

ESTUDIO MARISCAL

PRESS KIT

FELISIA

Integral development of the project,
creation of the concepts and contents,
interior design and architecture, brand
identity, applications and merchandising.

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ESTUDIO MARISCAL

We conceived and gave shape to the remains of an imaginary civilisation to give the theme park a fascinating content.

In the ambitious Felisia project, a Family Entertainment Centre in Apulia, Italy, we developed the concept, the architecture and the contents, in collaboration with the studios of the architects Dani Freixes and Alfredo Arribas. Felisia was not conceived as an ordinary theme park. The concept is an invented civilisation of which archaeological remains have been found, which means that the trip around the park can be confused with that of an archaeological excavation. Knowledge about the remains of the unknown Felician civilisation, allegedly found in the substratum of Felisia, and the later work of archaeologists and scientists are the stars of the route followed by visitors through the various areas of which Felisia is made up.

It is a park with aesthetic charm, cultural references, touches of humour, high technology and a place to have a really good time.

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client Felisia

country Italy

year 2001

tags imagen y comunicación, interiorismo y arquitectura, proyectos integrales, personajes, merchandising

related projects cobí, twipsy serie tv, twipsy

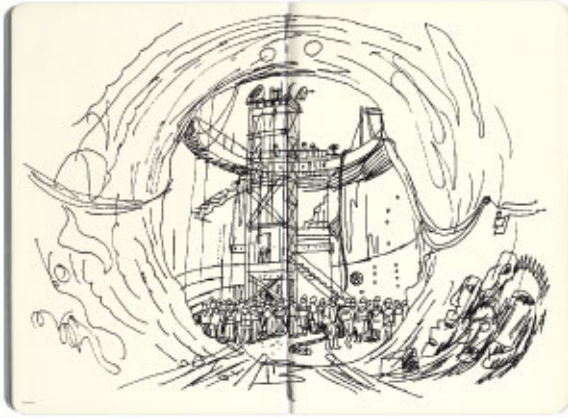




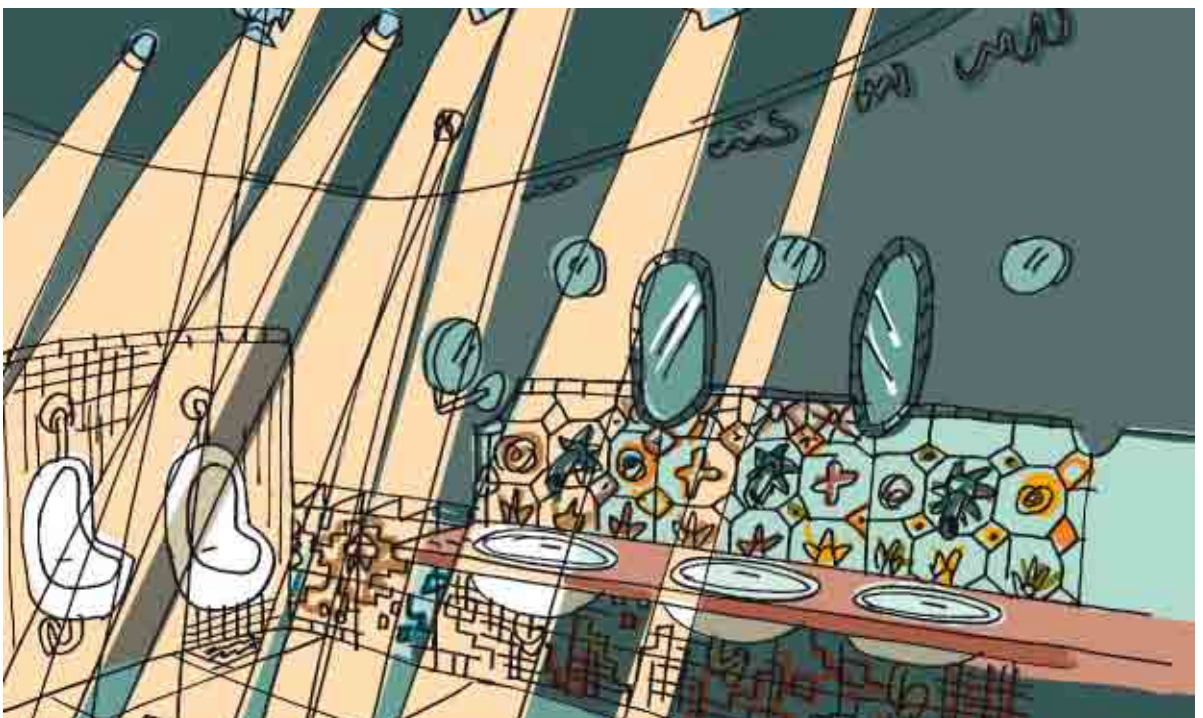

FELISIA
LA CIUDAD INNOVADORA









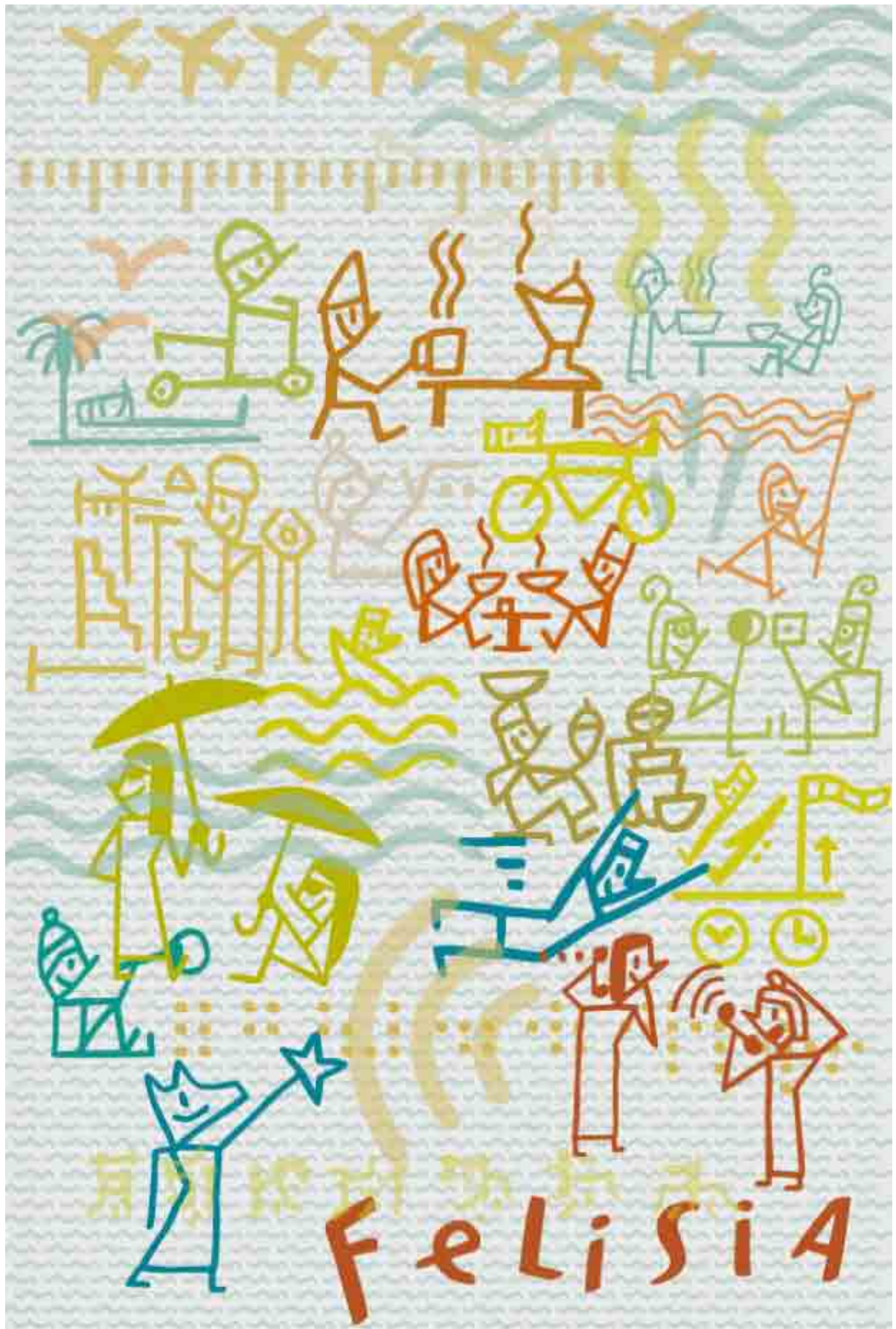




















TEATRO DEI COLORI



scavi in corso



MASAZZINO DEL TEMPO



CENTRO DEI POTERI DELLA NATURA



tecnoteca



PORTA DEI SOGNI NELLA SCIENZA



EMPORIO GENERALE



MENSA DELLO SCAVATORE



FELLPIZZA



ARCHEO RESTAURANT



ARCHEO RESTAURANT



carpe alem



FELLPIZZA



emporio generale



caffè degli ESPLORATORI



MENSA DELLO SCAVATORE

