

**INTERNATIONAL  
DESIGN AWARDS**

PRODUCT

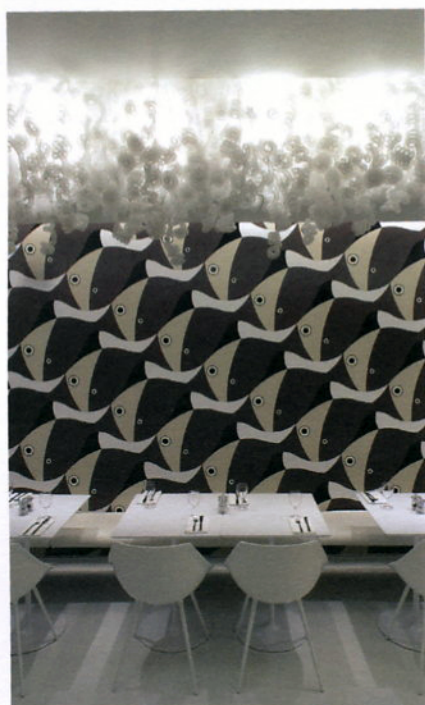
FASHION

**80**

INIT

FERI

ORI



## PIERLUIGI PIU

**OLIVOMARE Restaurant – London**  
Commercial / **First Place**

DESIGNER Pierluigi Piu



OLIVOMARE belongs to the well known London brand Olivo, an important presence in the aristocratic neighbourhood of Belgravia. Apart from the name, such peculiarity is highlighted by

the formal and decorative language adopted here to focus on its aspect using more or less clear references to the sea world and environment. The aim was to design a contemporary interior. To talk about the sea world to customers, but with a fresh and updated language. To stay cool and ironic, sophisticated yet simple. The strongest effort was to make these premises appear larger than they actually are. It was of great importance for the client to have a new restaurant in which his customers could feel a connection with the other restaurants and with the delicatessen shop next door; a fish restaurant not smelling of fish but tasting of it, an appealing yet relaxing interior.