



KALORIAS CLUBE TEJO

Design : Estúdio AMATAM

Client : Salgado e Vaz, Lda

Location : Parque das Nações, Lisbon, Portugal

Photographer : Estúdio AMATAM

Estúdio AMATAM : Estúdio AMATAM was created by two young architects who decided to join skills, in order to embrace new challenges in various areas of Urbanism, Architecture and Design, whose work has been recently recognized through the selection for the 2014 WIN Awards shortlist. Estúdio AMATAM has a structure that allows them to intervene in different scenarios, from the magazine scale to the city scale, using both formal and informal strategies, acting in projects in different countries. The search for innovative solutions punctuated with a creative approach aims to bring their projects closer to an art form, which bonded together with the customer satisfaction results in the main vectors that guides the focus of this team. The experience gained in various national and international offices, along with collaboration with other architects on specific assignments allows them to ensure excellence and professionalism in all involved projects.

www.estudioamatam.com



Situated in one of the most exceptional areas of Lisbon mainly because of the amazing surrounding landscape and the quality of urban spaces, this leisure equipment had been closed for about a year, before Estúdio AMATAM's intervention. Being a landmark building in its own context - it has a very strong exterior presence - was however lacking in personality on the inside. The interior design was standard and not very stimulating for a recreational program that should be defined as dynamic, appealing, and inciter of good vibes, according to the image of the brand Kalorias Fitness Club. Thus, interior design intervention of Estúdio AMATAM was in a way that explored a controlled but precise way of creating color elements that might enhance visual experiences in the existing space. To do so and to improve the client's awareness of the club amenities location - because the functions were disorganized inside the space structure - Estúdio AMATAM designed a signage general strategy that lays down a new layer over all the existing space. At the entrance you can find a stylized map displayed at the wall and all you have to do is easily follow the lines into your destination. Each location now has its own recognizable color, given a

new identity to the different spaces and trough that creating a more energetic atmosphere. Alongside new areas were created, resulting from restructuring the existing spaces, which enabled greater transparency from inside the club, creating clearer references, in a space that was very partitioned. These new areas are related to customer services and children occupation activities, with a distinguished and striking design. The use of cork also relates with the Club brand strategy, enhancing Portuguese virtues and values. The walls and ceiling covered with cork panels create a more intimate atmosphere and the cork lamps are from local artisans. The holed black wall along the offices creates a unique interaction between the new children activities studio and the lounge area, allowing the parents to constantly watch them over. Some of the round shape elements are closed by an acrylic dome, allowing the kids to enter it. Because of the studio small dimensions a wall was covered with mirrors amplifying the depth of visual relations, and also stimulating kid's imagination. In the end the intervention aims to readapt the space structure to fulfil the client's needs while adding a new enthusiastic look.

