

Brain Factory - Architecture & Design

Soul Movie Offices

Client
Soul Movie Entertainment

Location
Rome, Italy
Area
3229 square feet (300 square
meters)
Completion date
2014
Photography
Marco Marotto

Soul Movie Entertainment is a company that provides production services and audiovisual post-production services. It is a brand with a strong urban footprint: it's logo is a variation of the well-known symbol of the London Underground. This strong image gives the opening to the creation of a space that interprets the Underground by exploring the chaotic flow lines conveyed in metro stations.

The feeling of entering into a metropolitan area in which everybody is in motion is palpable from the entrance: the sliding door with the logo of the company opens like in a subway. Visually, the eye is immediately caught by an unidentified object: a huge, red, multifaceted solid that contains within it the spearhead of the offices, the Da Vinci Resolve, the most powerful and innovative system of color correction. From this object, in the sub-urban environment, spring multiple beams of light that symbolize the lines of the Underground.



1 | 4
2 | 3 | 5

- 1 Entrance with feeling of entering the London Underground
- 2 Office door
- 3 Conceptual meteorite, in collision with the sub-urban environment
- 4 Grass cuttings and bamboo plants adorn the offices
- 5 Colors, materials and coatings are mixed with balance



6 | 7
8 | 9

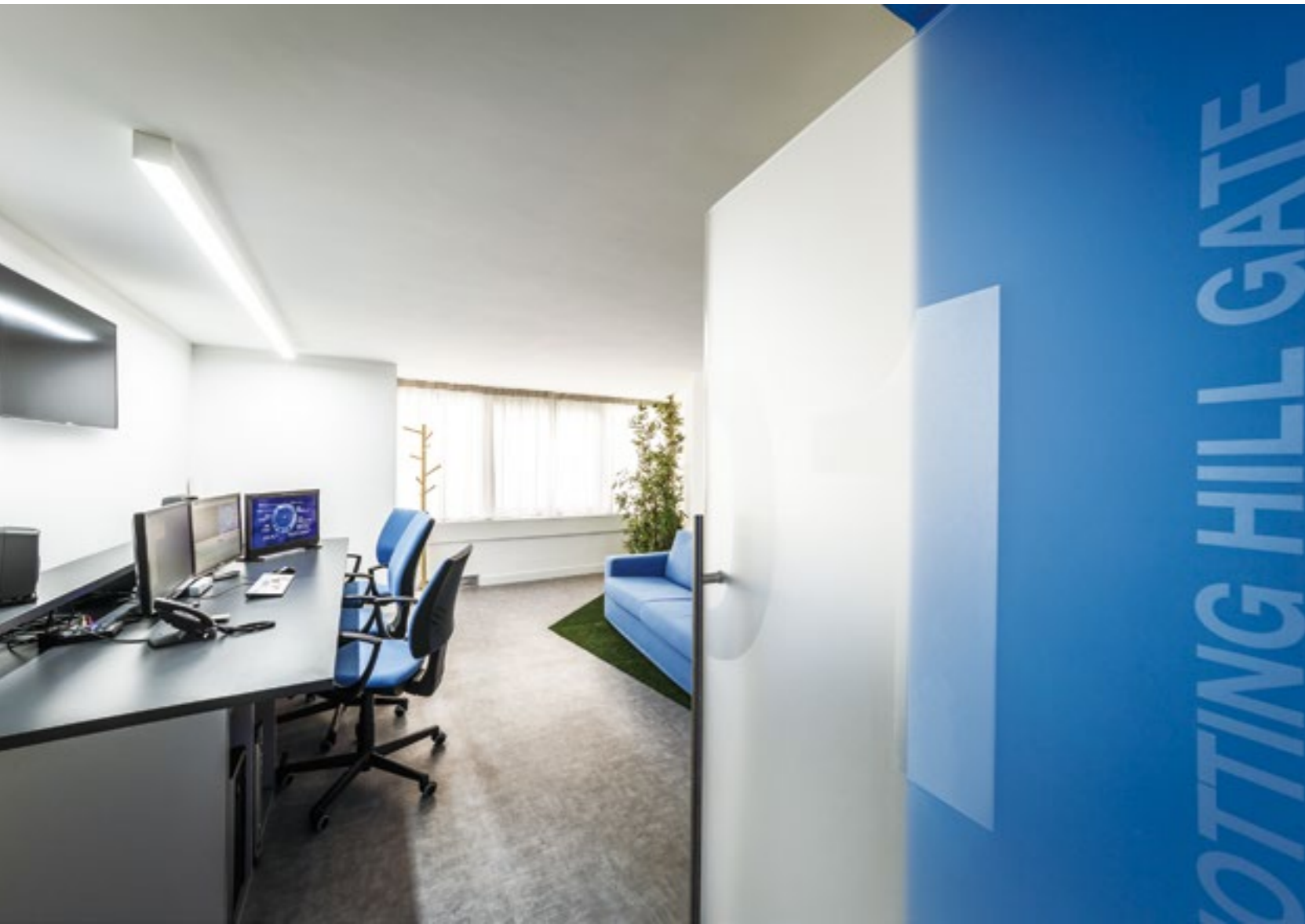


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Floor plan

- 1 Office area
- 2 Cinema
- 3 Office
- 4 Entrance
- 5 Audio office
- 6 Bathrooms



- 6 Multiple cuts of light that symbolize the Underground lines start from the conceptual meteorite
- 7 Exploration of the urban space by chaotic flow lines conveyed in metro stations
- 8 The decor inside each office is coordinated with the color of a specific metro line
- 9 Entrance to the office area



10	13	14
11	12	15
		16



10 View of interior design office
 11-12 The important role of graphic effects
 13 The minimalist bathrooms
 14-16 The most powerful and innovative system of color correction inside the conceptual meteorite