

[focus] تركيز

## contemporary interiors

Giampiero Peia explicitly refers to Ignazio Gardella as his "spiritual father" when he speaks of himself as an architect.

It was under the scholarship of this figure, considered the father of modern architecture in Italy, that Peia took his first professional steps.

After seven years of partnership with Gardella he opened his own practice in 1995.

Within a few years he has managed to turn the office into one of the most creative architectural teams in Italy, winning several competitions and earning a name for himself as one of the best 'under 40' architects between 1998 and 2000.

During this period he completed a number of outstanding projects, including the TAD concept store in

Rome, a cemetery in Ascoli Piceno and the expansion of the Town Hall in San Donato Milanese.

After three years of partnership with Piero Lissoni, since 2004 he has joined forces with Marta Nasazzi, his current partner.

The office is now working on several projects, ranging from master plans for residential and commercial buildings around the world, from Milano to Kuala Lumpur, from Doha to Shanghai.

Italian projects include a tourist complex on Italy's lake Maggiore, featuring homes, a hotel with spa, a sports centre, a conference hall and a yachting club, currently in the planning phase, and a mediatheque with public library, archives and coffee-shops, recently completed in Fidenza.

Of particular interest is the work of Peia

Associati in Qatar.

"The Oyster", in Doha, Qatar is a real estate sales centre in a domed pavilion, set on the famous artificial island of "The Pearl".

In association with AEB the studio has designed the Alfordan Towers: two commercial buildings offering luxury services, such as an innovative podium with high level brands, restaurants, a spa and a swimming pool on the 39<sup>th</sup> and 40<sup>th</sup> floors.

Other projects in Doha include a 62 storey tower with luxury apartments for the Kempinski Hotel, currently under construction.

Monica Zerboni

Alfordan Towers



### Peia Associati Architects

**Work**  
Podium

**Date**  
2008

**Location**  
Alfordan Towers, West Bay, Doha, Qatar

**Client**  
Alfordan Real Estate Co. L.L.C.

**Project Architect**  
Giampiero Peia

**Structural Engineers**  
AEB Doha Qatar

**Area**  
10000 m<sup>2</sup>

**Image credits**  
Courtesy of Peia Associati Architects

### Alfardan Towers, Doha

The project is a multifunctional structure of twin towers, connected over a commercial Podium with an exclusive retail area. The architectural design is by AEB architects, while Peia Associati were asked to design some of the interiors, including the commercial Podium and the Spa.

A broad entrance hall opens onto a wide Inner Plaza, with a black glass staircase leading to the upper levels.

The interiors of the double height Podium features duplex shops with independent entrances over the public Inner Plaza. The glass panels, the polished black

stoneware used for the floorings, the stainless steel of the slab finishing and the reflective ceilings enhance the reflections between surfaces, conveying a sense of dizziness.

In the entrance lobby, reflective leaves on the walls and floral patterns on the ceiling recreate the decoration of the "Rajasthan Mughai Palaces". This is effect is paired with the preciousness of Baccarat chandeliers and the modernity of designer furniture.

A vast area of the Podium is devoted to the BMW showroom, with a car exhibition area and sales offices on the ground floor and mezzanine. From the offices the view stretches outside through wide

glass panels. An adhesive film showing advertising images and films of the brand ensures privacy.

All floors in the showroom are finished in black high-tech stoneware. All internal partitions are made of backlit glass to give the space a feeling of lightness and openness.

In the exhibition area all ceilings are backlit. With the aid of LED-RGB lights they change colour during the evening and at night, creating the feeling of a dynamic environment.

The office furniture is all custom designed, and special mention must be made of the tables in Corian and carbon fibre.

The Aida luxury boutique is a two-storey

volume inside the commercial Podium of the Towers. It features trendy labels from the fashion and beauty industry's top producers.

The use of neutral colours transforms the objects into real eye-catchers. White boxes used as showcases are framed by polished stainless steel, with drawers for prompt storage.

Glass partitions are designed with a pattern of modern "musharabia", ensuring the necessary privacy for the comfort of female customers, thus fulfilling one of the primary challenges of designing a contemporary boutique in an Arabic country. >

### Peia Associati Architects

**Work**  
Aida Multibrand Boutique

**Date**  
2008

**Location**  
Alfardan Towers, West Bay, Doha, Qatar

**Client**  
Al Mana Luxury

**Project Architect**  
Giampiero Peia

**Structural Engineers**  
AEB Doha Qatar

**Area**  
3040 m<sup>2</sup>

**Image credits**  
Courtesy of Peia Associati Architects



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## Peia Associati Architects

**Work**  
Spa Chakra

**Date**  
2008

**Location**  
Alfardan Towers, West Bay, Doha, Qatar

**Client**  
Alfardan Real Estate Co. L.L.C.

**Project Architect**  
Giampiero Peia

**Structural Engineers**  
AEB Doha Qatar

**Area**  
2250 m<sup>2</sup>

**Image credits**  
Courtesy of Peia Associati Architects





The Spa occupies the 39<sup>th</sup> and 40<sup>th</sup> floors of the Alfardan residential tower.

The golden coloured finishing materials are in keeping with the style of Guerlain - the famous beauty brand that sponsored the centre.

In the hallways the use of small round mirror fragments as wall decoration is a modern translation of traditional Indian decorations.

The use of one single colour and material for the floors and walls and the organic shape of the ceiling breaks the length of the corridors and leads to the individual "beauty parlours"

One floor is devoted to the fitness area and features a double height swimming pool with a breathtaking view over the city. The second floor contains a health centre with eleven treatment rooms, a relaxation room and a female "Majilis", a kind of living room for meeting and socializing. >





### The Oyster Pavilion

The Pearl, also referred as "The Pearl of the Gulf" and described as the Arabian Riviera, is a man-made island constructed off the coast of Doha, Qatar. The four million square meter area, shaped like a string of pearls and diamonds, is linked to the mainland by a 4-lane, palm-tree lined highway. The island provides over 40 kilometres of coastline designed in a Riviera style, with residential towers, hotels, cafés, restaurants and commercial facilities. Giampiero Peia and his architectural team were provided with a very clear brief. Within this new urban environment, the institutional building known as "The Oyster" was intended not only as an information point for visitors and investors in the Pearl district, but also as a new landmark for the area. This called for a point of coexistence between genuine Arabic traditions and the symbols of Western civilization. With its relatively small proportions and unstructured architecture, the building designed by Peia Associati architects represents an ideal "void" in the densely built urban fabric and offers a moment of confrontation between two worlds. It exalts the cultural autonomy and traditions of its host country, while celebrating the positive tensions exerted by the future of a global world. The highly modern Information and Marketing Centre is characterized by its clever and symbolic formal definition. At a first glance its architecture is quite simple in its reference to the traditional Bedouin tent. At the same time it meets all requested criteria for the definition of a work of contemporary architecture. Flexibility of space, privacy and transparency come together to convey the final message that The Pearl is one of the best places in the Gulf to invest and purchase homes, shops or marinas. The oyster-shaped pavilion formally maintains a metaphorical relationship with the image of Pearl Island. Surrounded by a pond and strongly related to the sea, it seems to float over the water.

### Peia Associati Architects

**Work**  
BMW Showroom

**Date**  
2008

**Location**  
Alfardan Towers, West Bay, Doha, Qatar

**Client**  
Alfardan Automobiles Co. L.L.C.  
BMW Group Importer

**Project Architect**  
Giampiero Peia

**Structural Engineers**  
AEB Doha Qatar

**Area**  
3040 m<sup>2</sup>

**Image credits**  
Courtesy of Peia Associati Architects



Originally designed as a temporary structure, it has maintained its original lightness and flexibility. The fibreglass roof "shell" easily adapts to the unusual shape and responds to a fast-track construction schedule. The roof stretches over steel pipes and protects the central structure, conceived as a round box of glass. Heat and sound barriers are provided by a double insulating layer below the roof, while skylights inserted in the dome evoke Doha's starry night skies. The flooring inside the hall is a site-cast mixture of epoxy resins and colours that offers the impression of walking on water. From the ground floor a glass elevator and a spiral staircase lead to the upper level. "We took inspiration from the internal shape of a seashell to design the staircase" say the architects. Besides glass, the architects used natural materials such as wood and leather for the interiors, where a mammoth large-scale model of Pearl Island welcomes visitors, together with 3D movies and tourist spots featuring the state of the art in audio and video systems.

### Peia Associati Architects

**Work**  
The Oyster Pavilion

**Date**  
2006

**Location**  
Doha, Qatar

**Client**  
UDC

**Project Architect**  
Giampiero Peia

**Structural Engineers**  
AEB Doha Qatar

**Area**  
3000 m<sup>2</sup>

**Image credits**  
Courtesy of Peia Associati Architects