

# WINGS



SHOPFITTING AND CONCEPT FOR OPTICAL SHOPS  
PROJECT AND REALISATION - CONSULTANCY AND MARKETING



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# WINGS



## PHILOSOPHY

**WINGS** is a modern and streamlined company that sums up the characteristics of an architectural firm and an artisan workshop.

**WINGS** gives great importance to the spatial order so that the furnishings and architectural structures create a complex where the reference points are clear and unequivocal.

**WINGS** has a personal philosophy that animates its projects, and more generally its services. This philosophy is based on the concept of unity.

**WINGS** believes that the store should be perceived as a communicative unicum and not only as an exhibition container.

## CREATIVITY

**WINGS**, with strong experience in the Optics and Jewellery sectors, designs and manufactures furnishings in a particular way for these commercial spaces.

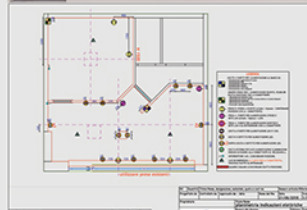
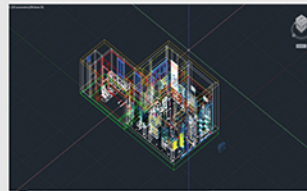
**WINGS** analyzes the project both from an architectural and a functional point of view, but above all, in a managerial, marketing and space organization key.

**WINGS** with a wise and calibrated design, it provides the means by which customers achieve their goals. In this way, it achieves the correct positioning on the market of the store, promoting commercial and professional success.

### Lino Busetti:

"**WINGS** it is above all creativity, a door open to all cultures, a very real individual space, the idea that matter can take shape and determine its function. It is the world of lived things that evolves in the concept. It is the ability to be here and now with strength-courage-honesty to make it profitable and sustainable."

## ARCHITECTURE



## DESIGN ROAD MAP

### STEP 1 . THE FIRST MEETING, THE INTERVIEW AND THE SURVEY

It is of great importance for both the designer and the customer. It is essential to collect as much organizational and technical and commercial information as possible. The interview also captures the empathic and creative side of the project, crucial elements for creating a communicative environment. With the first meeting, first impressions are born. Often these determine their future development. Where possible, it will be good to make an accurate survey of the premises.

### STEP 2 . THE PRELIMINARY PROJECT OR AVANT PROJECT

The avant project is carried out in order to determine the guidelines for the realization of the project itself. **WINGS** it is equipped with CAD and BIM applications at the top of the market.

### STEP 3 . PHOTOREALISTIC RENDERING

The photorealistic rendering is essentially used to create a preview of the realization, but also to receive the input that allows us to perceive the right way to follow on an emotional and sensorial level. **WINGS** è attrezzata con applicazioni di visualizzazione 3D al top del mercato.

### STEP 4 . THE ESTIMATE

On the plan of the project, each single group of the elements that make up the furniture is identified by a reference number that will be reported in the description of the estimate.

### STEP 5 . THE EXECUTIVE PHASE

After the definition of a supply contract, we will move on to the executive design phase carried out on dedicated tables. The supplies will also start together and the various workers will set themselves in motion for the realization of the project at the forecasted delivery time. This coordination is essential in order to guarantee the correct execution of the civil works connected to the project.



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