



Ferrari Maserati + Lamborghini of Washington Showrooms

CONTEXT: Ferrari / Maserati of Washington was originally housed in a non-nondescript strip mall. But the dealership had long aspired to a facility more befitting their icon automotive brand. **CGS Architects** was hired to create a 'museum-like' new space for Ferrari / Maserati and an adjacent Lamborghini showroom several years later under the same ownership team. The aesthetic theme for both facilities centered on 'functional art' aimed at capturing the essence of Ferrari's mission to fashion "unique creations that fuel the Prancing Horse legend and generate a "World of Dreams and Emotions."

SOLUTION: The Ferrari / Maserati showroom is a modern facility that creates a club-like atmosphere for its sales and service centers. The palette is 'clean' and organized with multiple volumes of differing materials comprising the structure including steel, glass, metal panels, and concrete block. A full auto service facility and race shop are visible through interior glass walls from adjoining showrooms, the customer lounge, and a merchandise boutique. The two-story showroom presents as an illuminated glass case for the display of these world-renowned automotive works-of-art. Subsequently, the owners of Ferrari / Maserati purchased a Lamborghini franchise and looked to **CGS Architects** in to also remake their facility. The building is a visual expression of Automobili Lamborghini's corporate desire that the new showroom honor the exclusive and signature Italian



Location:

Sterling, VA

Scope of Work:

Master Planning, Architecture, Interior Architecture, Merchandising Design

Size:

Ferrari Maserati: 34,000 SF

**Lamborghini: 6,000 SF New Construction
+ 2,000 SF Renovation**

Construction Completion Date:

Ferrari Maserati: 2003

Lamborghini: 2008

styling that defines the character of all Lamborghini automobiles. To this end, the dealership creates a balanced composition of minimalist forms and fine materials to ensure that automobiles always remain the focus of attention. Within the showroom, interior space-defining elements create separate areas for new and used vehicle presentation as well as merchandise display. The combined bar and reception counter is an important welcoming element within the showroom oriented towards the brand's valued customers and enthusiasts.

