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FERRARI DISPLAYS ITALIAN DESIGN WITH A SOUTH FLORIDA ACCENT

Coral Gables dealership revs up their look - and performance - with custom/corporate hybrid design.

Like so many retailers, Ferrari has design specs for their retail dealerships. But Ferrari does not cater to an “off the rack” clientele. So, within the specifications, we looked for opportunities to customize the Coral Gables dealership so that it had a style that said Ferrari - and Coral Gables.

So you’ll find leather-bound counters of distinctive shapes and styling. You’ll find lighting and mirrors and glass used to special effect - and a custom paint job that makes the entire showroom feel fast. We brought out the best in a client that expected nothing less.

Client: Ferrari - The Collection
 Project: Ferrari Store - Dealership
 Location: Coral Gables, FL
 Design: Dimensional Communications Inc.
 Total Floor Space: 1,400 sq. ft.

Photo attachment on page 2

Dimensional Communications Inc. creates visitor experiences - trade shows, retail displays, museum exhibits, corporate interiors - that help our clients connect more productively with their customers.

These are high-impact moments that can only happen in immersive environments. With our full-service process, we make memorable customer experiences while making the client experience unexpectedly satisfying and cost-effective.



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