



ROUGH PAST MEETS NEW DESIGN

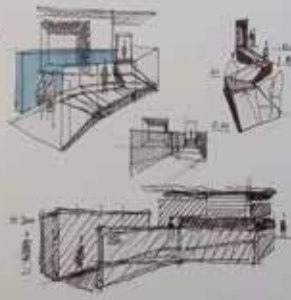




203

**FASHION HUB
IN FORMER
MANIFATTURA
TABACCHI
FLORENCE
ITALY**

**STUDIO
LAURIA
2016**



Reinforcing glass facade
Flooring (Lauria Studio)

The project was commissioned by P&G and originally designed by P&G in 1990. The building was built in 1930 and was used as a tobacco factory. The building was built in 1930 and was used as a tobacco factory. The building was built in 1930 and was used as a tobacco factory.

The project aims to revitalize the building, which is now used as a fashion hub. The building was built in 1930 and was used as a tobacco factory. The building was built in 1930 and was used as a tobacco factory.

204



NOW: STUDIO LAURIA RE-ESTABLISHED THE BUILDING FOR P&G AND LOGGLAD HANAY BY CERAMIC, BURNISHED PINK, WOOD AND TEXTILES. SPREAD ACROSS 8,000 SQUARE METERS, THE FORMER FACTORY IS NOW USED AS TEMPORARY FASHION HUBS.

PAST: THE ORIGINAL TOBACCO FACTORY WAS BUILT BY PERUGIA HERRM AND GONNINI IN 1930 FOR THE SALINI GROUP. BETWEEN 1930 AND 1940, REINFORCED CONCRETE, BRICKS AND MARBLE TILES WERE THE MAIN MATERIALS USED TO BUILD THE FACTORY.



Reinforcing glass facade
Flooring (Lauria Studio)