

WELLNESS DESIGN: UN APPROCCIO PROGETTUALE INNOVATIVO PER MIGLIORARE LA QUALITÀ NEGLI UFFICI



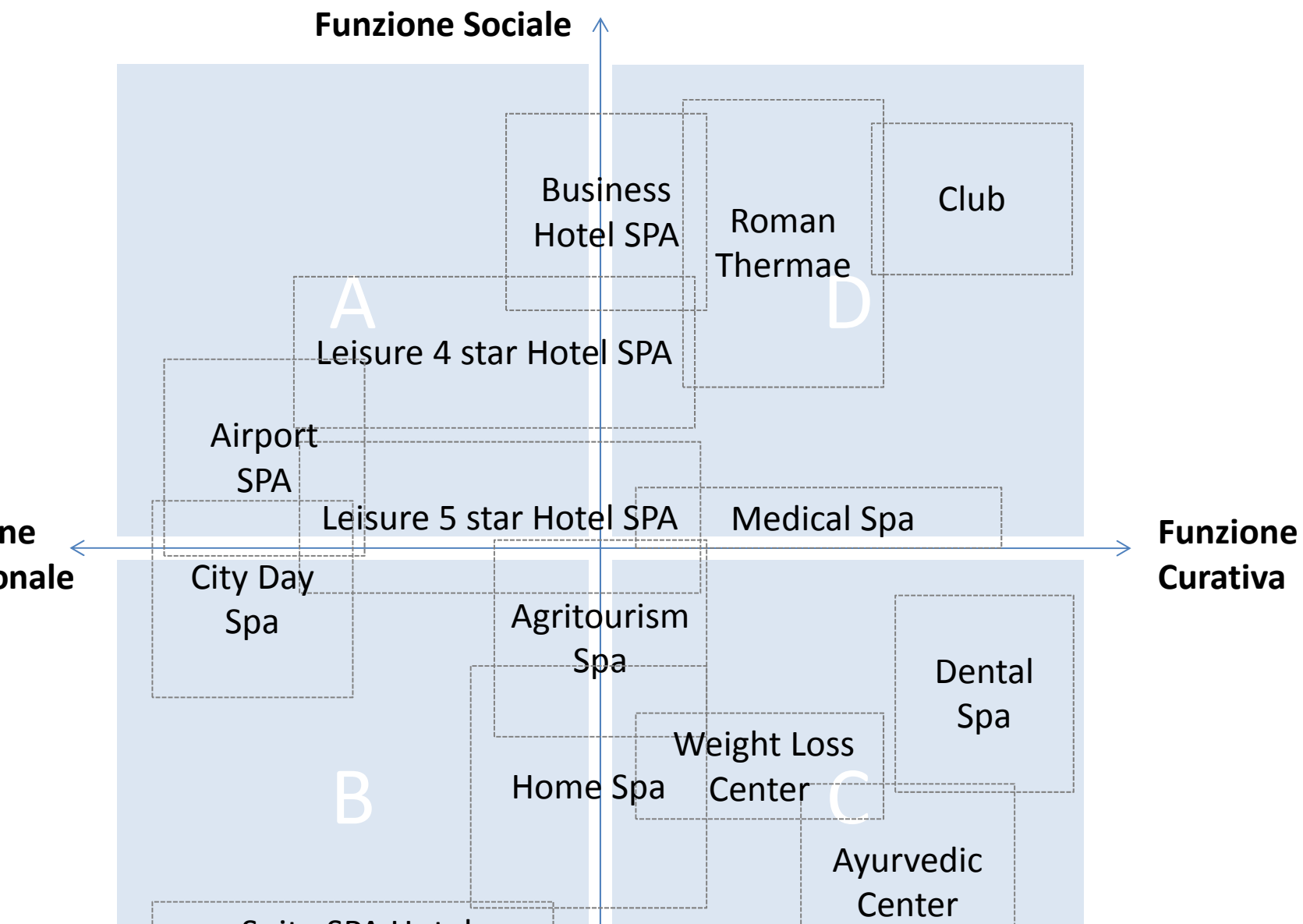
MILESTONES

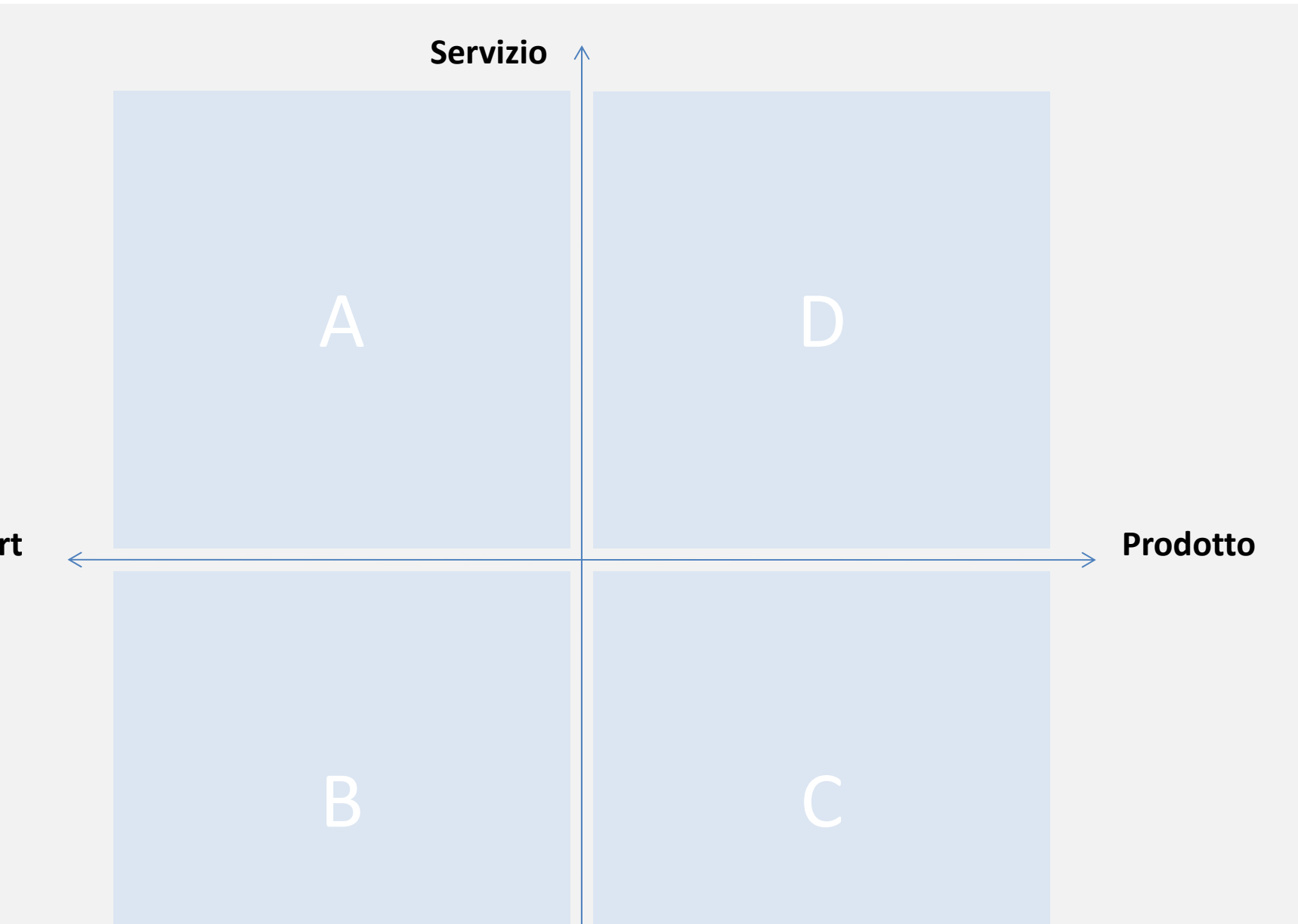
Alberto Apostoli background

Gruppo Allianz

Obiettivi del progetto

- Nuova immagine aziendale Corporate
- Diversa comunicazione del prodotto assicurativo
- Miglioramento comfort collaboratori
- Evoluzione del cliente
- Corporate e ADV
- Rapporto tra Agenzia e Brand
- Fusione di «Contenuto» e «Contenitore»
- Ricerca di equilibrio tra due mondi apparentemente distanti





WORKSPACES



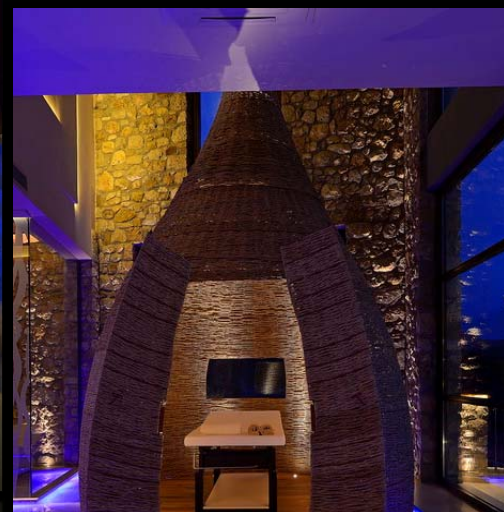
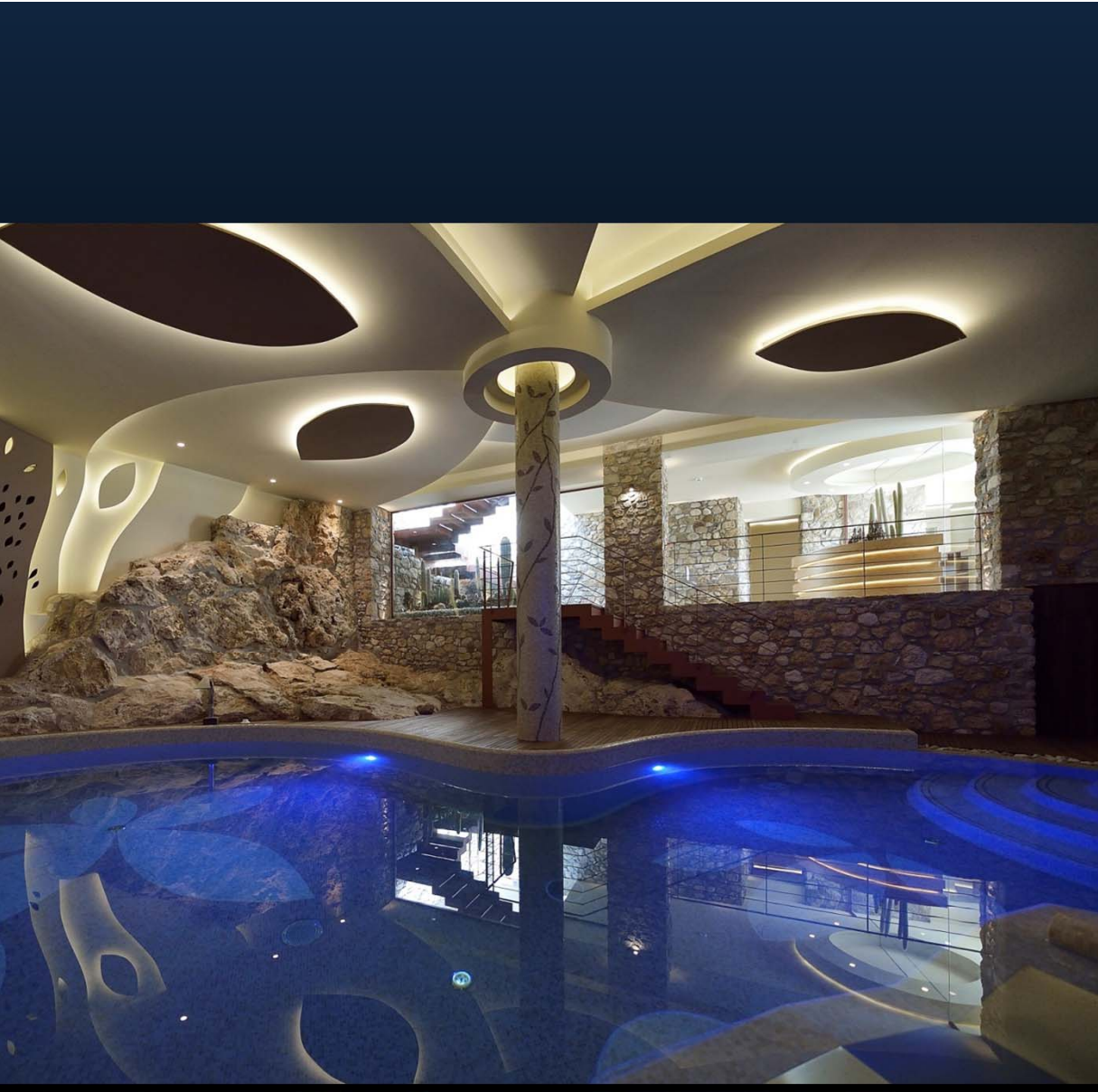


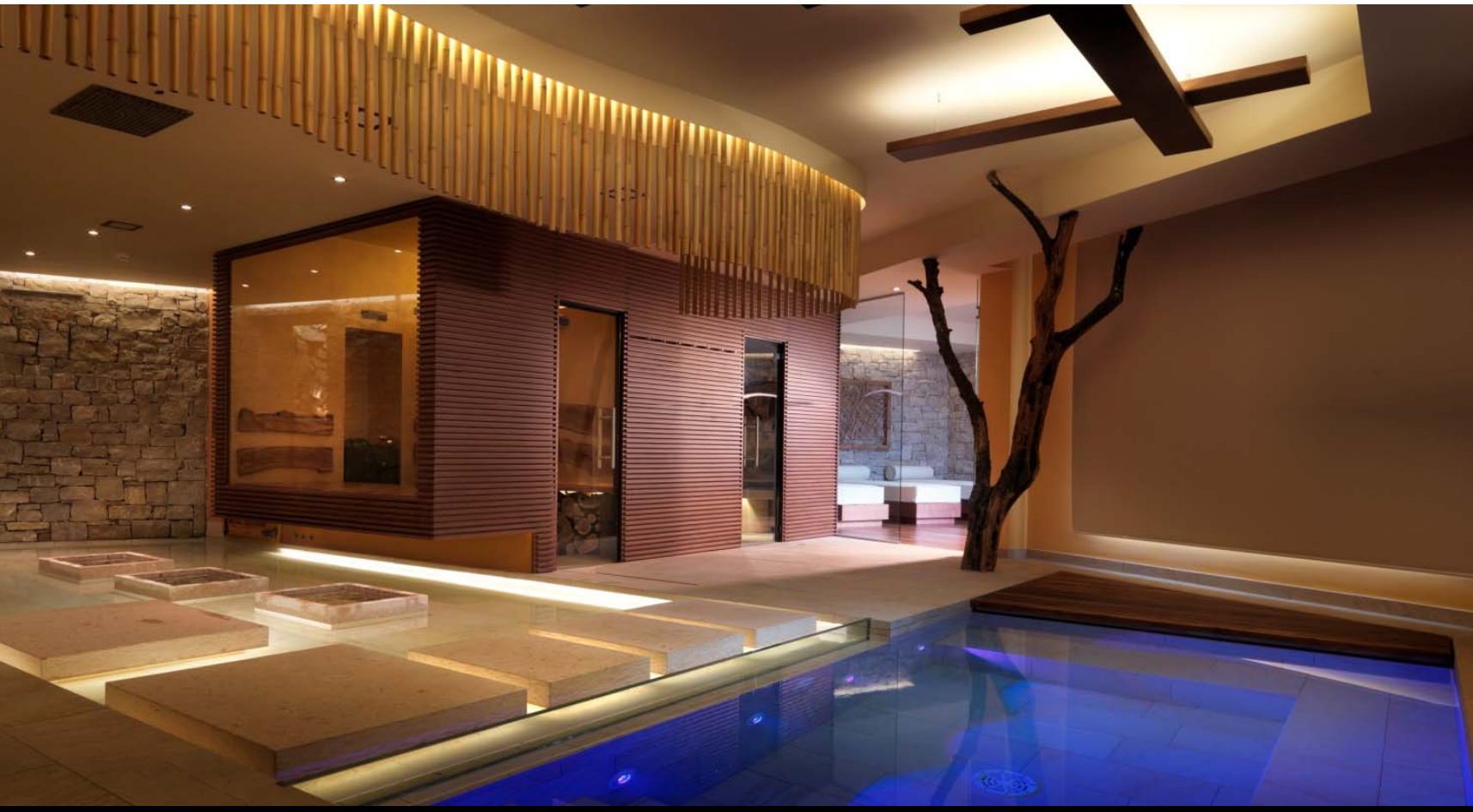


WELLNESS











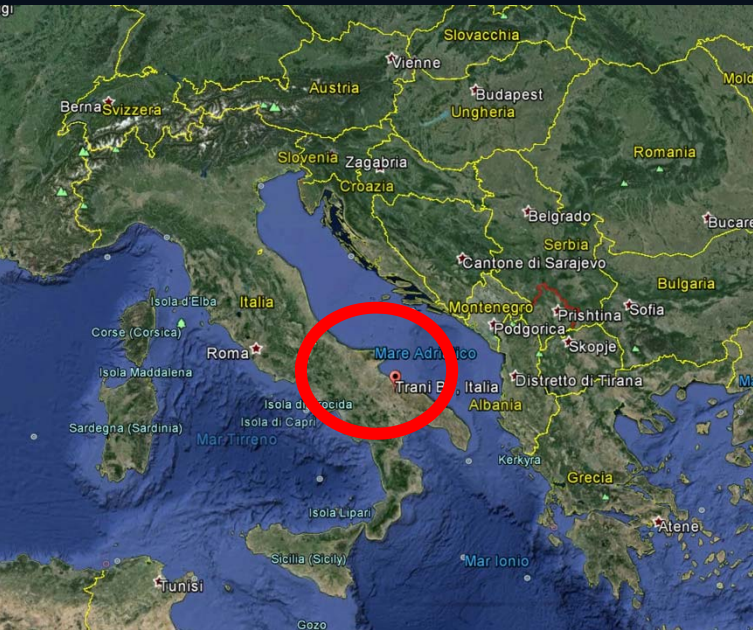
WELLNESS OFFICE



ELEMENTI WELLNESS

- Materiali
- Illuminazione
- Elementi sensoriali (profumi, acqua, fuoco)
- Forme
- Tecnologie e impianti
- Percorsi e Layout
- Coordinamento generale
- Elementi naturali ed evocativi
- Il Territorio
- Approccio Olistico al progetto

TRANI

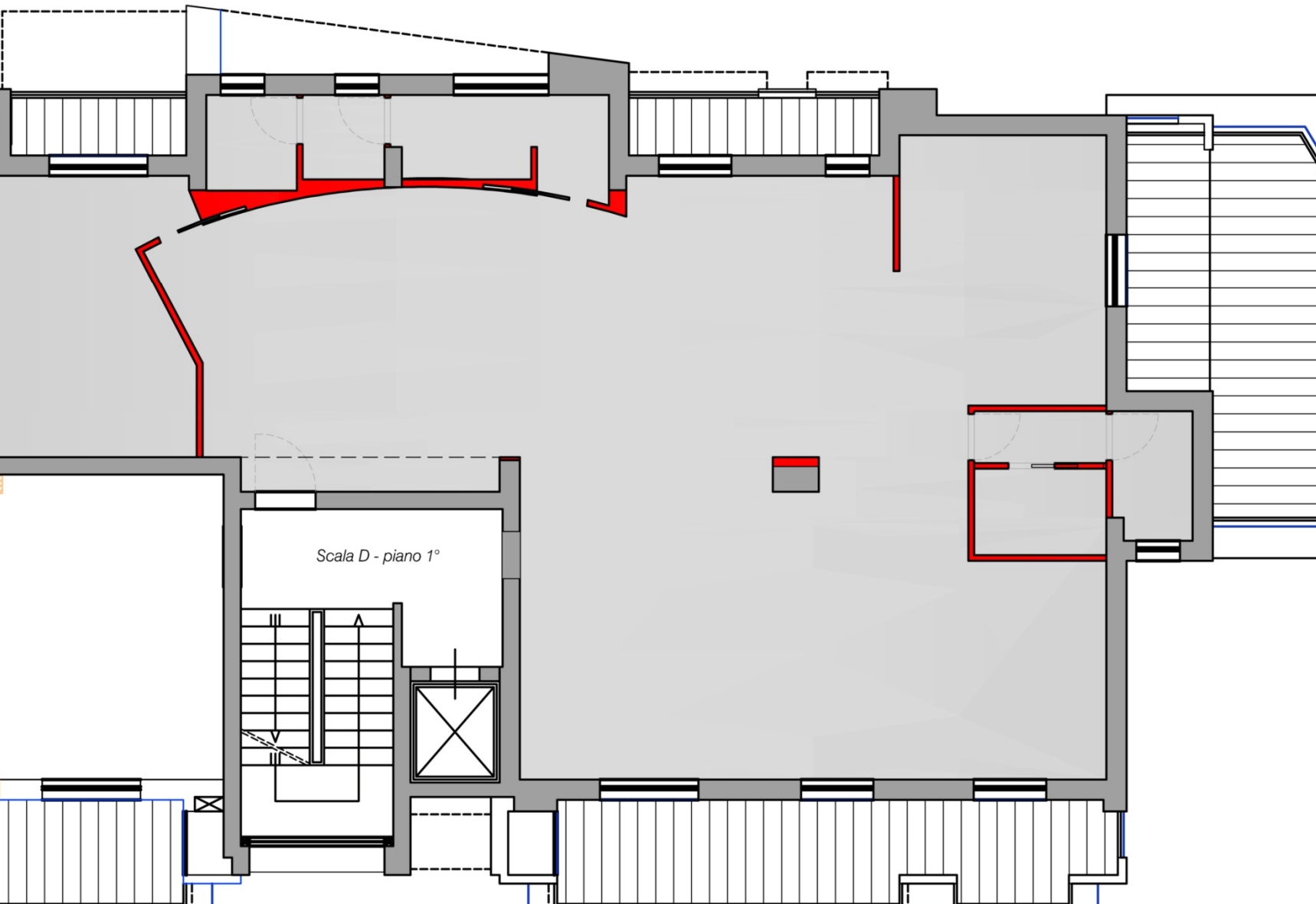


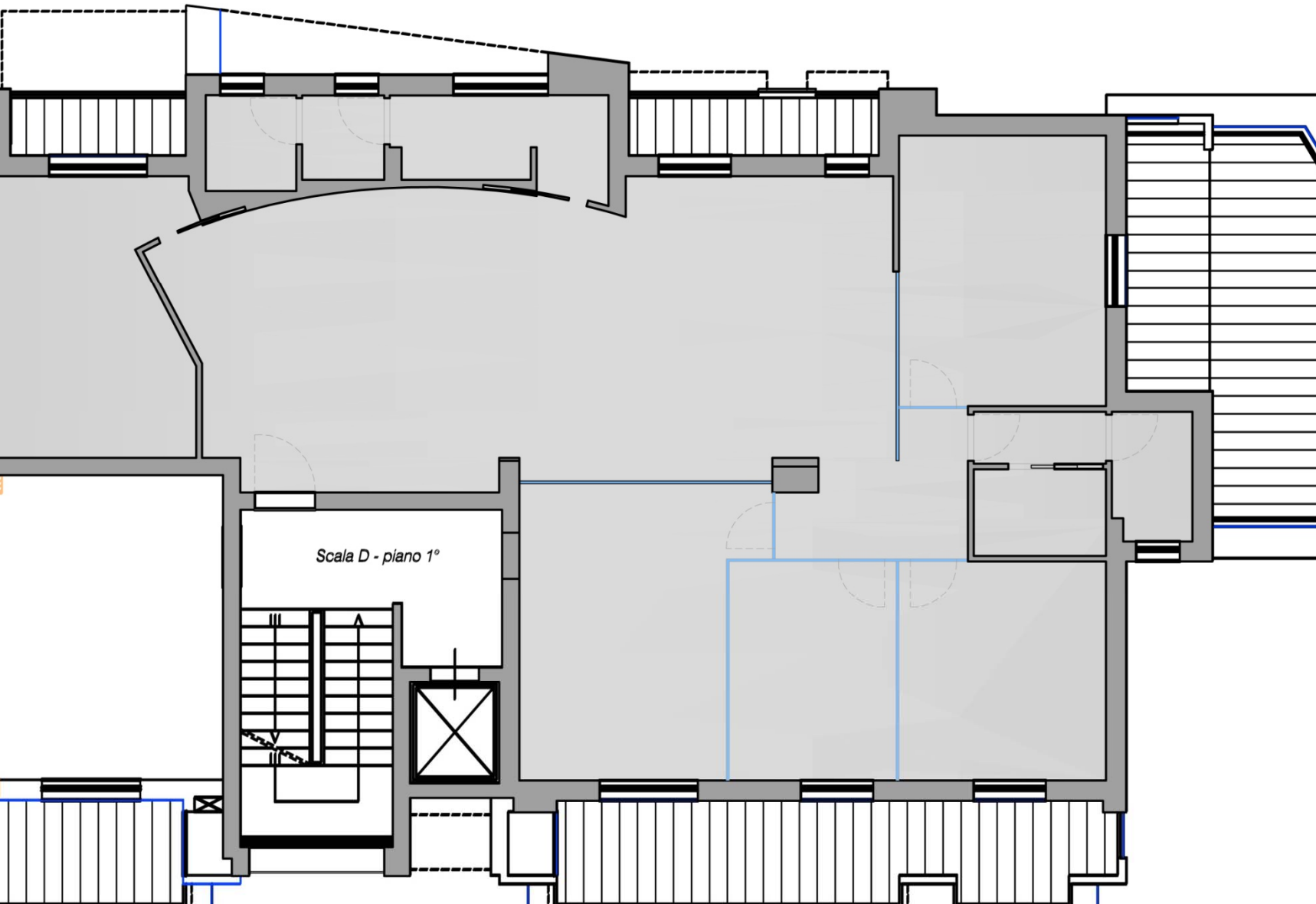
CONCEPT

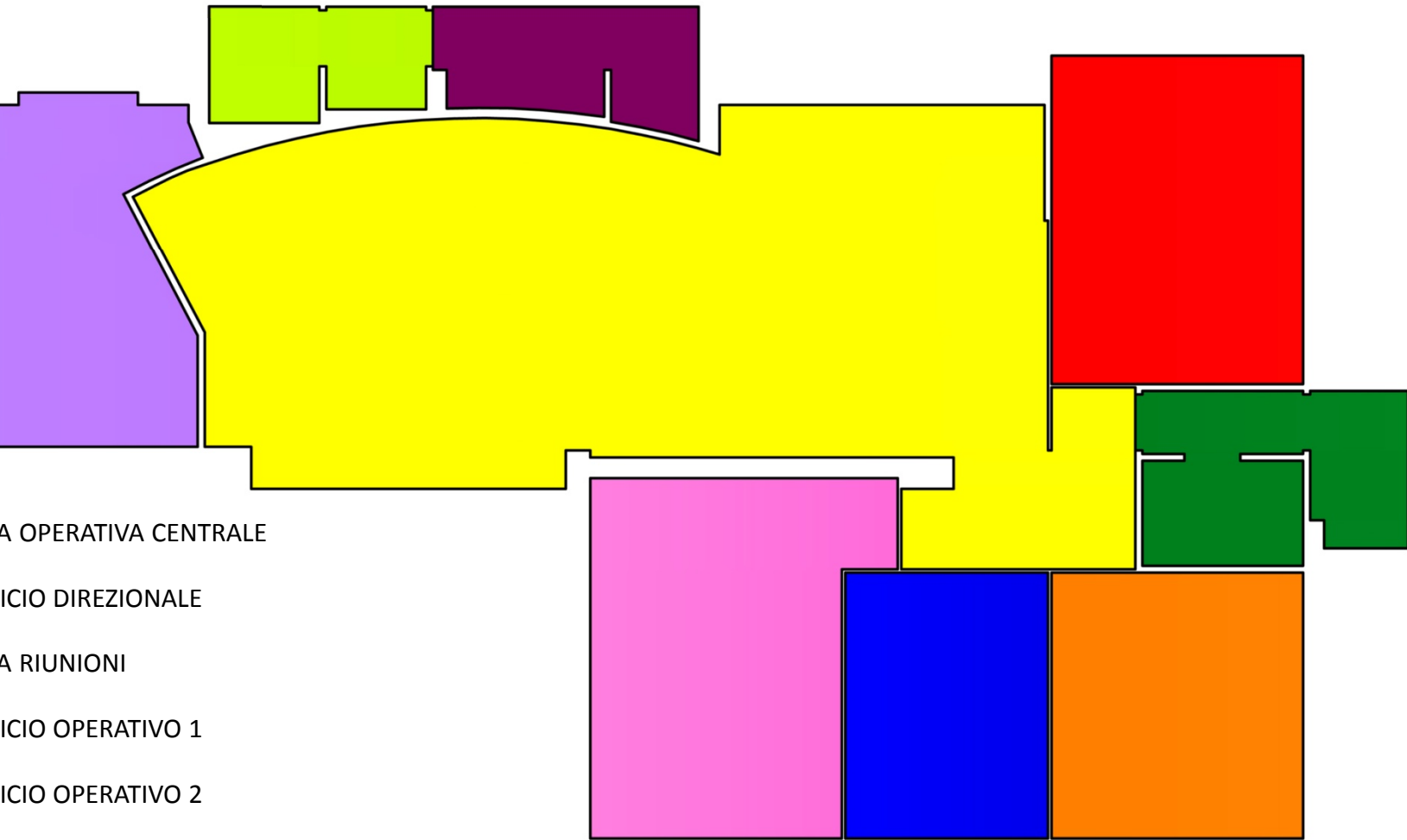












A OPERATIVA CENTRALE

ICIO DIREZIONALE

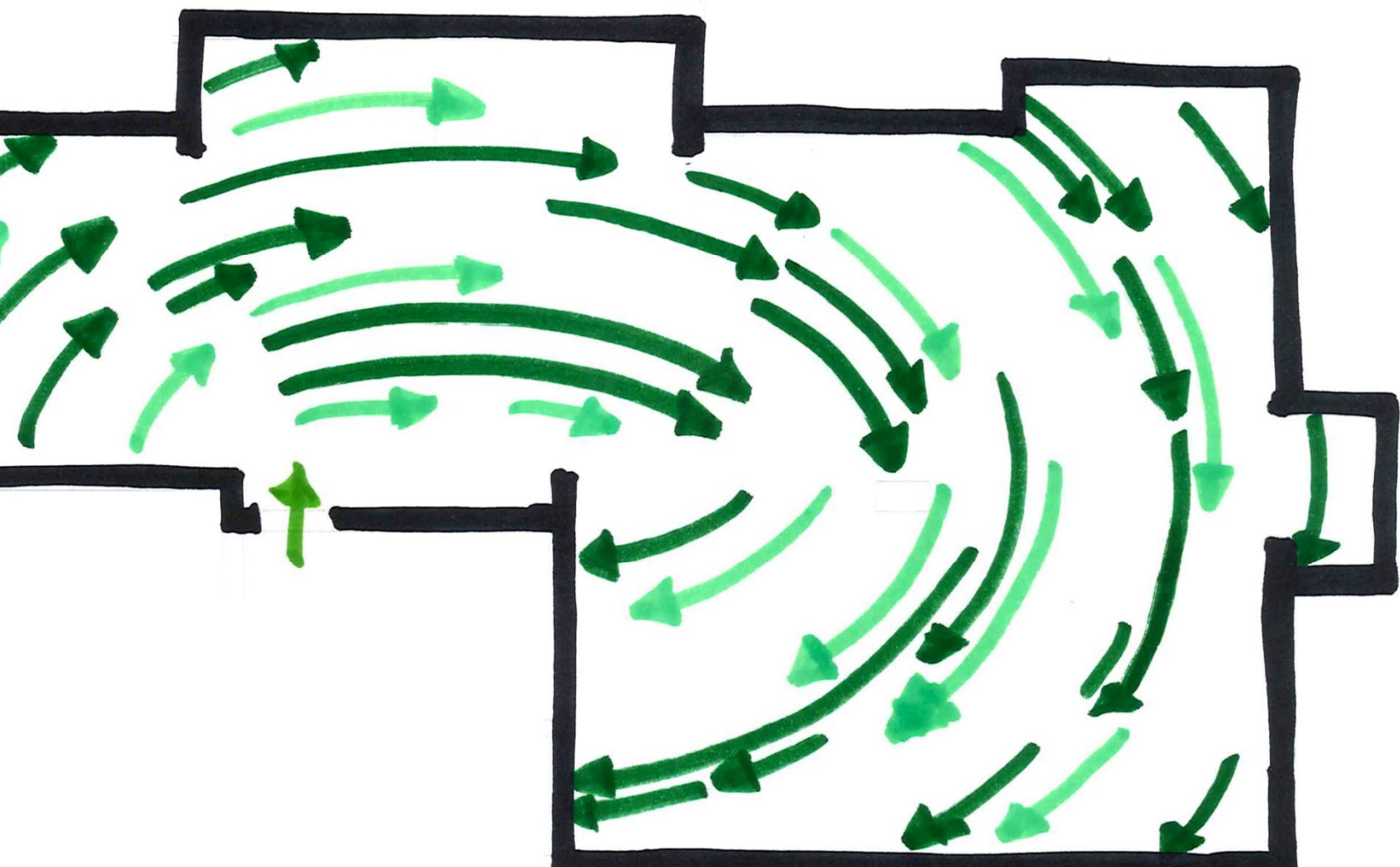
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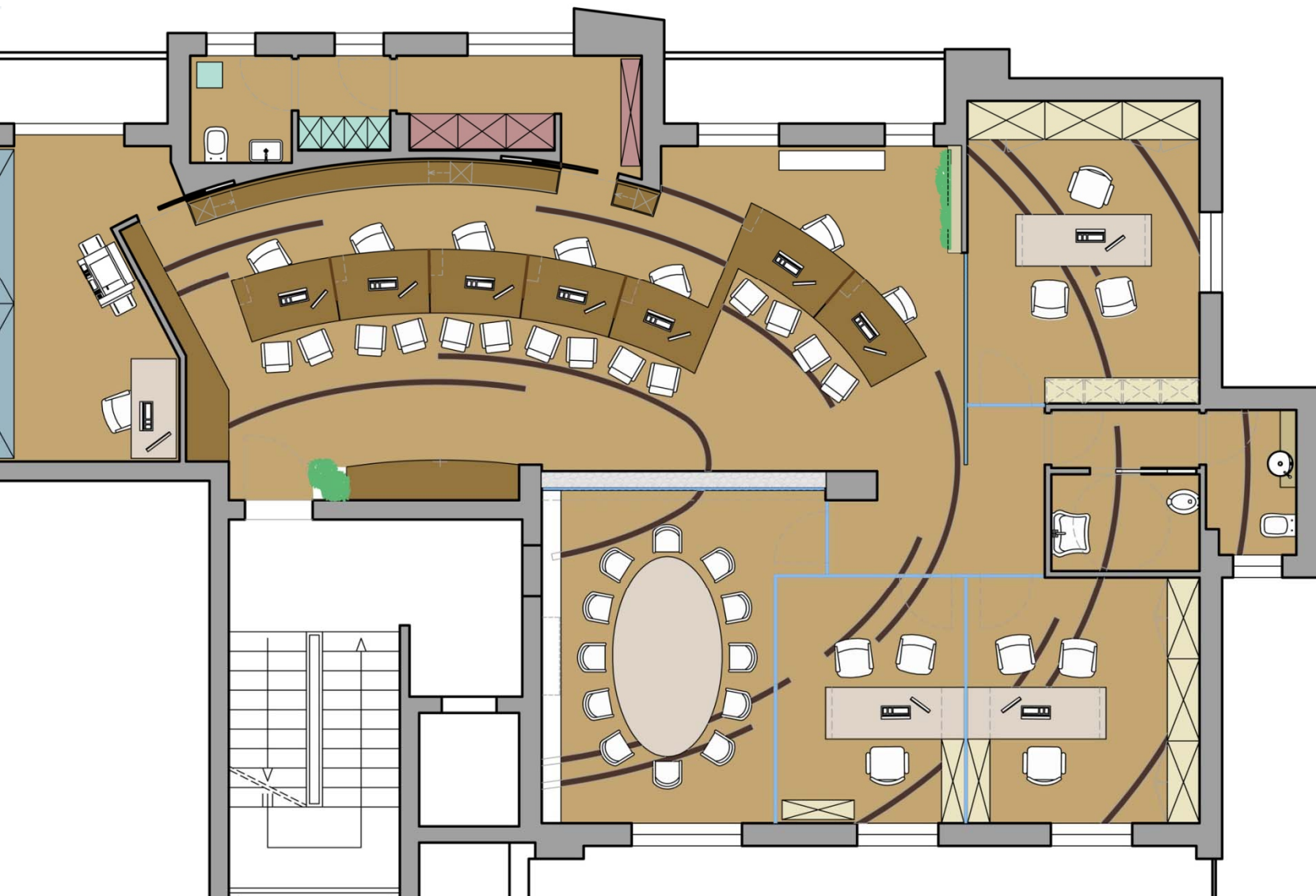
ICIO OPERATIVO 1

ICIO OPERATIVO 2

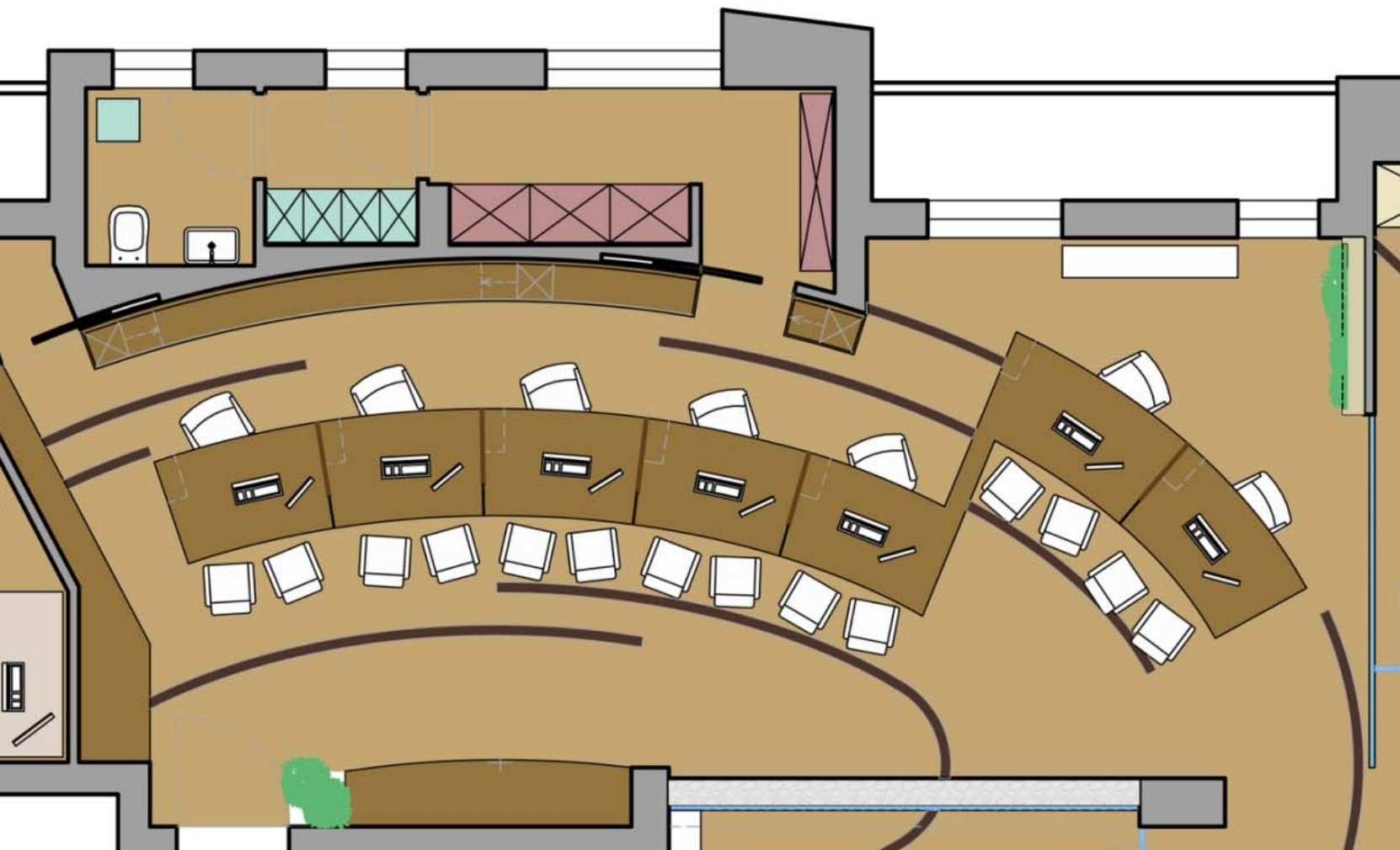
CHIVIO

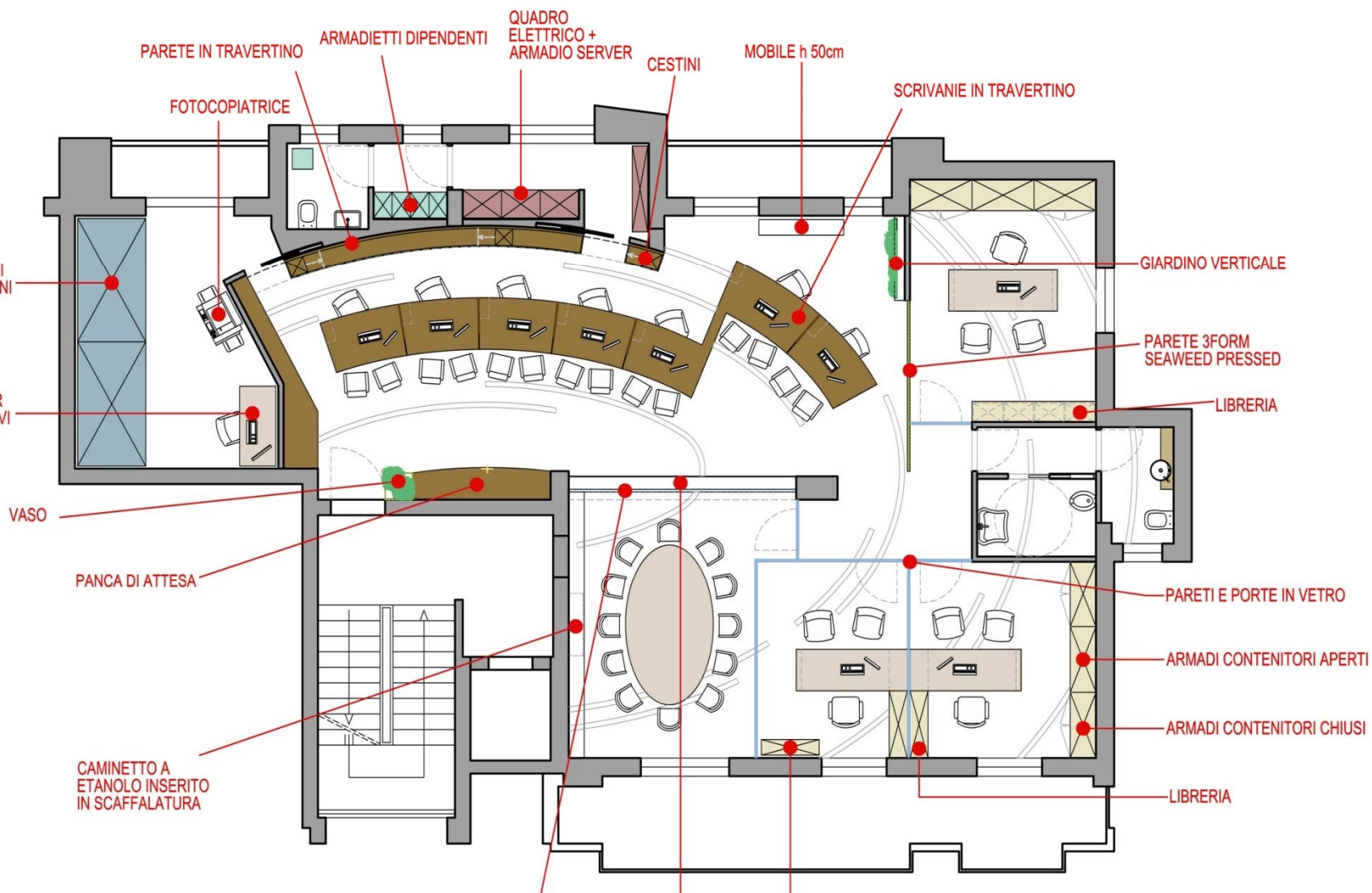
VIZI PERSONALE

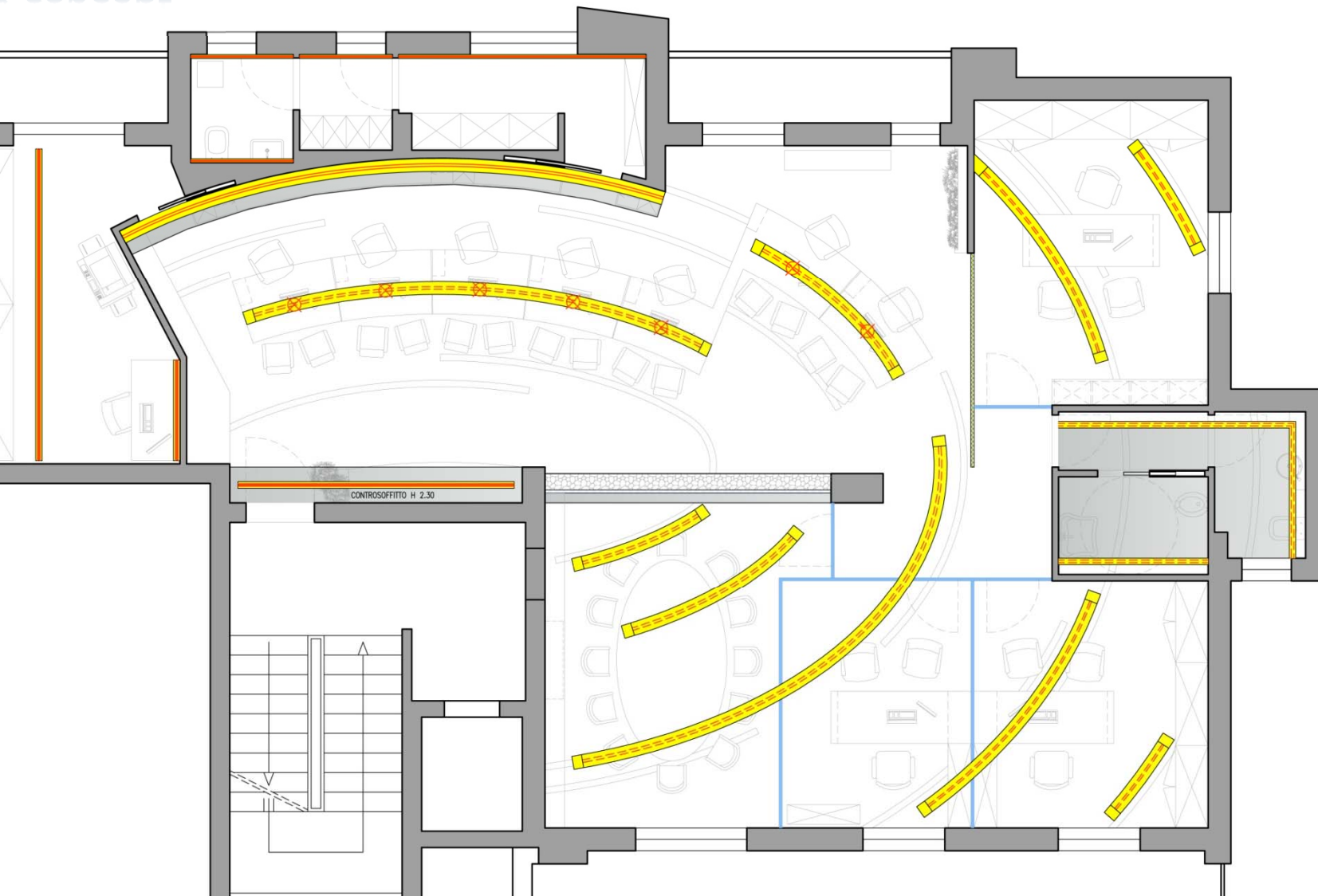




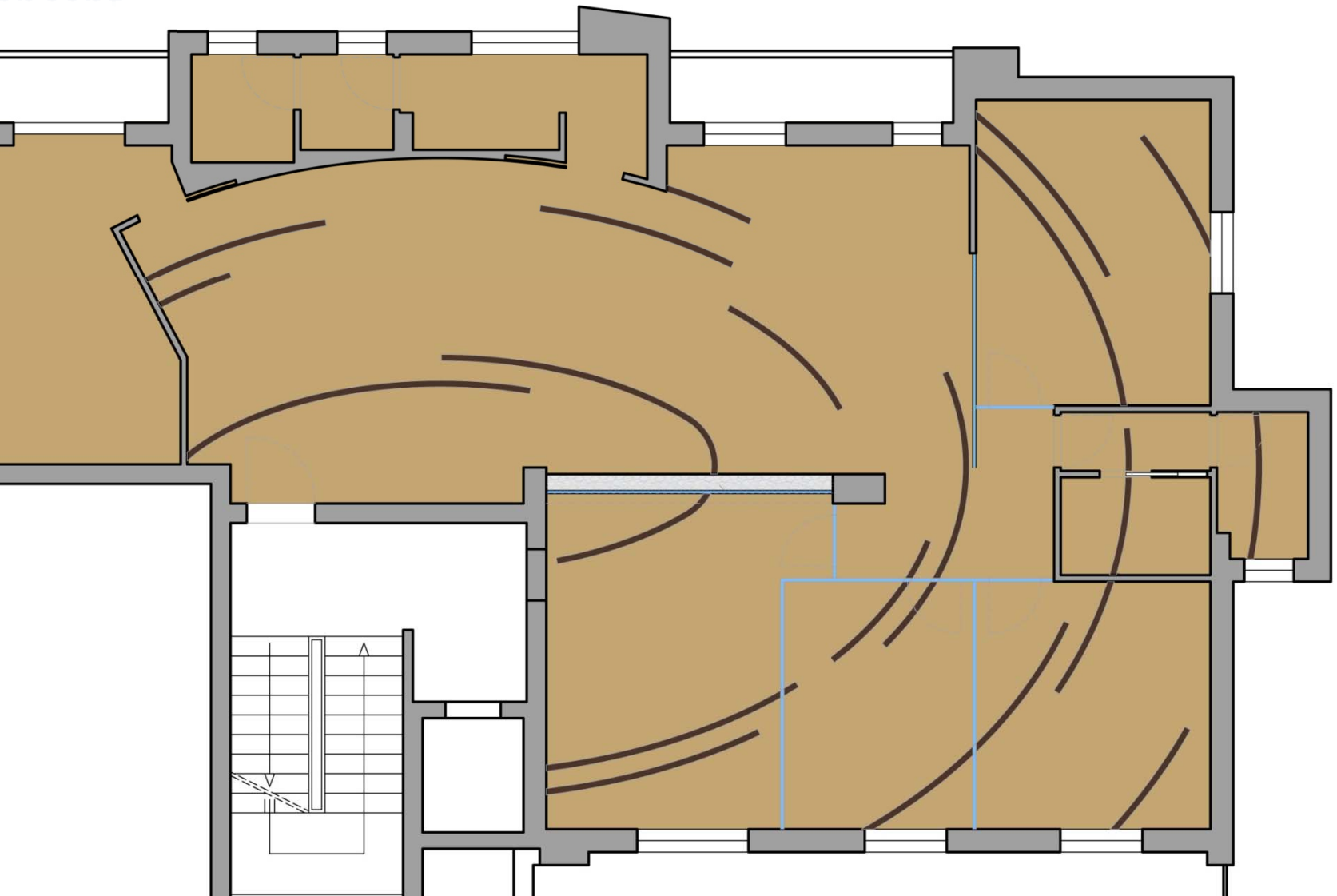
area operativa
L69 0B6L9C1A9



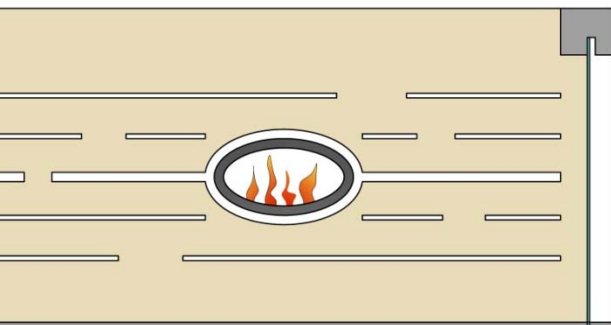
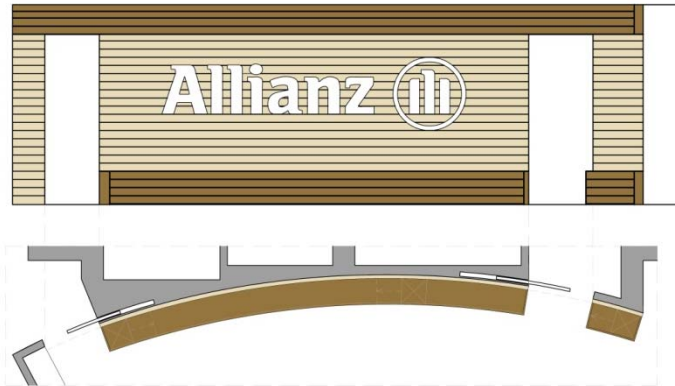
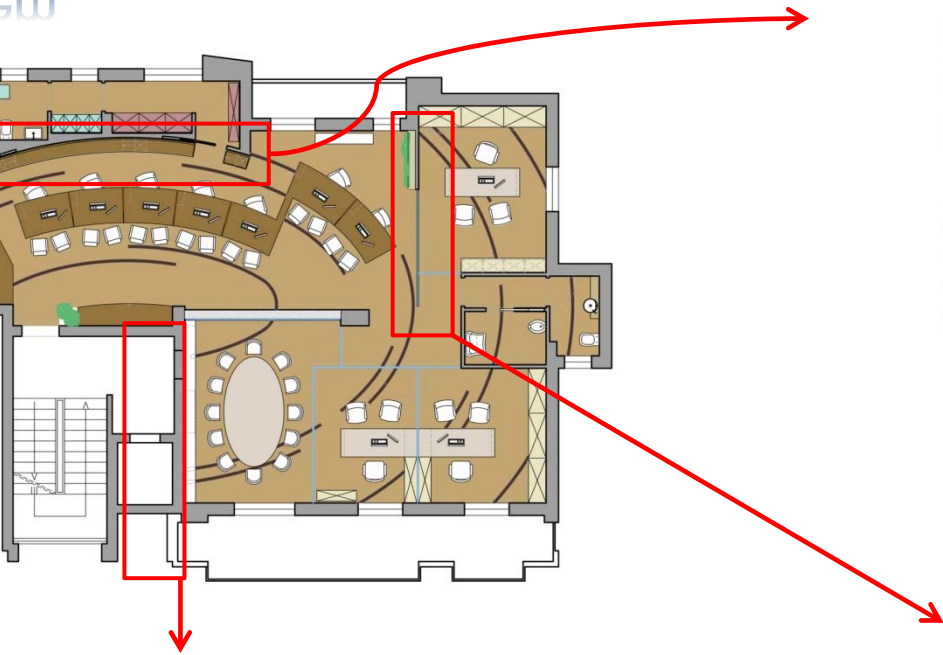




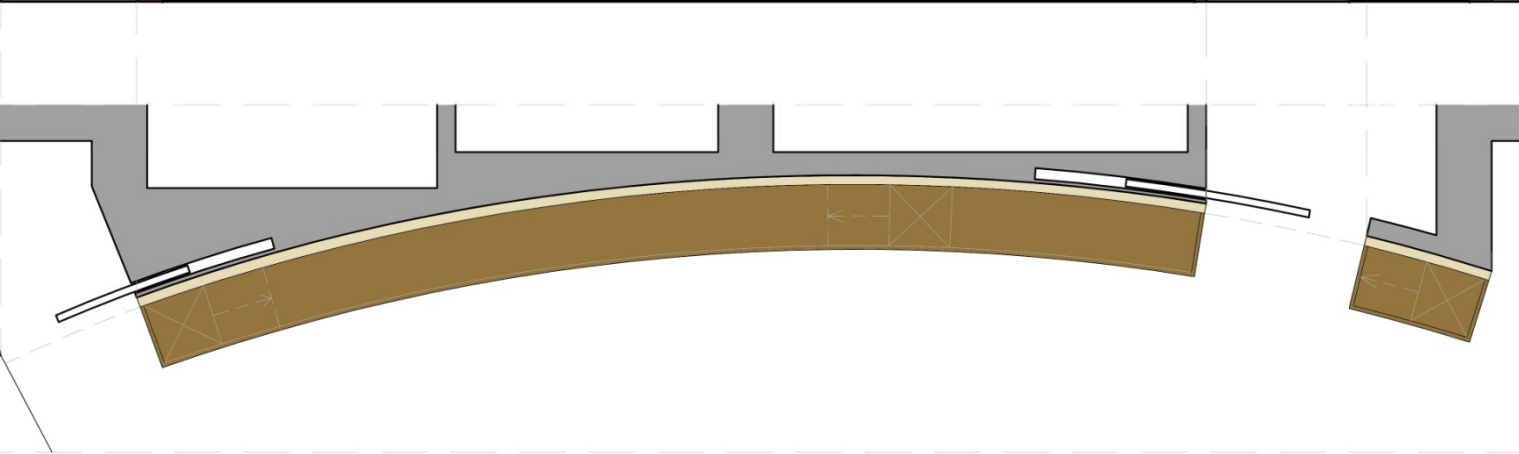
concept
DUCEBR



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SW

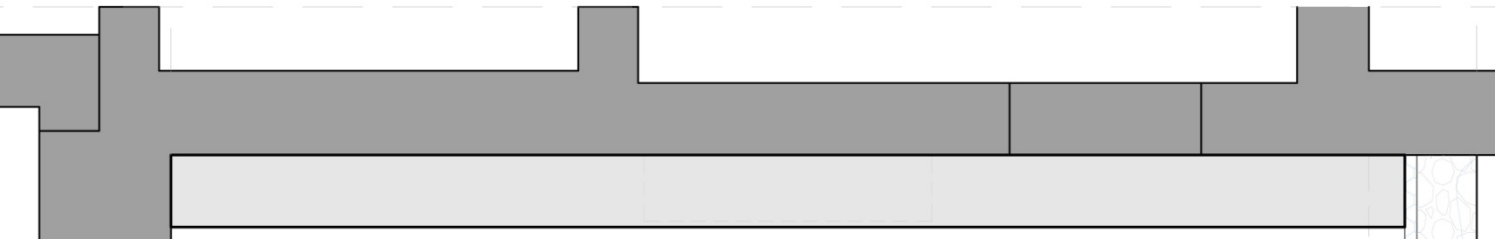
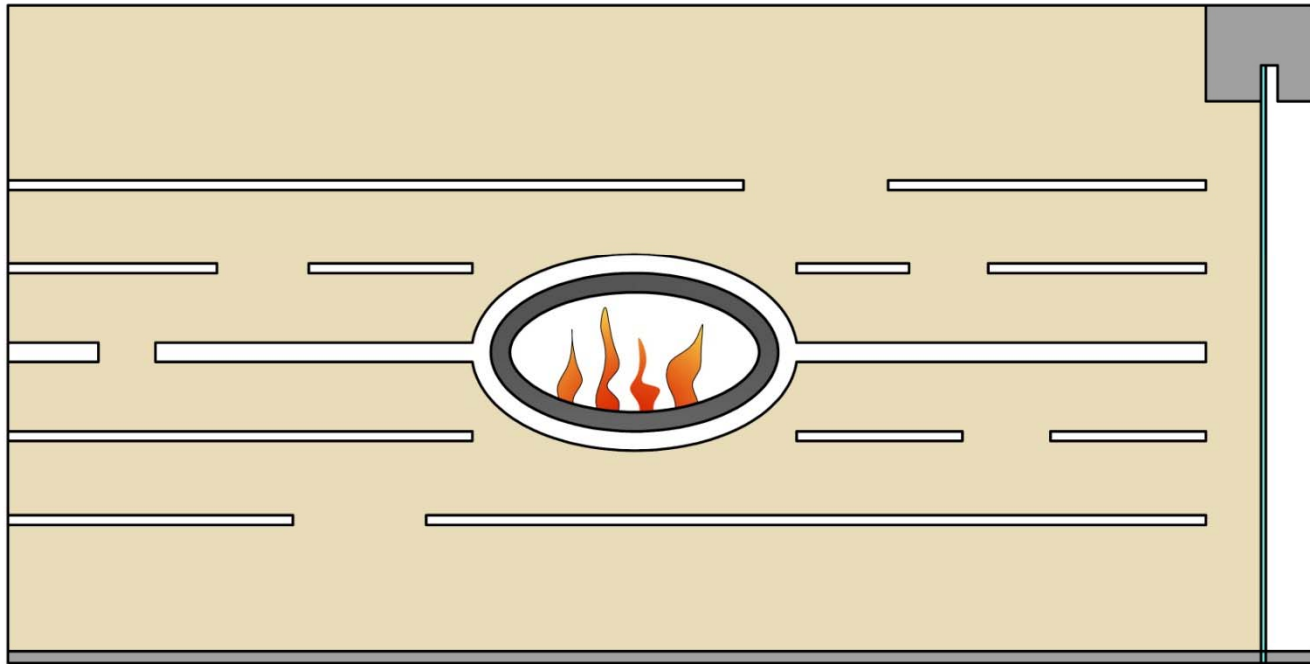


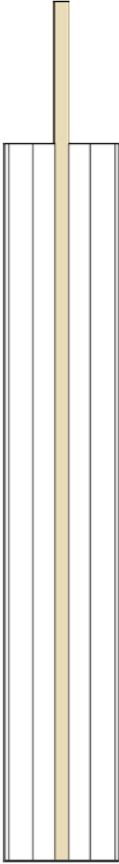
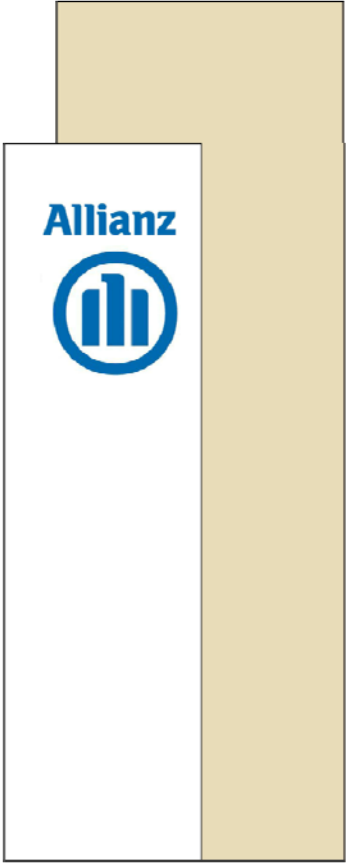
ional wall
10U9r M9rr



Office meeting room Wall

CG WGGCIU8 LOOW M9rf

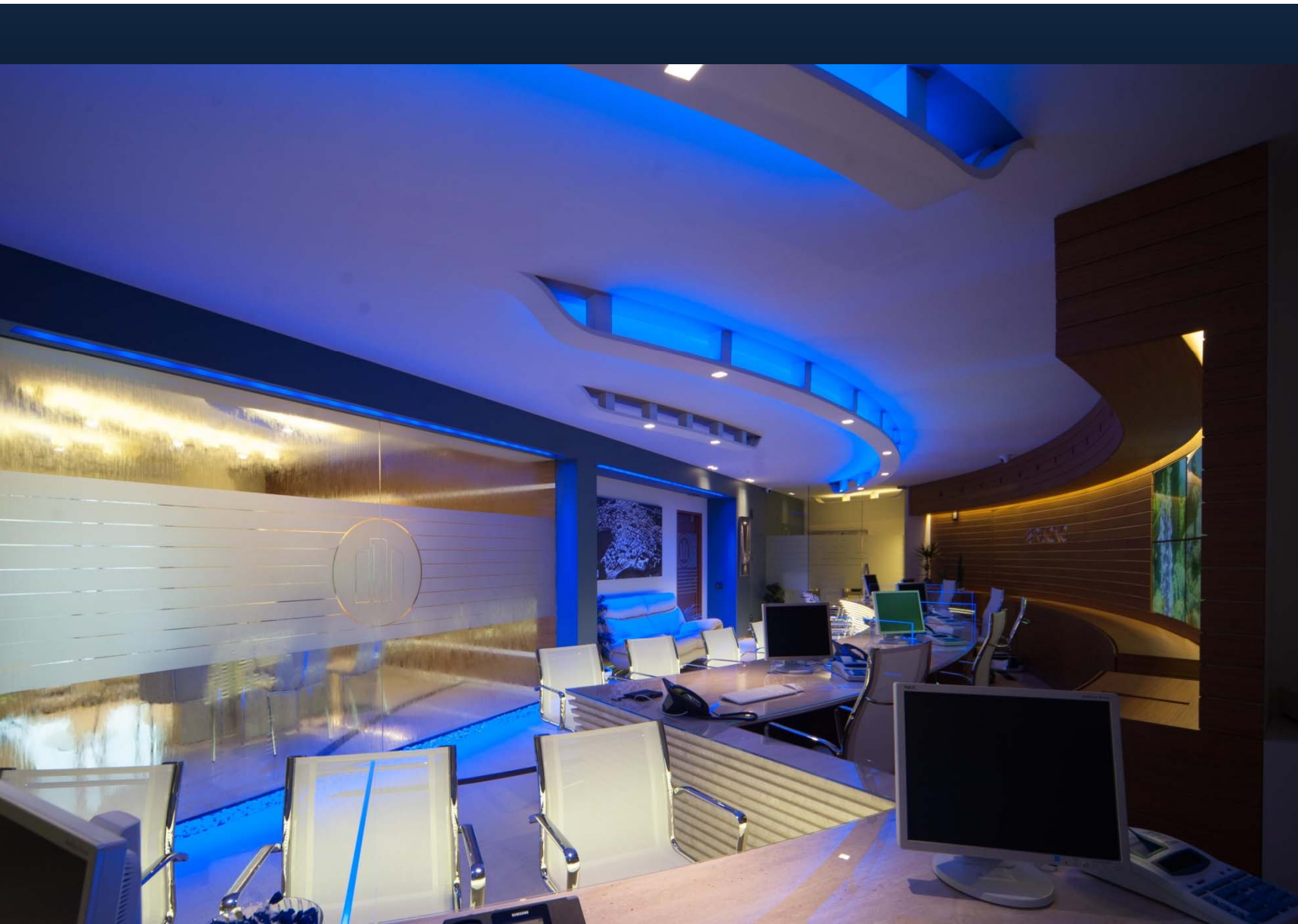






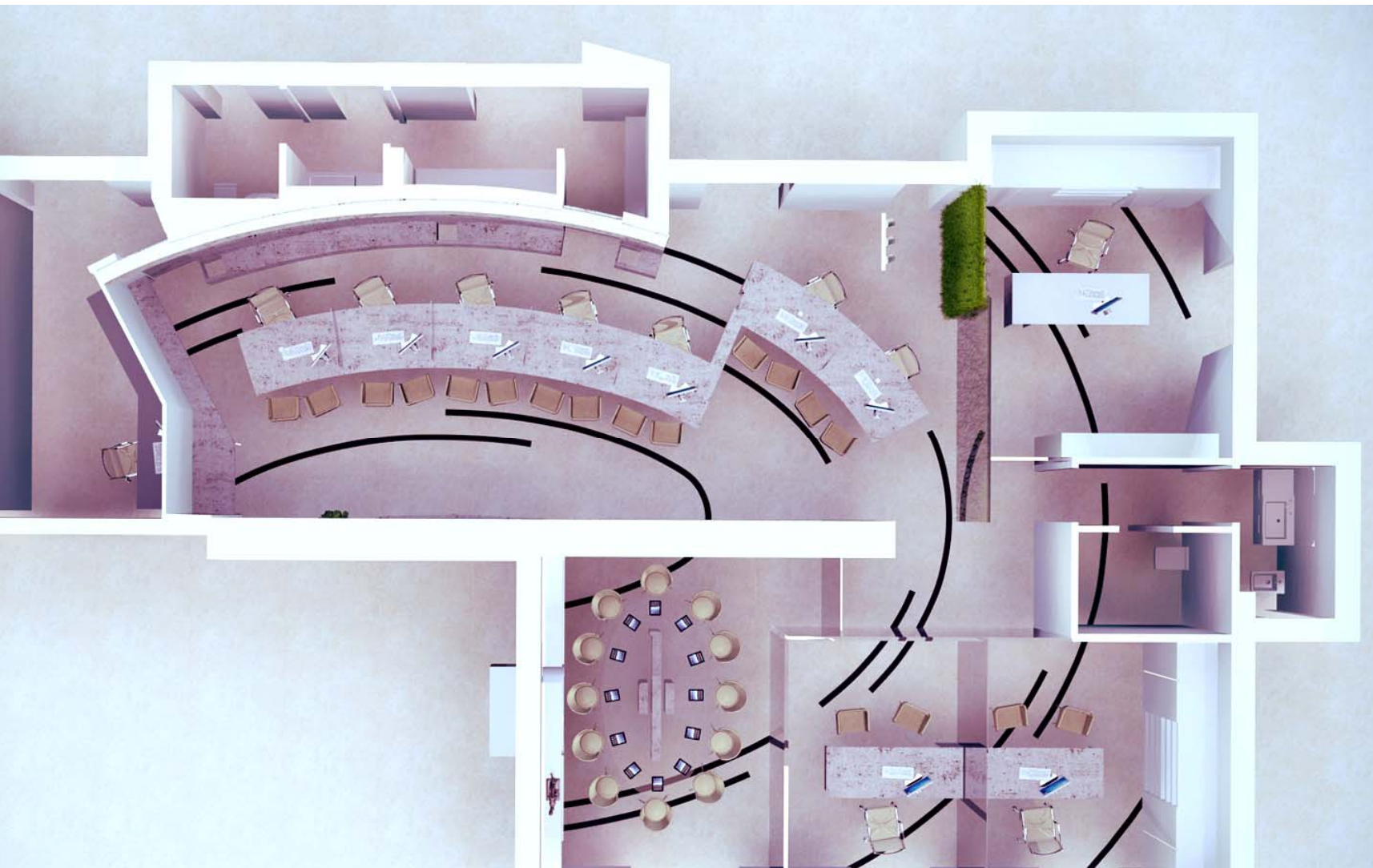


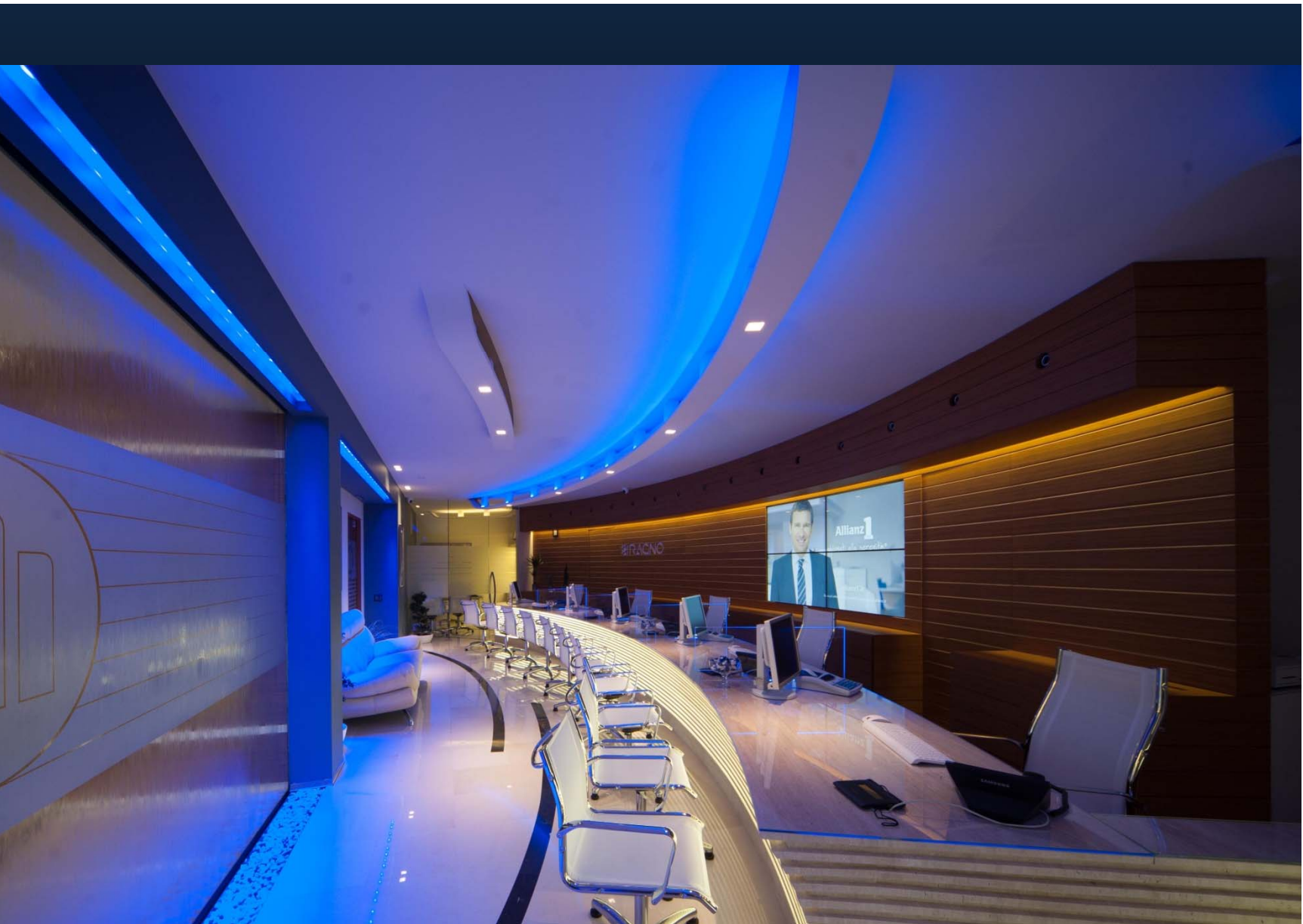


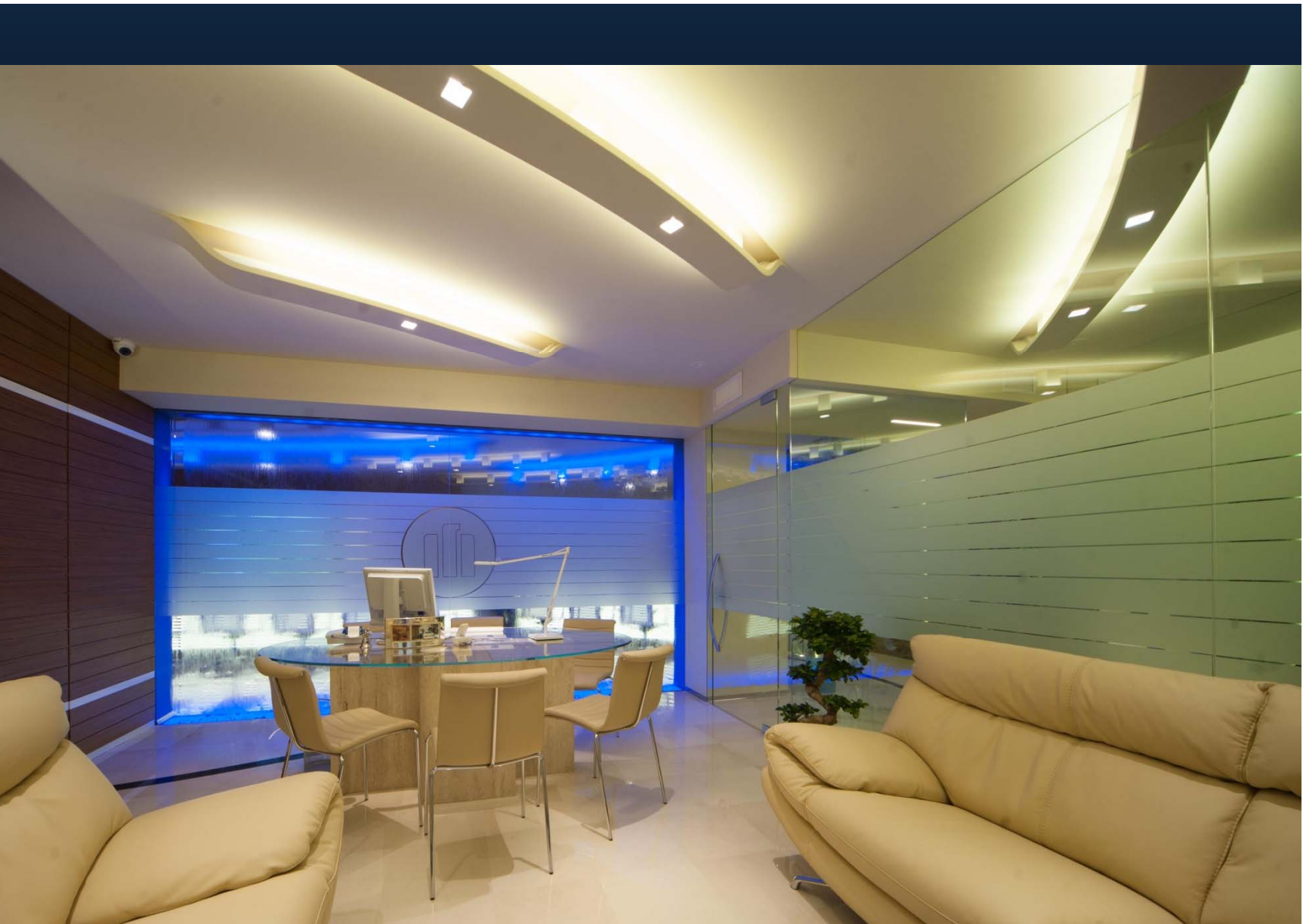


















COSTI



berto apostoli
ecture&design

STUDIO APOSTOLI & ASSOCIATI
project management

THANK YOU

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