

VIA DEI BANCHI VECCHI,21 00186 ROMA PH. +39 06 35292615

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ON THE GROUND FLOOR OF VIA DEI BANCHI VECCHI 21, IN ROME, BEVILACQUA ARCHITECTS DESIGN AN ARTICULATE, MULTIFUNCTIONAL PLACE, ABLE TO INTEGRATE THE PAST WITH THE PRESENT, ART WITH PRODUCTION, THE "SALOTTO" WITH THE CITY

MALA IS A MULTIDISCIPLINARY SPACE THAT BRINGS TOGETHER LOCAL PRODUCTION WITH THE BEST CONTEMPORARY DESIGN, COMMISSIONING LOCAL ARTISANS AND DESIGNERS - PROMINENT OR EMERGING - TO CREATE MODERN AND EXPERIMENTAL PIECES: THE AIM HERE IS THAT, THANKS TO ITS HYBRID NATURE, MALA BECOME A CULTURAL REFERENCE, A PLATFORM FOR GROWTH AND RESEARCH, NOT A CANONICAL GALLERY, NOT A RESIDENCE, NOT A LABORATORY, NOT AN ATELIER, BUT A SPACE FOR CREATION AND WELL-BEING, WORK, CONNECTIONS, MEETINGS AND

EVENTS. EVEN THE ARCHITECTURAL SHELL REFLECTS THE SAME DYNAMIC, LIGHT, FLEXIBLE CHARACTER WITH WHICH MALA WAS CONCEIVED: A SERIES OF LINKED ENVIRONMENTS, ARRANGED ON TWO LEVELS AND CONNECTED TO EACH OTHER IN SEQUENCE BY ARCHED OPENINGS, A TRIBUTE TO THE ROMAN CONSTRUCTION ARCHETYPE. THE FURNISHINGS, ALL RIGOROUSLY TAILOR-MADE, ARE SCENIC BACKDROPS DESIGNED BY BEVILACQUA ARCHITECTS TO PERFORM DIFFERENT FUNCTIONS TOGETHER, AND THE CHOSEN COLOR PALETTE - A COMBINATION OF TERRACOTTA AND POWDER BLUE -DECLARES THE DESIRE TO MAKE MALA A MULTIFACETED, WELCOMING AND CONTEMPORARY CONTAINER, LINKED TO THE ROMAN CONNECTIVE TISSUE BUT, AT THE SAME TIME, PROJECTED TOWARDS AN INTERNATIONAL DIMENSION.