

# O F F I C E PROJECT 3 SOUL MOVIE OFFICE

Design - Brain Factory - Architecture & Design



The Soul Movie Entertainment is a company that provides production services and post-production production with a brand by a strong urban footprint: a reminiscence of the well-known symbol of the London Underground. This strong trait gives the opening words to the creation of a space that interprets the innovative urban concept of underground by exploring chaotic flow lines conveyed in metro stations. The feeling of entering into a metropolitan area in which everybody is going for embarking on a travel, is strong from the entrance: the sliding

door with the logo of the company opens like in a subway, introducing the passenger in an emotional atmosphere. Usually, the eye is immediately caught by an unidentified object: a large red faceted solid that contains within it the spearhead of the office, the 'Gilded Resistor', the most powerful and innovative system of cable connection. From this conceptual metaphor, in collusion with the sub-urban environment, start multiple sets of light that symbolize the underground lines.

by the studio: [www.brainfactory.it](#)



**Design:** Parisi/Dei, Moro/Morini/Brain Factory - Architecture & Design **Client:** Soul Movie Entertainment  
**Location:** Rome, Italy **Build area:** 200m<sup>2</sup> **Completion:** October 2014 **Photographer:** Marco Moriotti  
**Editorial designer:** The Office **Editor:** Leo Ferragamo

**Brain Factory - Architecture & Design:** Brain Factory - Architecture & Design was founded after a long creative partnership between the architect Paolo Dei and the designer Marco Moriotti. Essential foundation of the design process of The Office is the creative research that applies the capabilities of the intelligent design without neglecting the aesthetic side, hence the choice of the name Brain Factory.

