



Challenged with integrating all six Showtime series into one thematic space, architect Luca Andrisani took a wide angle approach to his design. The ultra modern media room uses light as both lead and supporting player, forming an abstract sculpture that adds luminous dimension to his space.

LUCA ANDRISANI

"Instead of the media room deriving its inspiration from a specific show, it looks to the overall concept of Showtime as a cable TV network. So my focus has been on optical fibers, light and movement," explains Andrisani. Floating along a pathway, a dazzling display of 350 fluorescent tubes decoratively highlight a mix of television screens and monitors of various shapes and sizes where new videos, inspired by these Showtime hits and created by visual artist Lee Whittier, are being shown.

Luca Andrisani's design aspirations and talent have taken him around the globe from Japan to Italy to New York. He has led commercial design projects for some of the most luxurious, high-end brands, including Prada, Louis Vuitton, Fendi, and Dior.



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LUCA ANDRISANI MEDIA ROOM