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Crafting a Dynamic Brand Experience



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Project : House of Silhouette

Within Vienna's historic Palais Herberstein, the House of Silhouette stands out. By engineering a spatial narrative that transcends conventional retail, Silhouette, Neubau Eyewear and evil eye universes are woven into a compelling space that invites profound engagement.

Strategically woven into the neo-baroque Gründerzeit fabric of Palais Herberstein, the store concept is a masterclass in contextual contrast, dynamically juxtaposing classical heritage with avant-garde design. A visionary spatial choreography dedicates the upper stratum to an extensive, yet artfully curated, product presentation, intelligently liberating the ground plane to function as a fluid, kinetic interaction zone. This architectural intent cultivates a versatile brand touchpoint, moving beyond mere transactional exchange to foster deep, resonant connection.

The ground floor's inherent design embodies adaptive modularity. Its reconfigurable furniture system facilitates instant spatial metamorphosis, effortlessly transitioning the volume into a performative stage for a diverse



spectrum of events from haute couture showcases and collaborative art installations to mindful eye yoga sessions, intellectual discourses, and seasonal brand activations. A striking, full-height, curved LED wall anchors the space as a perpetual visual nexus, captivating both internal visitors and external urban flow. Its dynamic digital canvas negates the need for physical room reconstruction, enabling seamless narrative shifts and event backdrops with elegant efficiency.

The ascent to the upper realm is an orchestrated progression, where a unfurling carpet transforms the grand staircase into a dramatic catwalk. This vertical journey is elegantly guided by an organically spiraling column, a biomorphic helix that extends upwards, culminating in the Eye Test Space. Here, a singular porthole and a fluid, free-form geometry offer a compelling formal counterpoint to the monumental Gründerzeit staircase. This dedicated optical laboratory



integrates state-of-the-art optometry, ensuring a hyper-personalized lens selection experience that underscores Silhouette's unwavering commitment to bespoke precision and unparalleled service.

The upper floor is a meticulously curated landscape dedicated to Silhouette's tripartite brand portfolio. Each brand finds its distinct identity articulated through bespoke sales counters, whose form language and material palette intrinsically echo their core ethos. For instance, evil eye is rendered in the brooding intensity of moody carbon, Neubau Eyewear in the functional purity of minimalist concrete, and Silhouette itself in an elegant, ethereal pale, slatted structure, forging unique experiential zones within a unified spatial whole.

Fluid spatial delineation is achieved through curved, transparent walls composed of delicate glass tubes, imbuing the environment with a weightless, almost ephemeral atmosphere.

By transcending the transactional domain, House of Silhouette envelops the consumer in an innovative experiential nexus that is constantly evolving. It is here that the company seeks to forge enduring connections with its clientele through continually transforming worlds of experience, offering a fitting and dynamic tribute to the Silhouette Group's profound expertise and enduring legacy in eyewear craftsmanship.

