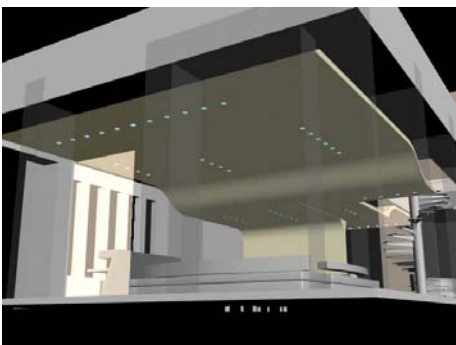


Meeting room and coffee corner

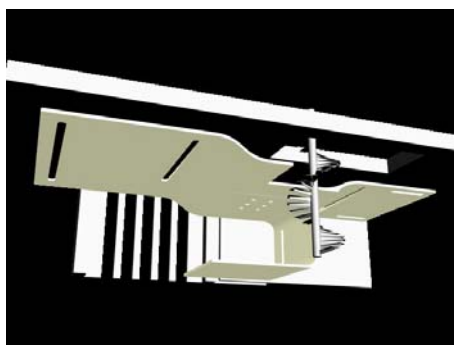


Back-lit glass library

The undulate gypsum false ceiling, while hiding the conditioning system and electric plants, joins harmoniously the two showroom levels.



Ceiling rendering, ground and first floor



The showroom is not conceived to be a mere exhibition area, but it is a true exercise of design and execution of a custom-made project. This is the reason why certain elements, like the reception desk, the platforms, the display windows, are built by using innovative materials and original manufacturing technologies.

The reception desk has a special high gloss lacquer which embodies luminous bundles of fiber optics.



Reception desk with lacquered optical light fibers



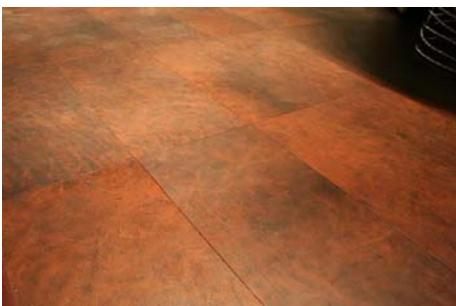
The gray Tao marble floor is irregularly cut to create an organic pattern, by means of water-jet technology.



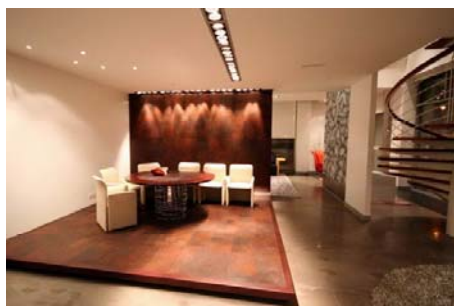
Irregularly cut Tao marble at ground floor



The platform used to display the dining set is covered with a special leather parquet.



High performance leather parquet



The glass screen of the south window, linking the lower part of the showroom with the meeting room at first floor, is made of three layers of glass, sanded, painted, etched and decorated with stainless steel patches.



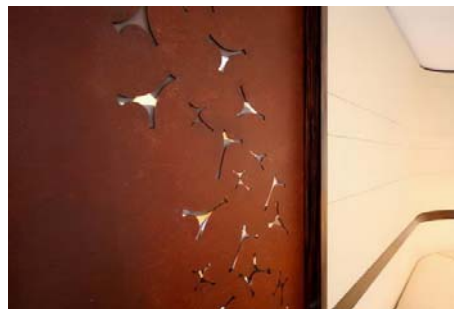
The glass screen linking the south window with the meeting room at the first floor

In the meeting room, the central part of the large ebony wood asymmetric table, lights up to create a spectacular effect during meetings and projects presentations.

In the same meeting room, the entrance door is made with laser cut Corten steel, decorated with the same “organic” theme used for the glass screen.

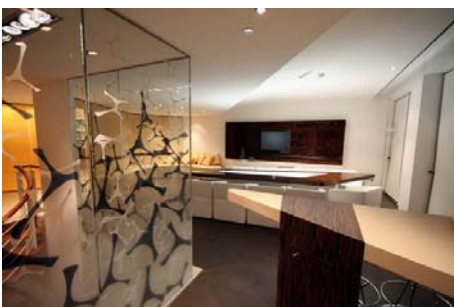


Meeting table with lighted base.



Meeting room door, laser cut Corten steel

In a corner of the meeting room, a coffee counter is used to offer an Italian espresso to the visitors of the Saporiti Dubai base.



Coffee corner at the meeting room



The materials and projects library, made of back-lit colored glass, positioned in the middle of the space at the first floor, perfectly works as a screen among the several operative areas as well as a strong decorative element.



Back-lit glass library



This base, created by Saporiti Italia with a direct investment in the United Arab Emirates through a newly established interior design and contracting company, represents an important step toward the international development of the Italian company.

In fact, it does not represent only a sales point for the Saporiti products, but a “direct presence” of the company in one of the most dynamic and competitive markets of the world.

With the creation of the Saporiti Hub in Besnate and the development of these bases around the world, Saporiti Italia introduces itself as a professional partner to designers and general contractors, to face with flexibility and originality any kind of interior design requirement.

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