



Press release  
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## DAM's office and showroom

That's DAM! The place where our stories are born! Designed by the resident team, DAM's office and showroom is located in the portuguese city São João da Madeira - 30 kms from Porto - and is installed in a beautiful industrial building, the Oliva Creative Factory (OCF).

The typical character of the industrial architecture was maintained. Then, the space optimization, the comfort, the collaboration and the closeness of people were the purposes of the project. The result match with DAM's identity and celebrate a slow lifestyle!

### Visit us at:

Oliva Creative Factory,  
Rua da Fundação 240, Loja 2,  
3700-119 S. João da Madeira,  
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## **DAM's showroom and office**

**Designed by:** Hugo Silva and Joana Santos.

**Type of project:** Interior design.

### **Description:**

DAM's office and showroom is installed in a beautiful industrial building, the Oliva Creative Factory (OCF). Located in the city São João da Madeira - 30 kms from Porto -, OCF is a business incubator where one of the largest and most innovative factories in Portuguese industrial history existed in the past.

Designed by the resident team, DAM's office and showroom is simple, creative and cozy. The metal structures, the windows and the bricks were maintained to emphasize the typical character of the industrial architecture and its legacy. After, the space optimization, the comfort, the closeness of people and the sense of being at home while at work were the purposes of the project.

Designed in-house, the two storage cabinets separate the place in two parts, serving two different functions: office and showroom. On one side, the Designers have turned the showroom into a light and cozy exhibition of furniture and accessories by DAM. The products which can be admired include for example the VALENTIM sofa, the NANDOS wardrobe, the DORA and DINA chairs, the FLORA coffee tables and the PIPO stool. In the back of the two storage cabinets were introduced colourful cork tiles, adding rhythm, texture and the element of playfulness to match with DAM's identity. This also celebrates the Mediterranean living. Emphasized by the room divider with wood and cotton rope, the

showroom is also a lounge point, where it's possible to have a meeting, to try the products, to take a break and feel inspired.

On the other side, two complementary styles of two different brands - DAM and LEVIRA - are combined to make possible an elegant and functional office. The result is an open space which work areas are organized around two large desks, allowing the maximum flexibility and people's collaboration. The colours of the office furniture are bright, creating a stimulating setting. Into the office layout were also included plants - it is like a secret garden incorporated in the top of the storage cabinets, becoming the space more natural and improving staff well-being and productivity.

Founded in 2013, DAM has sold products for upmarket hotel chains, such as Sheraton and Marriott and also for workplace environments of multi-national corporations such as Google and Survey Monkey. It currently exports to 14 countries.

Schedule a meeting with us and come to see this beautiful place and experience our products. Get inspired and smile with us!

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