

MARCELO JOULIA



BIO

Argentinian born architect & designer Marcelo Joulia studied in France before setting up his own agency “Marcelo Joulia Naco” at the heart of Paris in 1991 with a global vision.

Global by its unique approach integrating Architecture, interior design, product & graphic design, video, scenography; global by its own way of embracing international cultures; global by its capacity to tackle any challenge with a refreshing view from individual homes, huge leisure complex, hotels, trendy restaurants, tradeshow, boat, plane or furniture design, offices, shops...

In Guarani language, Naço means “intuition”, one of several words which characterise Joulia’s need for freedom. This passionate for images became one of the world expert for cinema design. Passionate of good cuisine, Marcelo Joulia created the famous Unico restaurant in Paris and Five-star luxury hotel Emperor, which opened in 2019 in Nîmes, France.

Today, 30 years after, Marcelo Joulia Naco has a network of offices in Paris, Shanghai and Buenos Aires and operates in more than 20 countries. There is definitely something unique, something fresh and terribly human about Marcelo Joulia Naco.

AWARDS

- Architecte Diplômé par le Gouvernement
- Architecte d’intérieur OPQAI
- Urbaniste DAI, diplômé par le Gouvernement,
- Chevalier des Arts et des Lettres par le Ministère de la Culture
- Biennale d’architecture de Venise
- Album de la Jeune Architecture, Ministère de l’Équipement
- Professeur De Tao Master, Architecture & Design Shanghai
- Étoile de l’Observateur du Design pour la Cité

DISTINCTIONS

- **Geste d’or grand prix architecture, paysage et patrimoine**
patrimoine, prix reçu geste d’argent MAS CARTIER | PARIS 2017
- **Étoile de l’Observateur du Design le Club Med Gym**
- **A.P.C.I, Paris, 2003**
- **5 Projets nominés pour les Étoiles de l’Observateur, A.P.C.I 2003**
- **1er Prix international d’architecture,**
Interior Magazine, New York, 1991-1992-1994
- **1er Prix européen d’architecture, Amsterdam, 1992**
- **1er Prix international de Design, ID Magazine, New York, 1988**



Our mission to create emotions through spaces

EMOTION > CONNECTION > PREFERENCE > BUSINESS
EMOTION > RESPECT > EMPLOYEE HAPPINESS
EMOTION > GREAT LEISURE MOMENTS
EMOTION > GREAT EVENTS



Naço 100% DESIGN GLOBAL

AUDIT
AND STRATEGY

IMAGINATION
CREATION

DETAILED
PLANS

WORK
PREPARATION

WORK FOLLOW-UP
DURING CONSTRUCTION

RECEPTION
CONTROL



DESIGN FROM A to Z

ARCHITECTURE

BUILDING
CONCEPT
RESIDENTIAL
BUSINESS
ENTERTAINMENT
HOTELS

DESIGN

INDUSTRIAL DESIGN
FMCG PRODUCT
DESIGN
FURNITURE
SIGNAGE
GREEN DESIGN
PACKAGING

INTERIOR DESIGN

RETAIL
MERCHANDISING
P.O.S INFORMATION
DESIGN
CORPORATE
INSTITUTIONAL

GRAPHIC IDENTITY

BRAND IDENTITY
BRAND STRATEGY
MULTIMEDIA & 3D
WEBDESIGN
INTERACTIVE
DESIGN
SIGNAGE

EVENTS

FASHION
SHOW
EXHIBITIONS
STANDS

THE AGENCIES

AMERICA



Naço [Buenos Aires]
Soler 5130 C1425BXN,
Buenos Aires, **Argentina**

EUROPE



Naço [Paris]
66, Bd Diderot 75012
Paris, **France**

ASIA

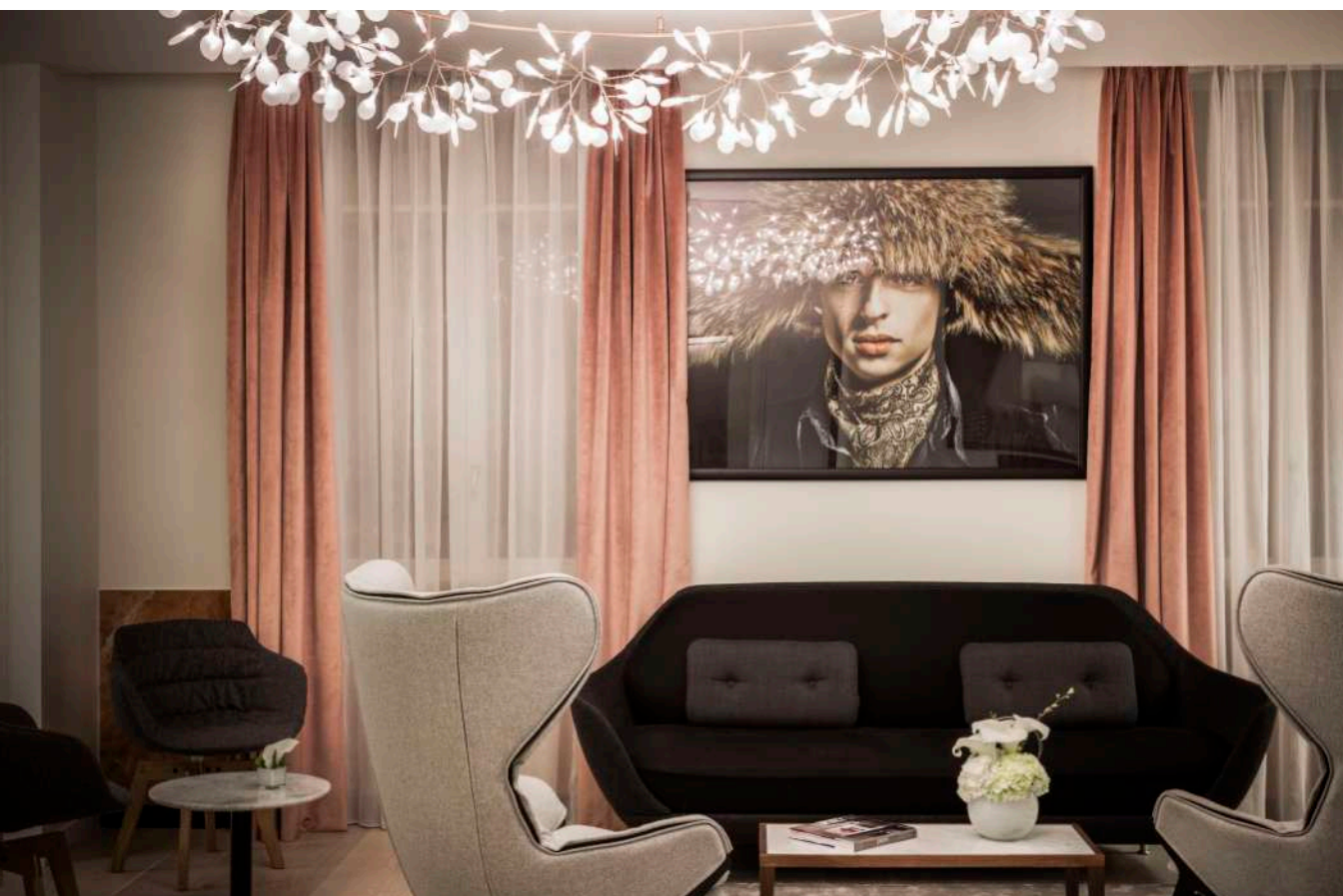
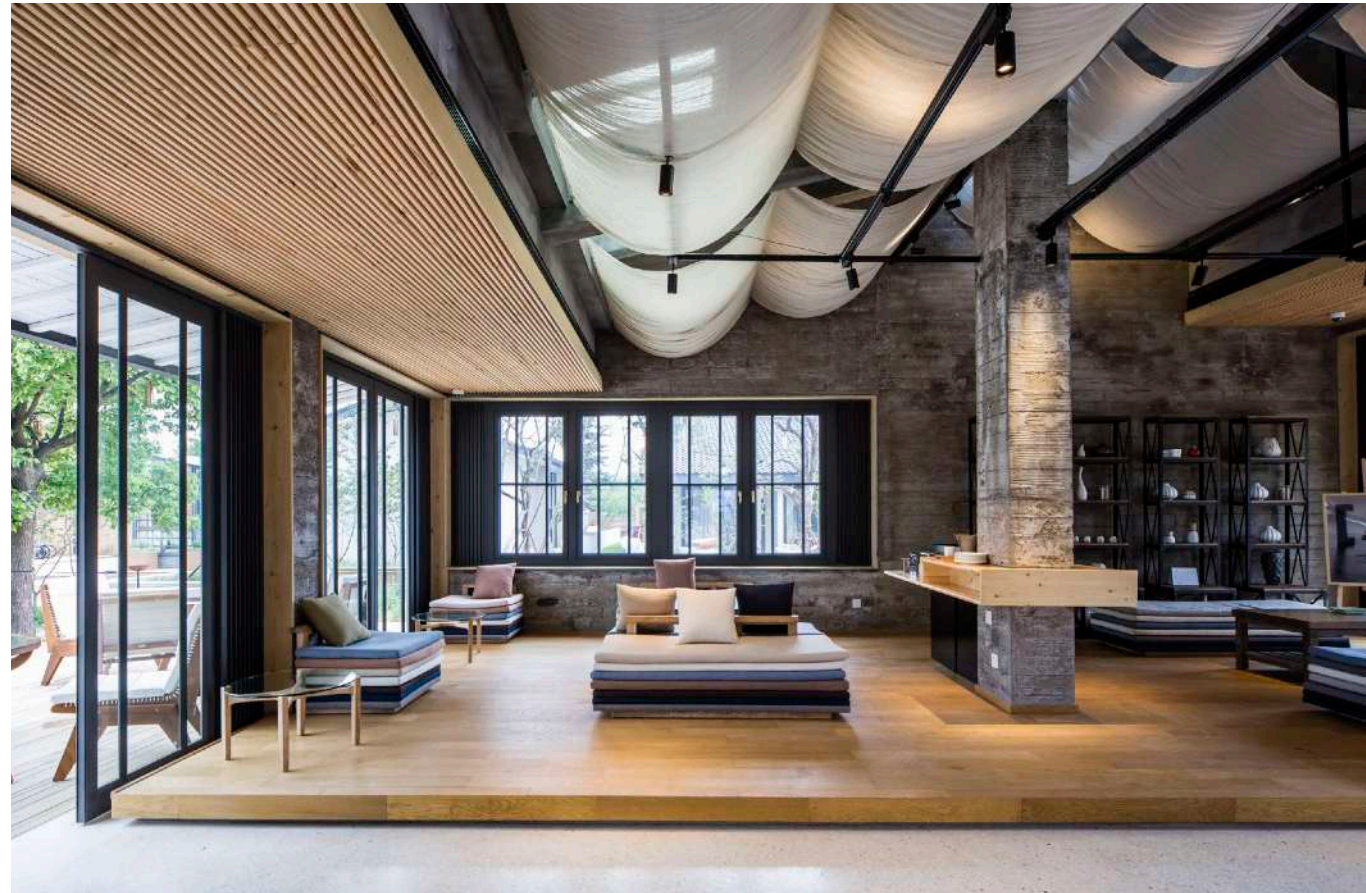


Naço [Shanghai]
2:F, No.240 Bei Jing Dong Road,
Shanghai **China**

THE SKILLS



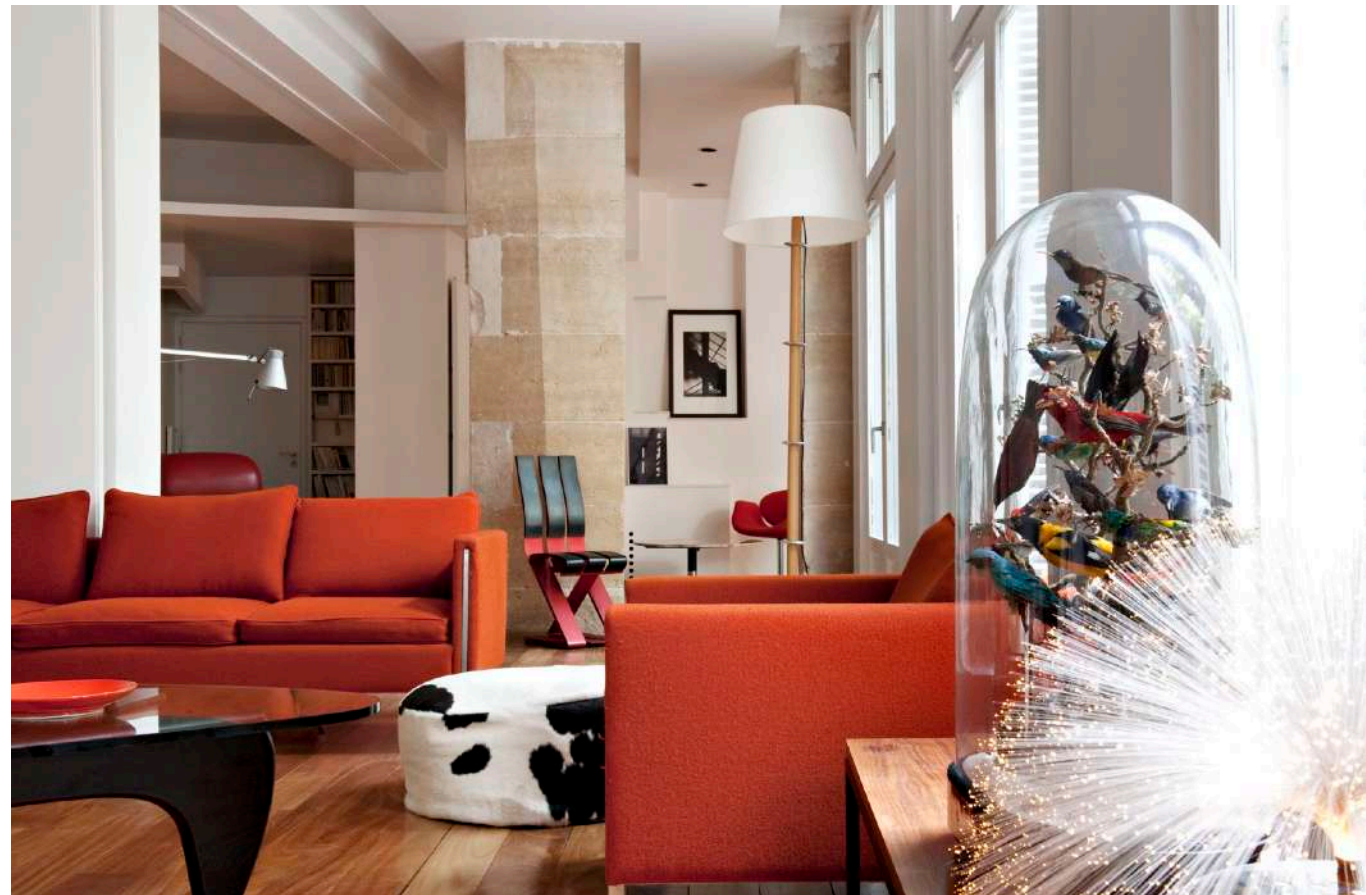
HOTELS



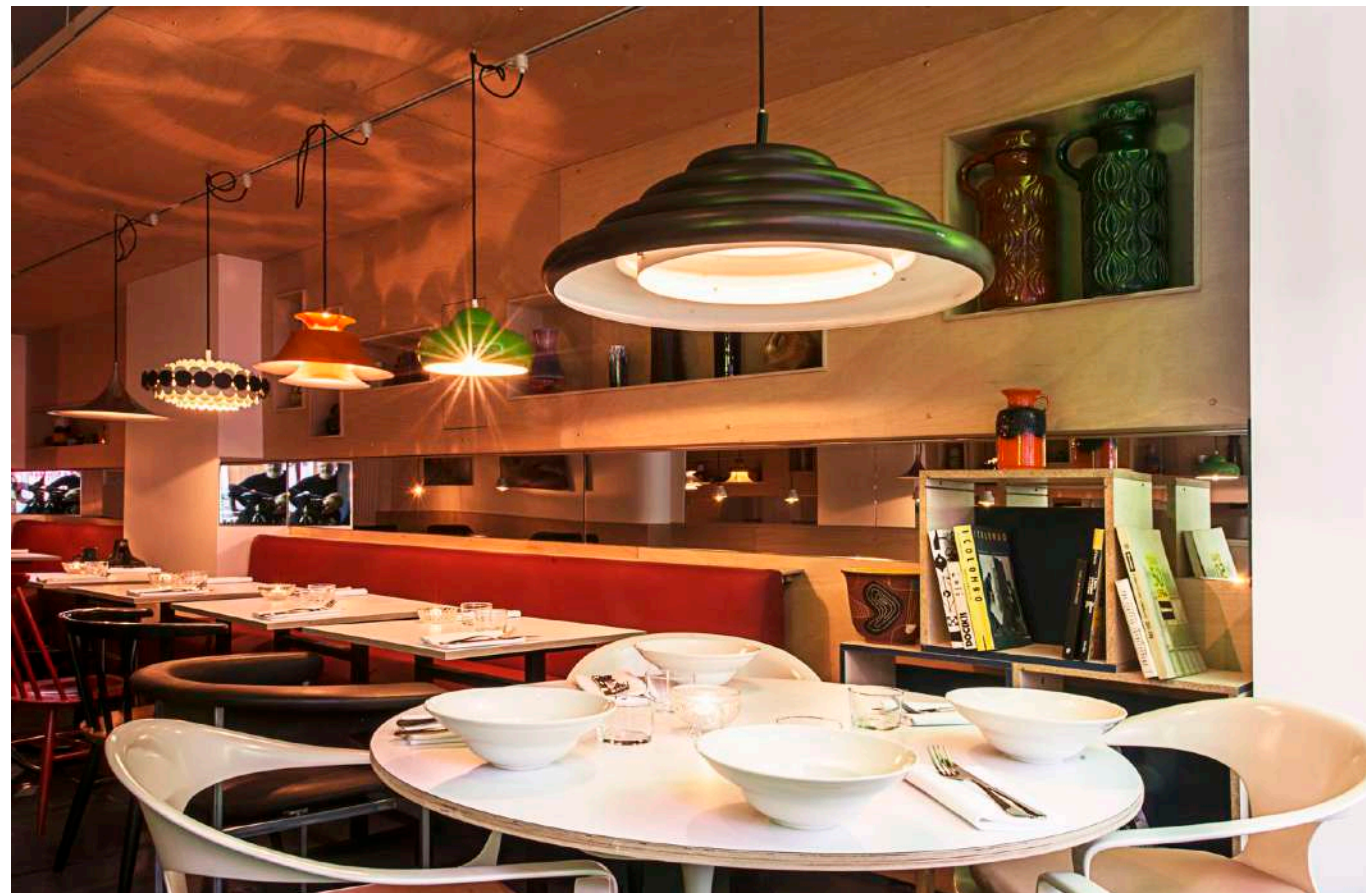
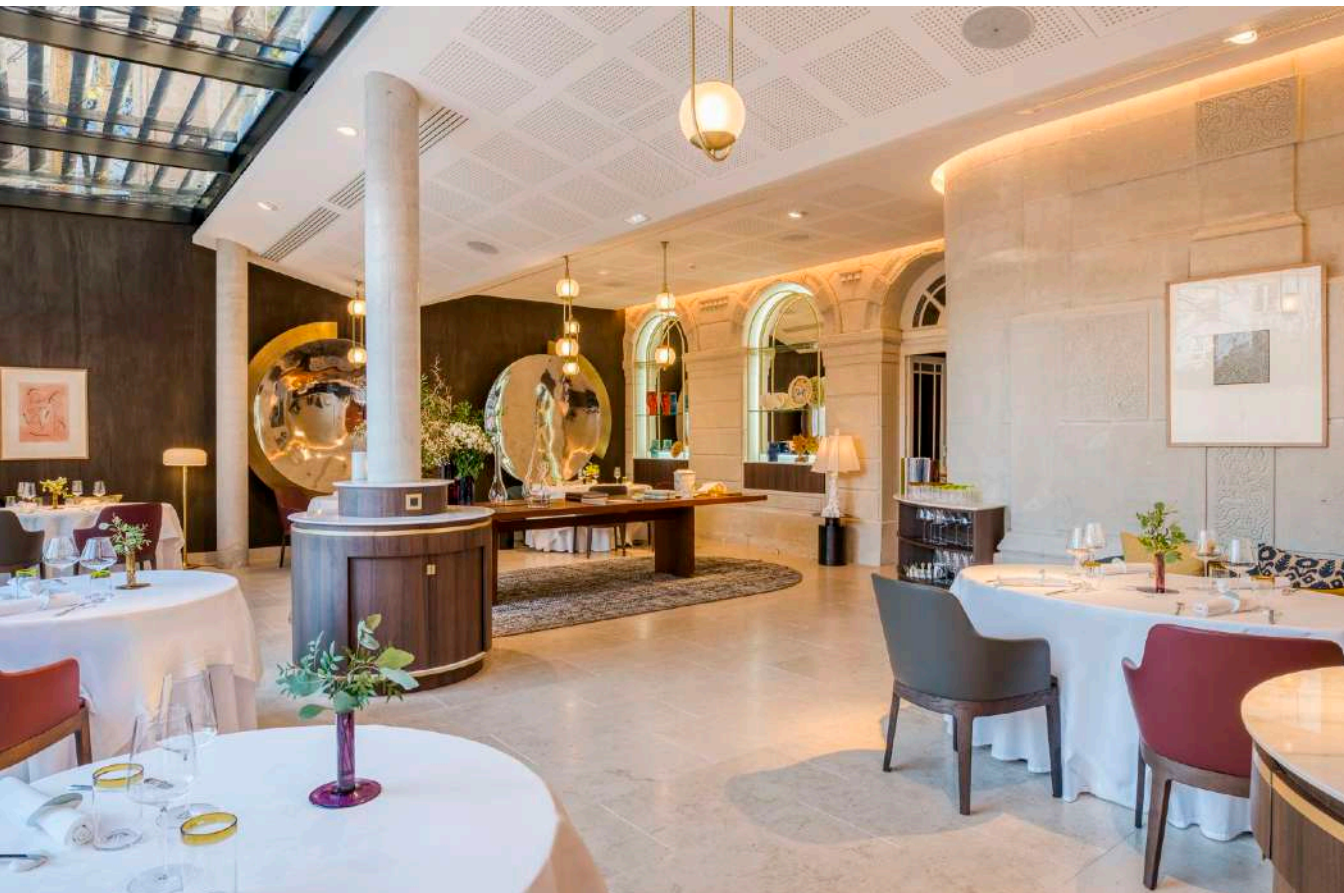
BUILDINGS



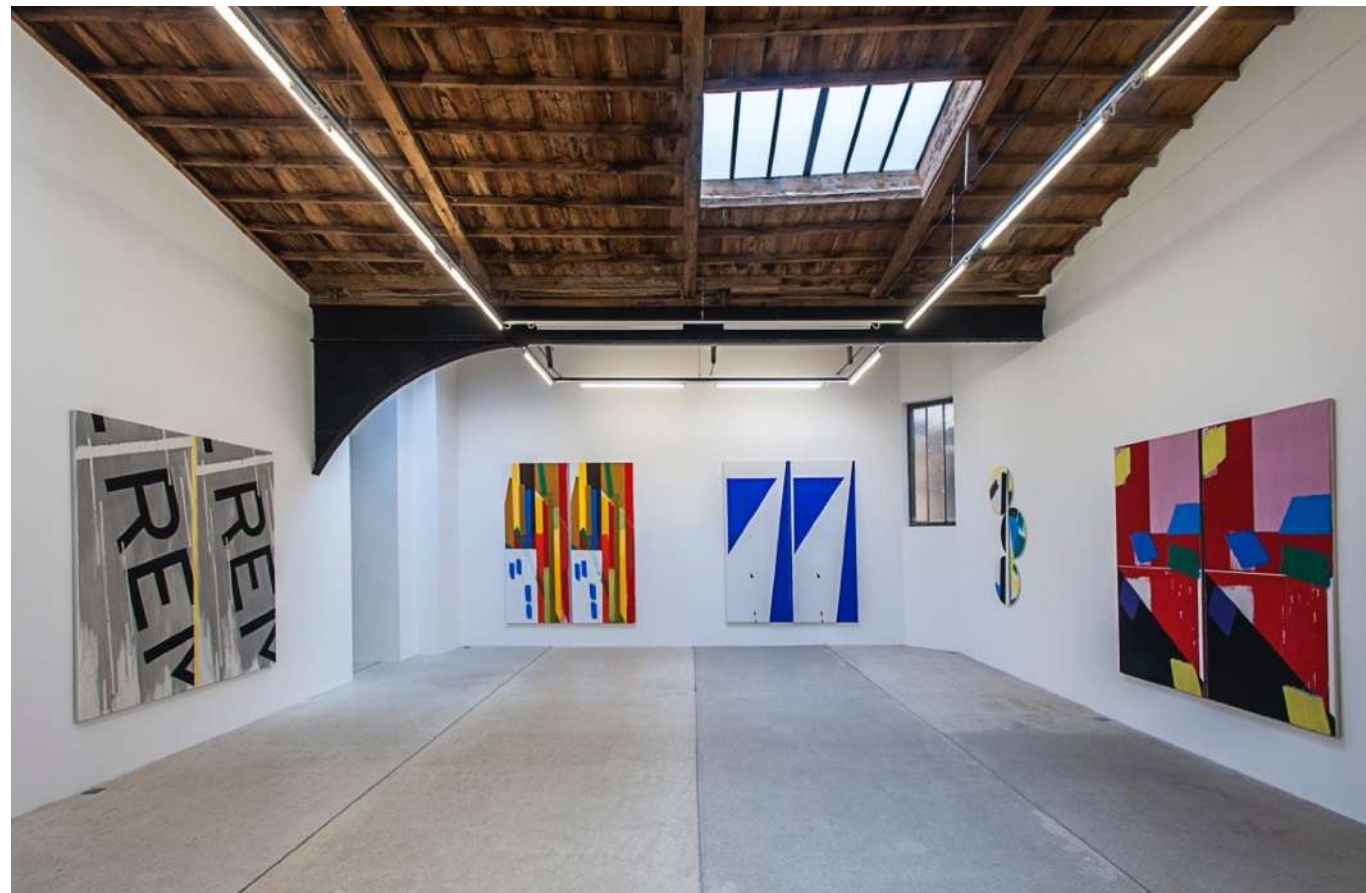
MAISONS



FOOD CONCEPTS



ARTS



OFFICES



CINEMAS



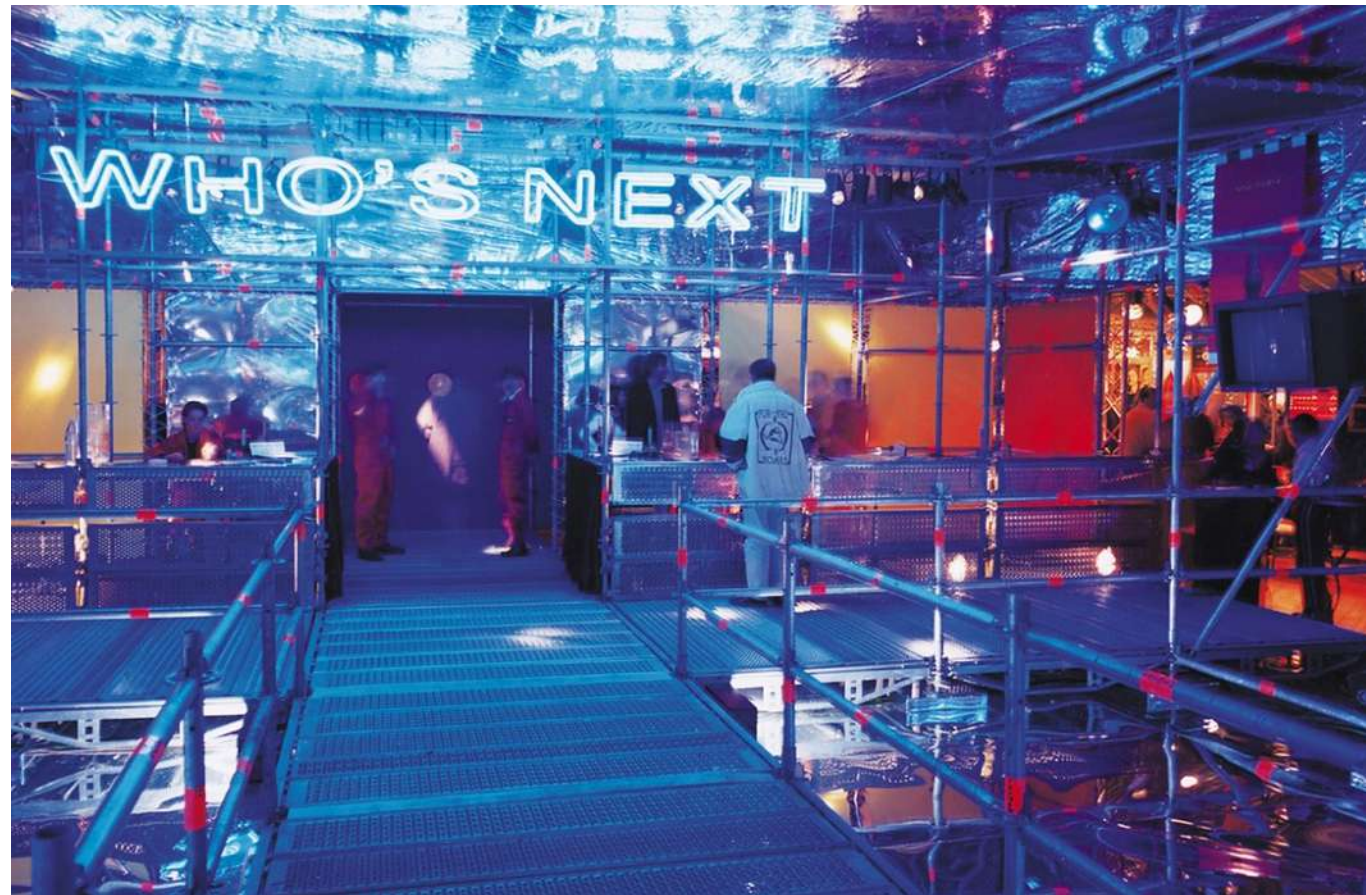
RETAILS



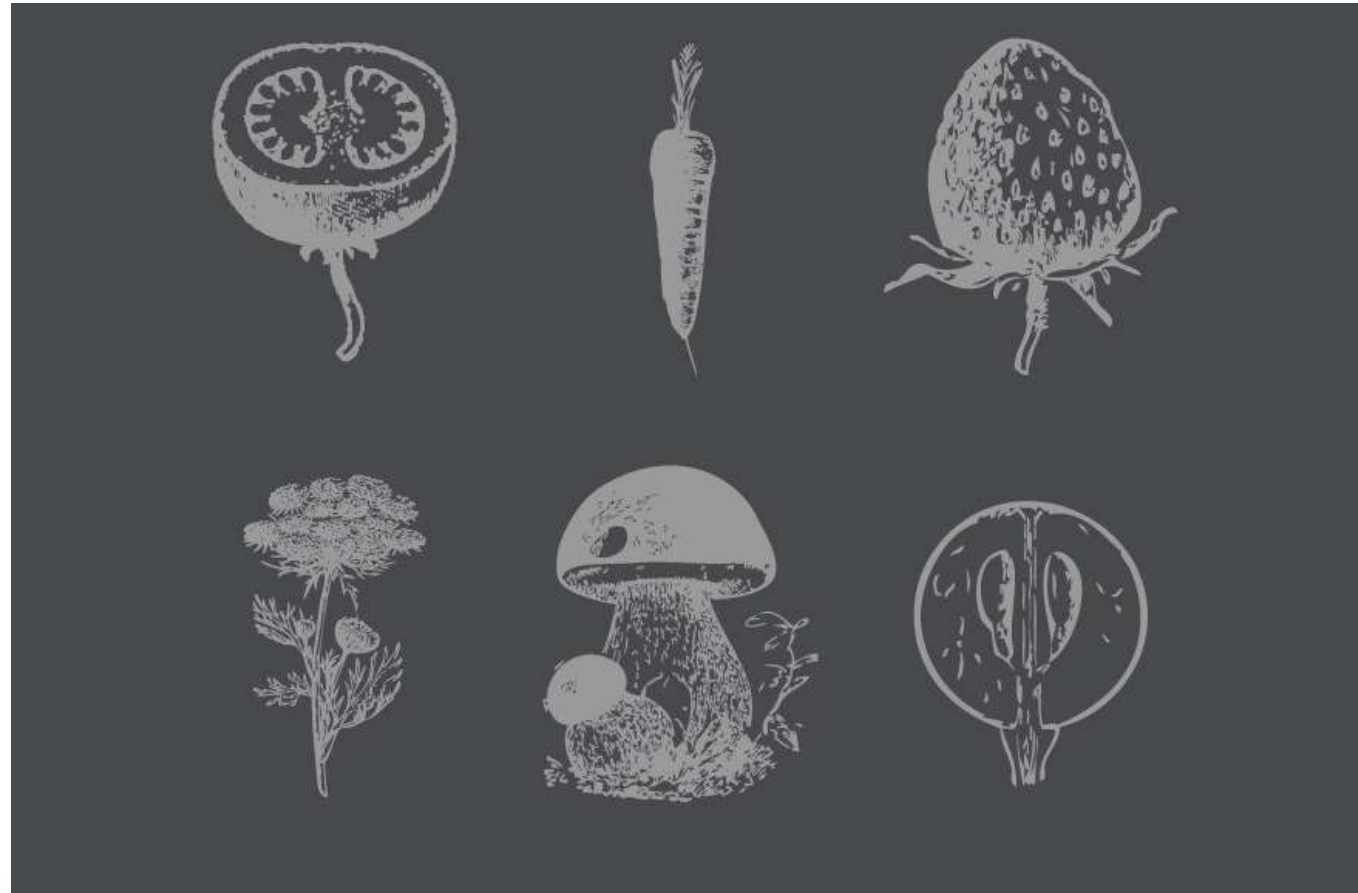
DESIGN



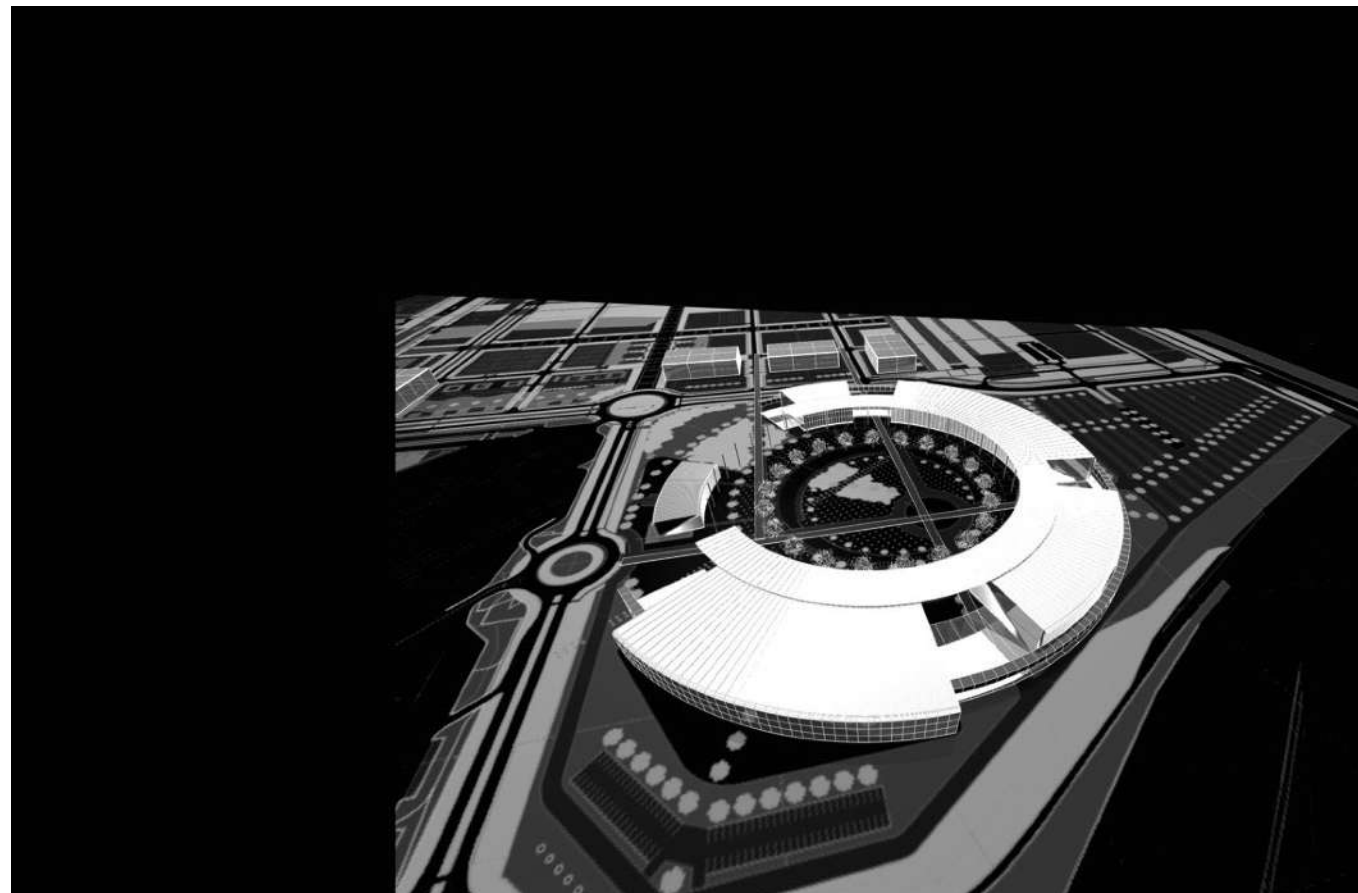
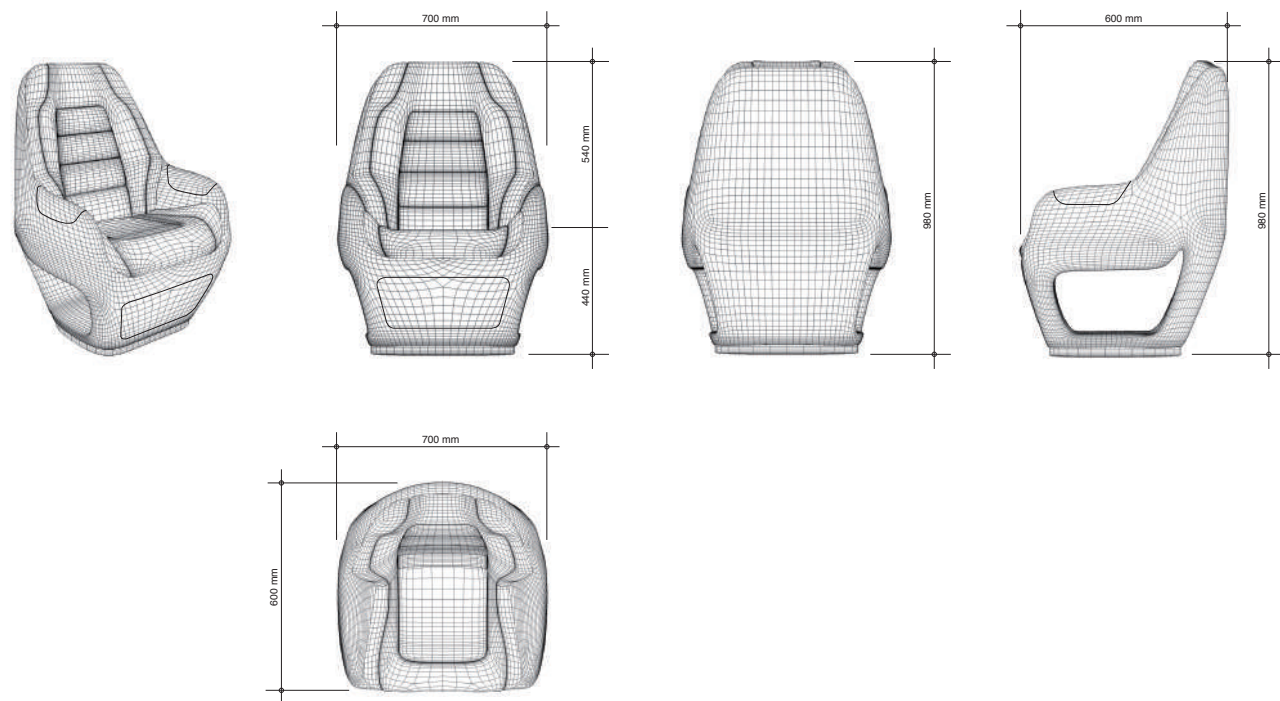
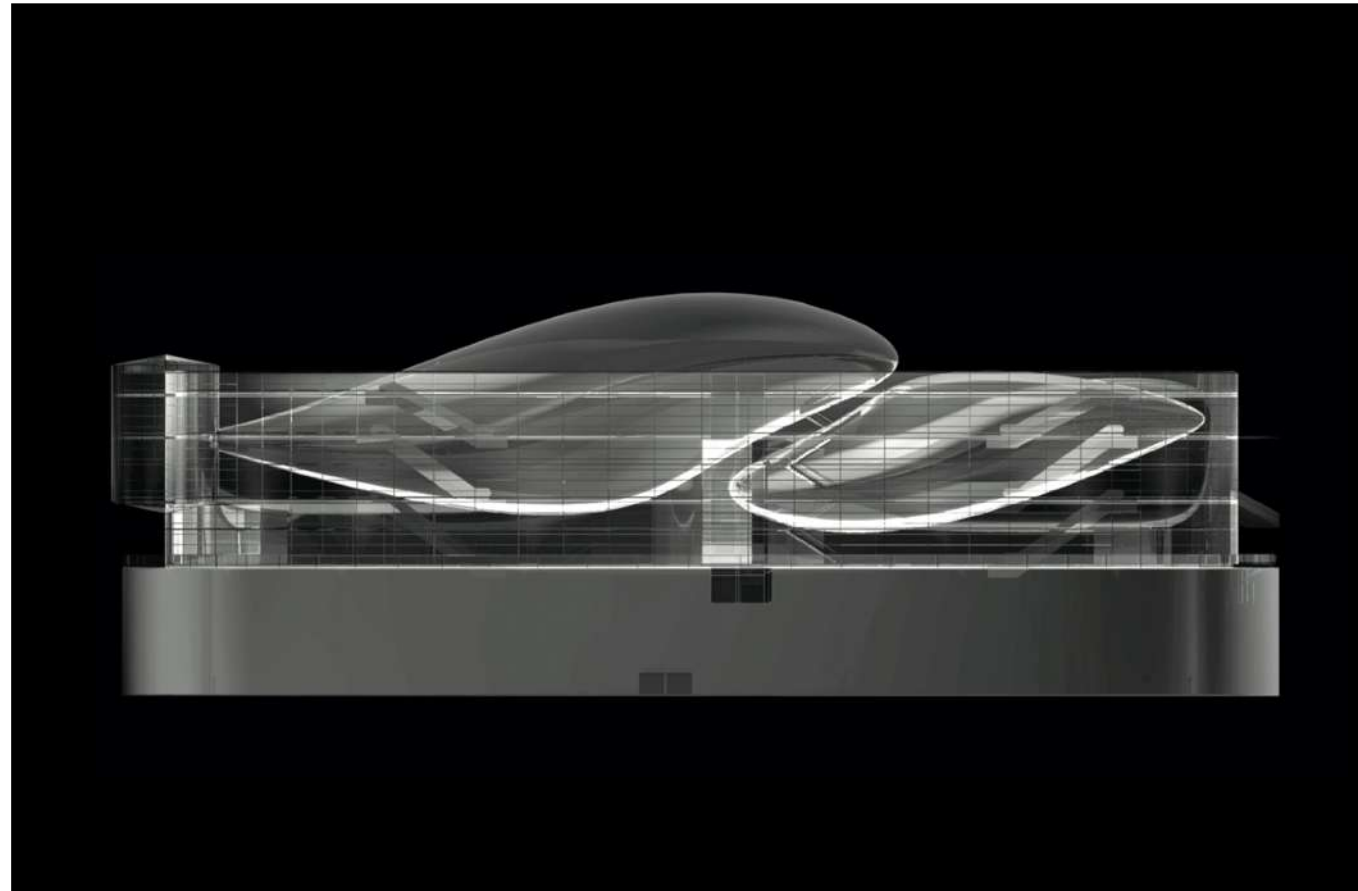
EVENTS



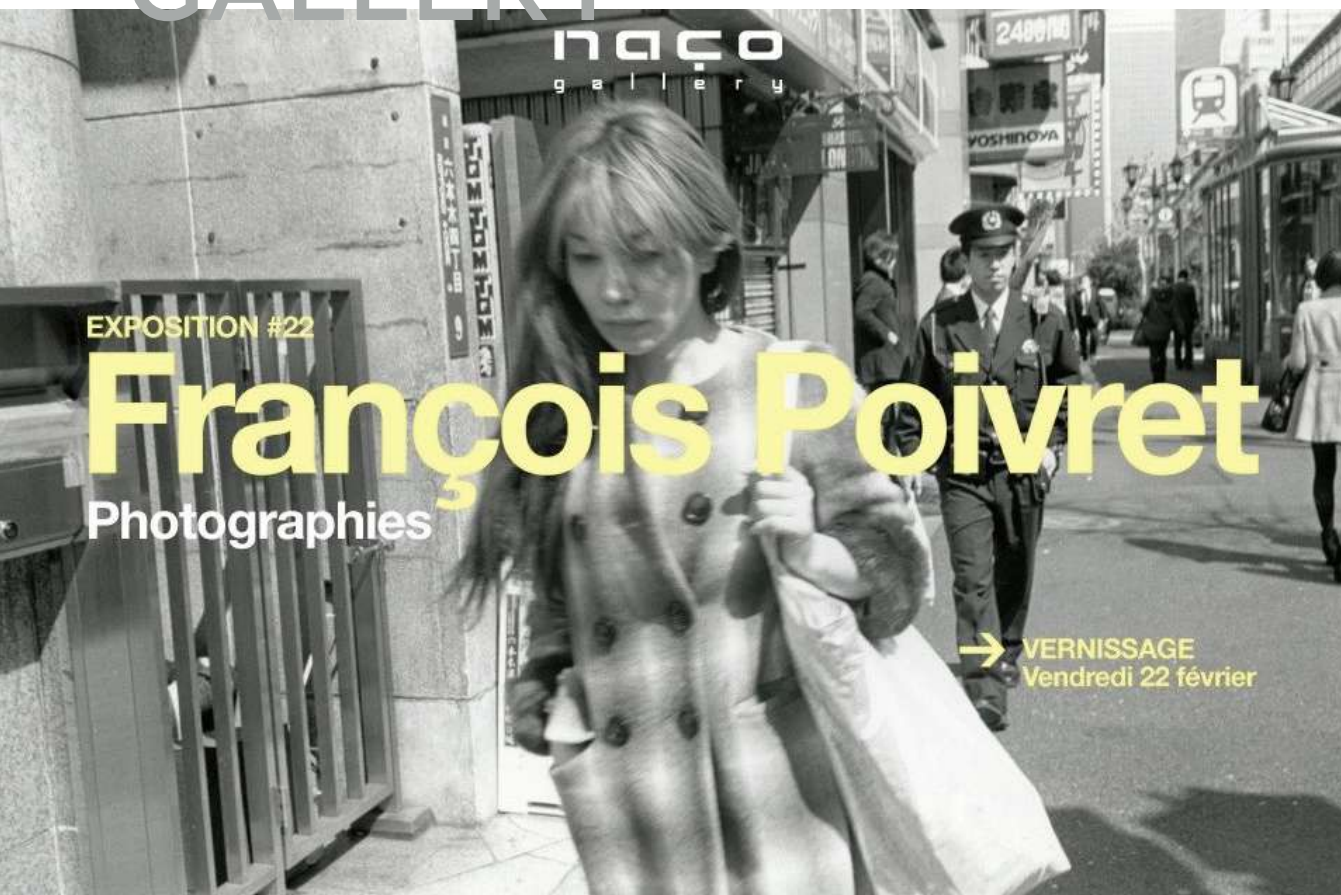
GRAPHIC DESIGN



LAB



GALLERY



B

BUILDINGS

SAKURA

FONTENAY SOUS BOIS, FRANCE

BUREAUX | ARCHITECTURAL | DESIGN | GLASS | AESTHETIC

30000 m² | 2400 POSTES | 222 VOITURES



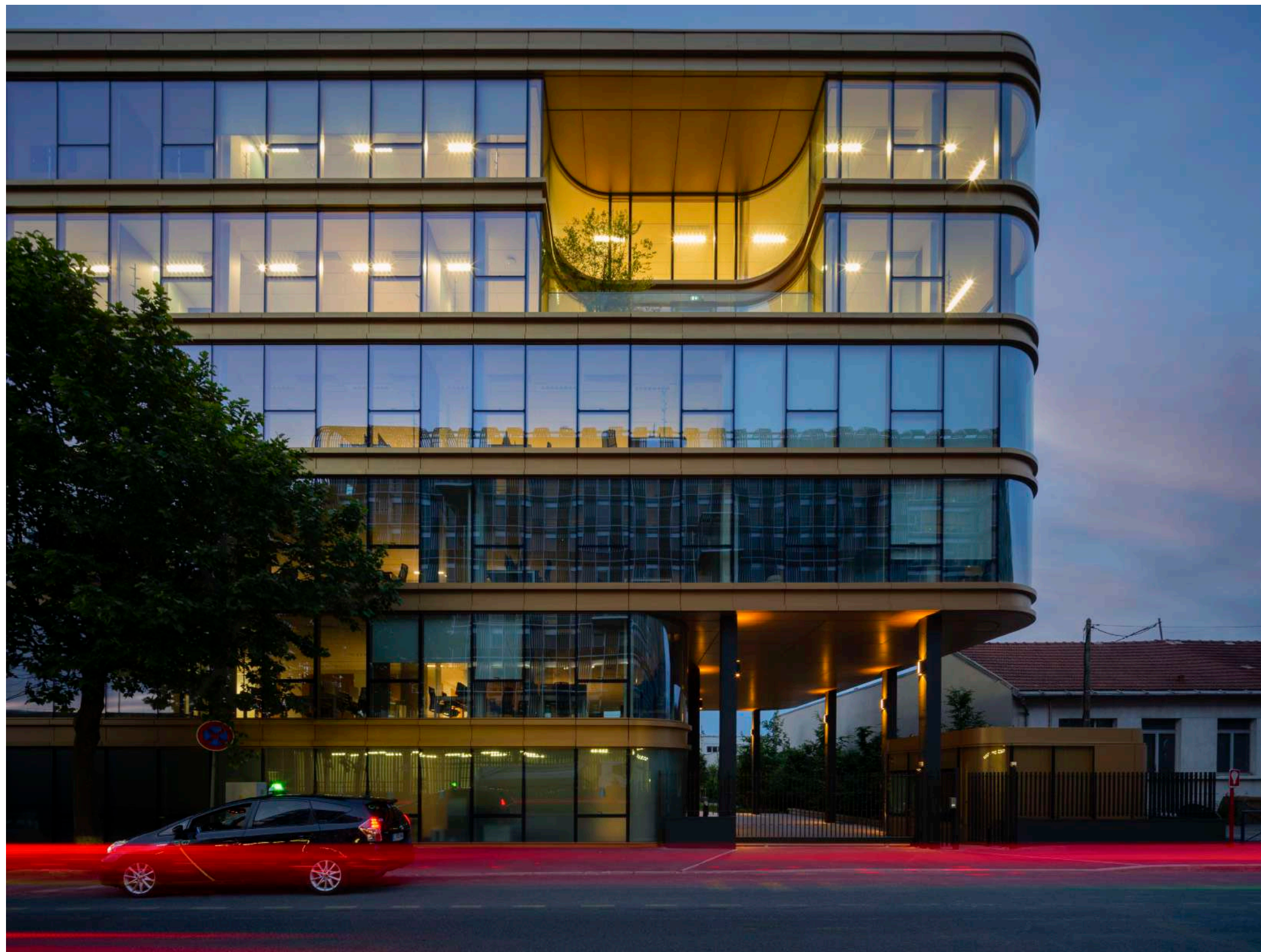
SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



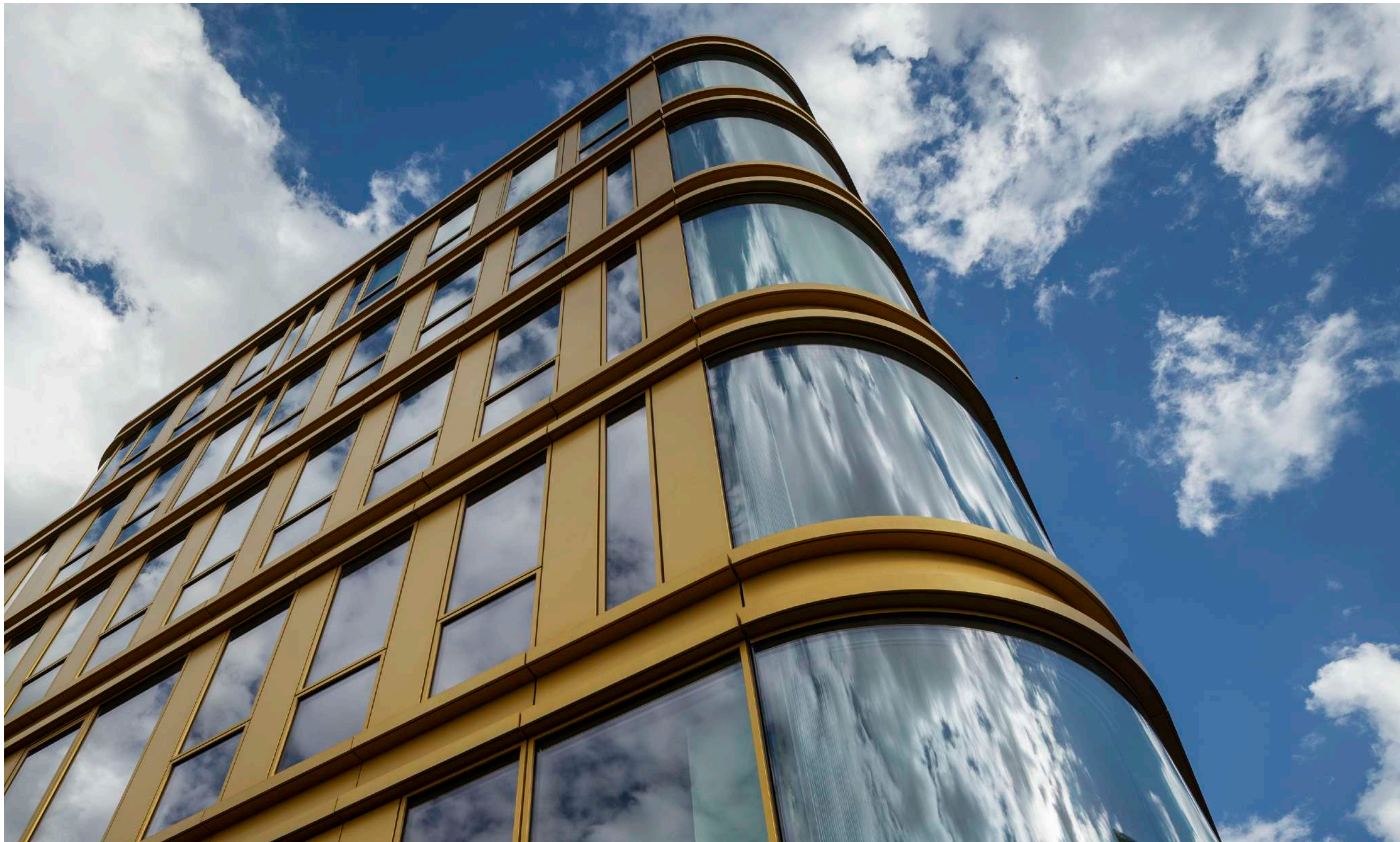
SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE



SAKURA

FONTENAY SOUS BOIS, FRANCE

GRAVITY

MONTROUGE, FRANCE

VEGETAL | ARCHITECTURAL | DESIGN | GLASS | AESTHETIC

10310 m²



GRAVITY

MONTRouGE, FRANCE



GRAVITY

MONTRouGE, FRANCE



GRAVITY

MONTRouGE, FRANCE



GRAVITY

MONTRouGE, FRANCE



GRAVITY

MONTROUGE, FRANCE



GRAVITY

MONTROUGE, FRANCE



GRAVITY

MONTRouGE, FRANCE

DEFENSE PLAZA

LA DÉFENSE, FRANCE

VEGETAL | BOIS | DESIGN | GLASS | AESTHETIC



DEFENSE PLAZA

LA DEFENSE, FRANCE



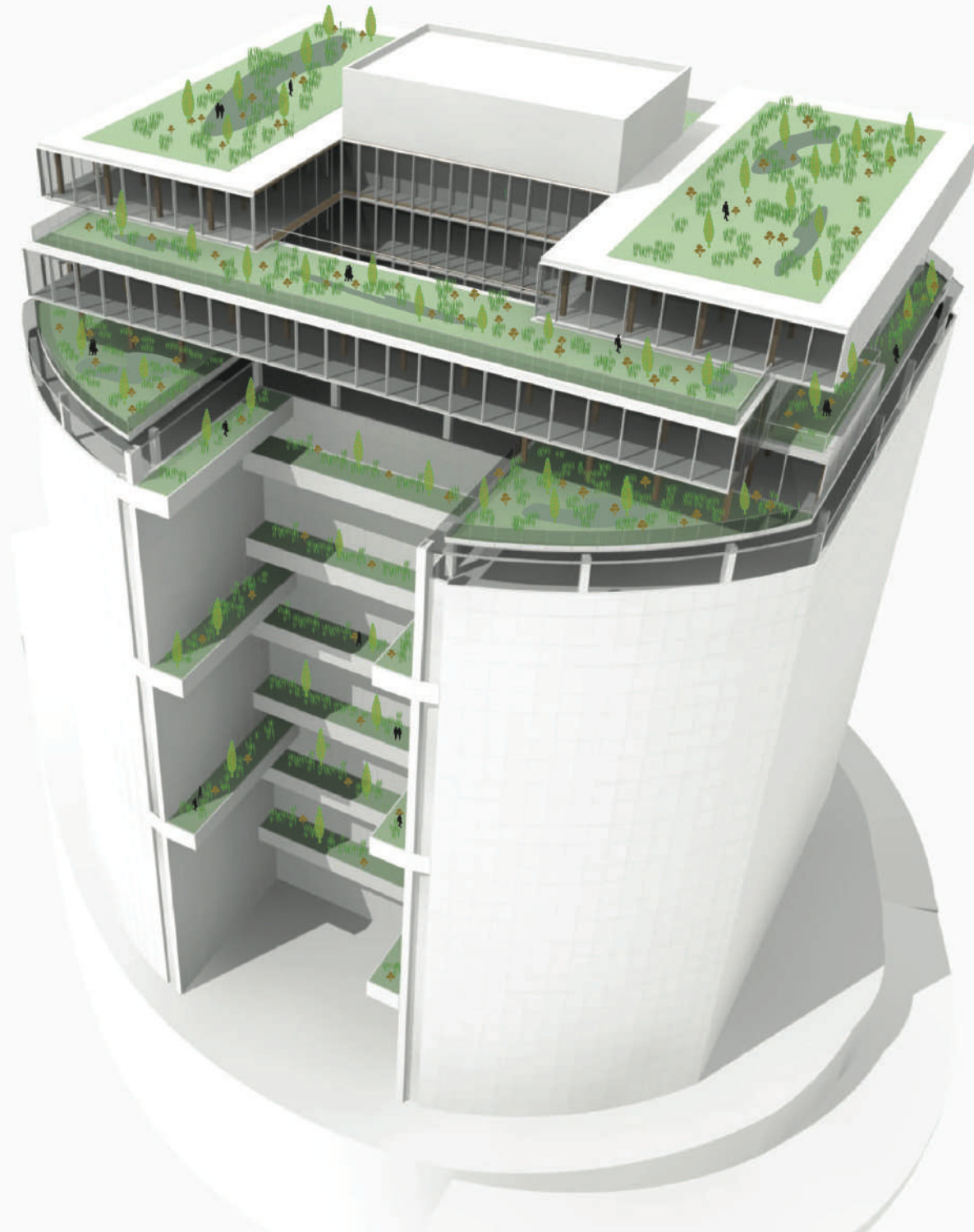
DEFENSE PLAZA

LA DEFENSE, FRANCE



DEFENSE PLAZA

LA DEFENSE, FRANCE



DEFENSE PLAZA

LA DEFENSE, FRANCE

KAKAW TOWER

ABIDJAN, CÔTE D'IVOIRE

VEGETAL | ARCHITECTURAL | DESIGN | GLASS



KAKAW TOWER
ABIDJAN, CÔTE D'IVOIRE



KAKAW TOWER
ABIDJAN, CÔTE D'IVOIRE



KAKAW TOWER
ABIDJAN, CÔTE D'IVOIRE



KAKAW TOWER
ABIDJAN, CÔTE D'IVOIRE

TOUR MICHELET

PUTEAUX, FRANCE

PROJET EN COURS



PROJET EN COURS

TOUR MICHELET

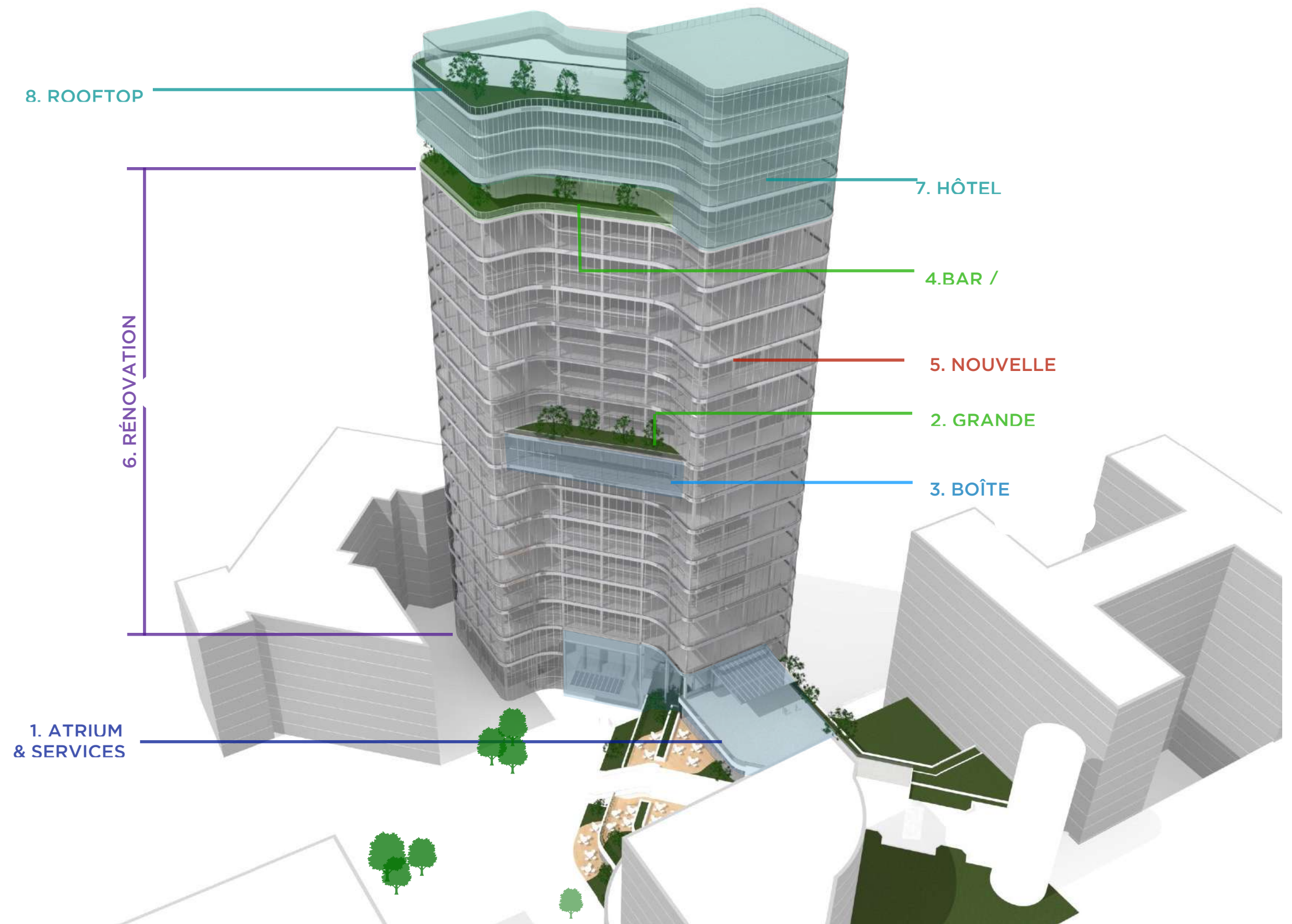
PUTEAUX, FRANCE



PROJET EN COURS

TOUR MICHELET

PUTEAUX, FRANCE



PROJET EN COURS
TOUR MICHELET
PUTEAUX, FRANCE



PLANCHER HAUT /

PLANCHE

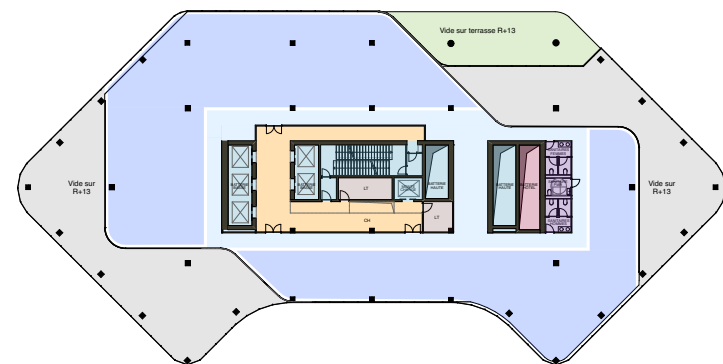
TERRASSE À

PROJET EN COURS

TOUR MICHELET

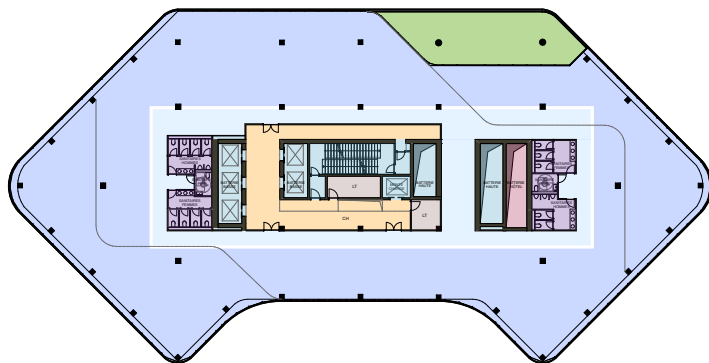
PUTEAUX, FRANCE

R+14 PLANCHER HAUT / MEZZANINE

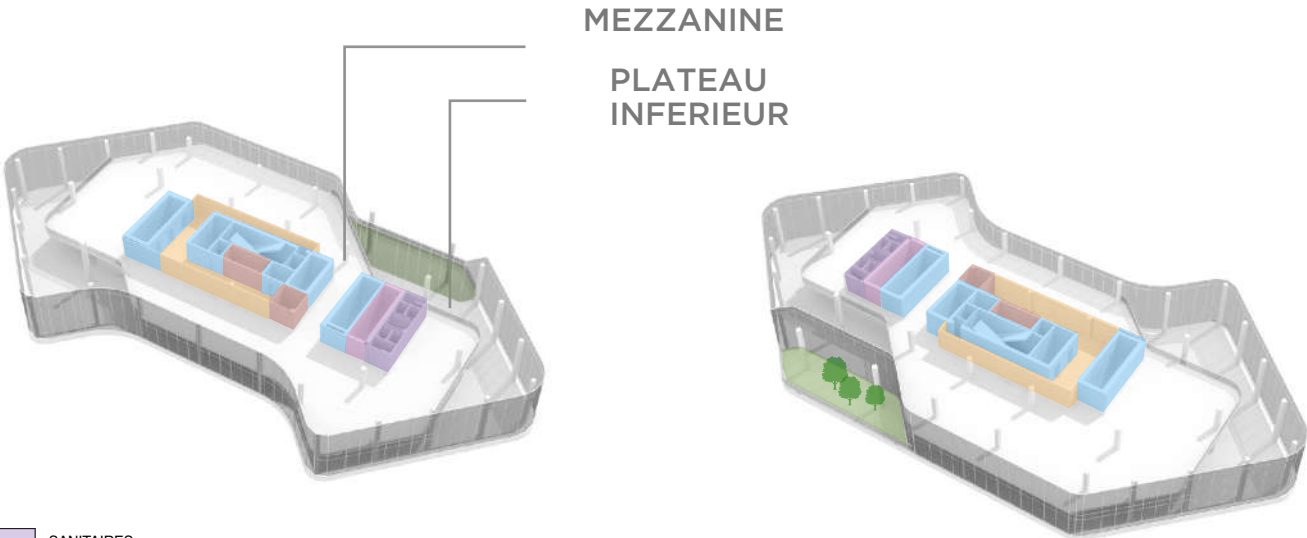


1 430m2	SURFACE PLATEAU INFÉRIEUR
1 070m2	SURFACE MEZZANINE
2 500m2	SURFACE TOTALE

R+13 PLANCHER BAS



- SANITAIRES
- CIRCULATIONS VERTICALES
- LOCAUX DIVERS / DISPONIBLE
- CIRCULATION
- TERRASSE
- CHC
- BATTERIE ASCENSEURS HÔTEL



PROJET EN COURS

TOUR MICHELET

PUTEAUX, FRANCE

EUROPLAZA

LA DÉFENSE, FRANCE

PROJET EN COURS



PROJET EN COURS

EUROPLAZA

PARIS, FRANCE



PROJET EN COURS

EUROPLAZA

PARIS, FRANCE

PAVILLON DE MONACO

SHANGHAI, CHINA

EXPO | ARCHITECTURAL | DESIGN | GLASS | AESTHETIC



PAVILLON DE MONACO

SHANGHAI, CHINA



PAVILLON DE MONACO

SHANGHAI, CHINA



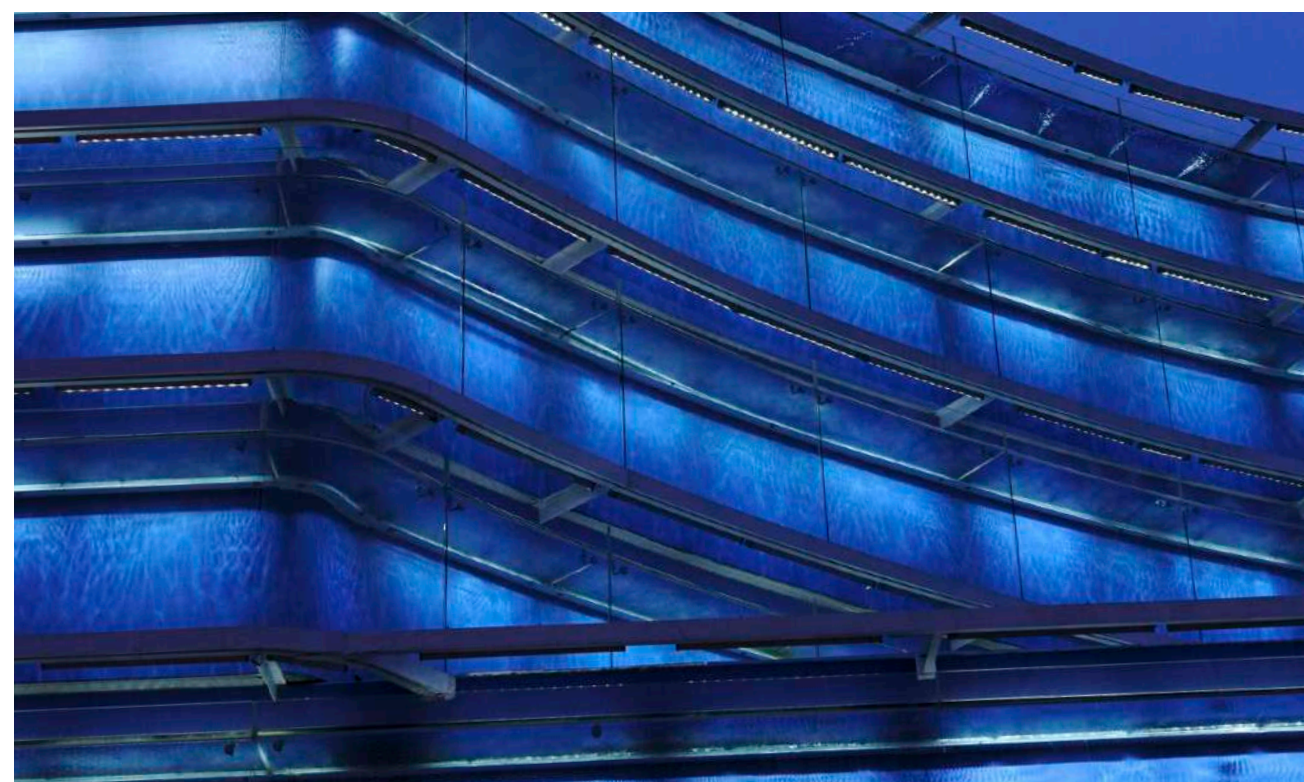
PAVILLON DE MONACO

SHANGHAI, CHINA



PAVILLON DE MONACO

SHANGHAI, CHINA



PAVILLON DE MONACO

SHANGHAI, CHINA

CITE NUMERIQUE

VILLENEUVE D'ASCQ, FRANCE



CITE NUMERIQUE

VILLENEUVE D'ASCQ, FRANCE



CITE NUMERIQUE

VILLENEUVE D'ASCQ, FRANCE



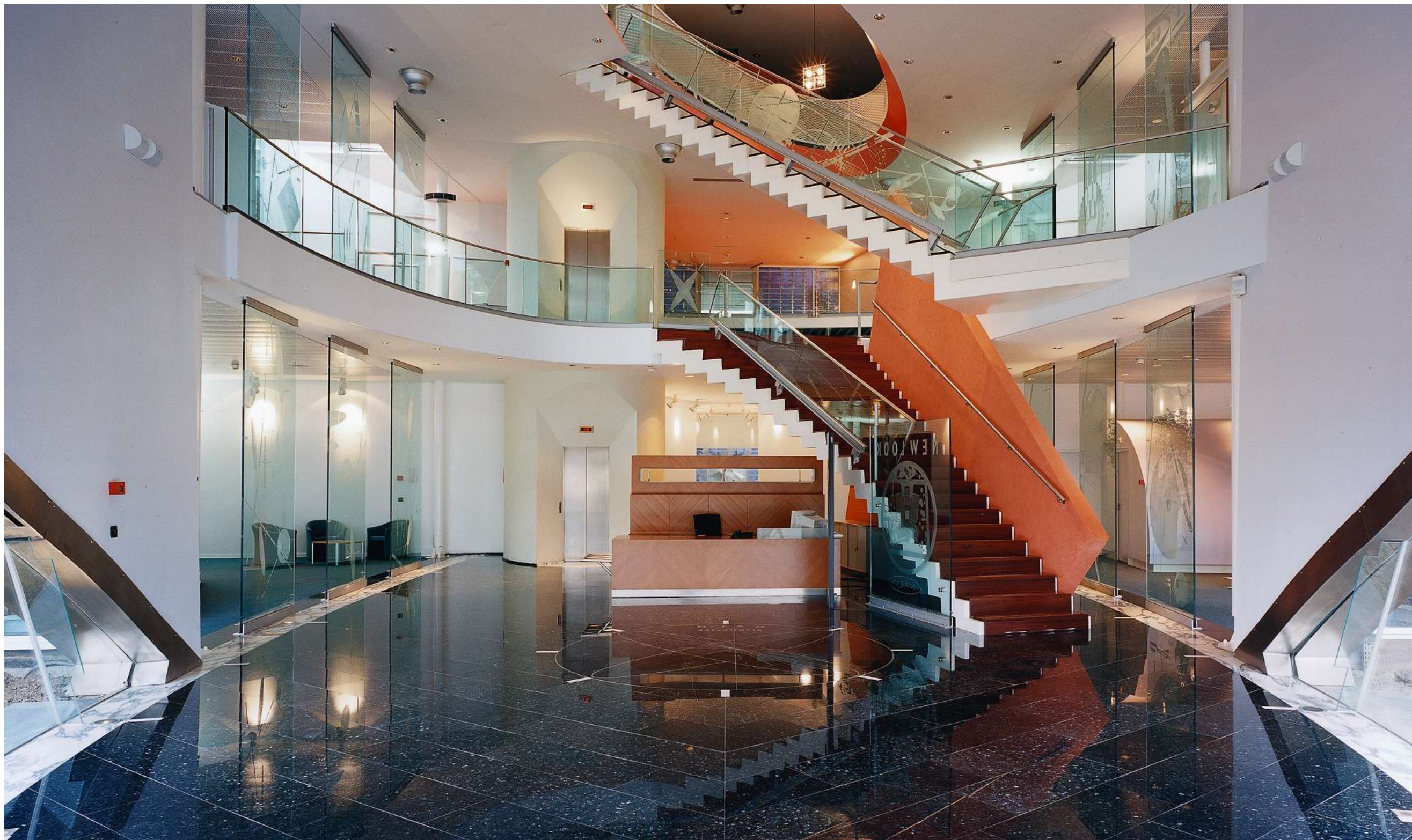
CITE NUMERIQUE

VILLENEUVE D'ASCQ, FRANCE



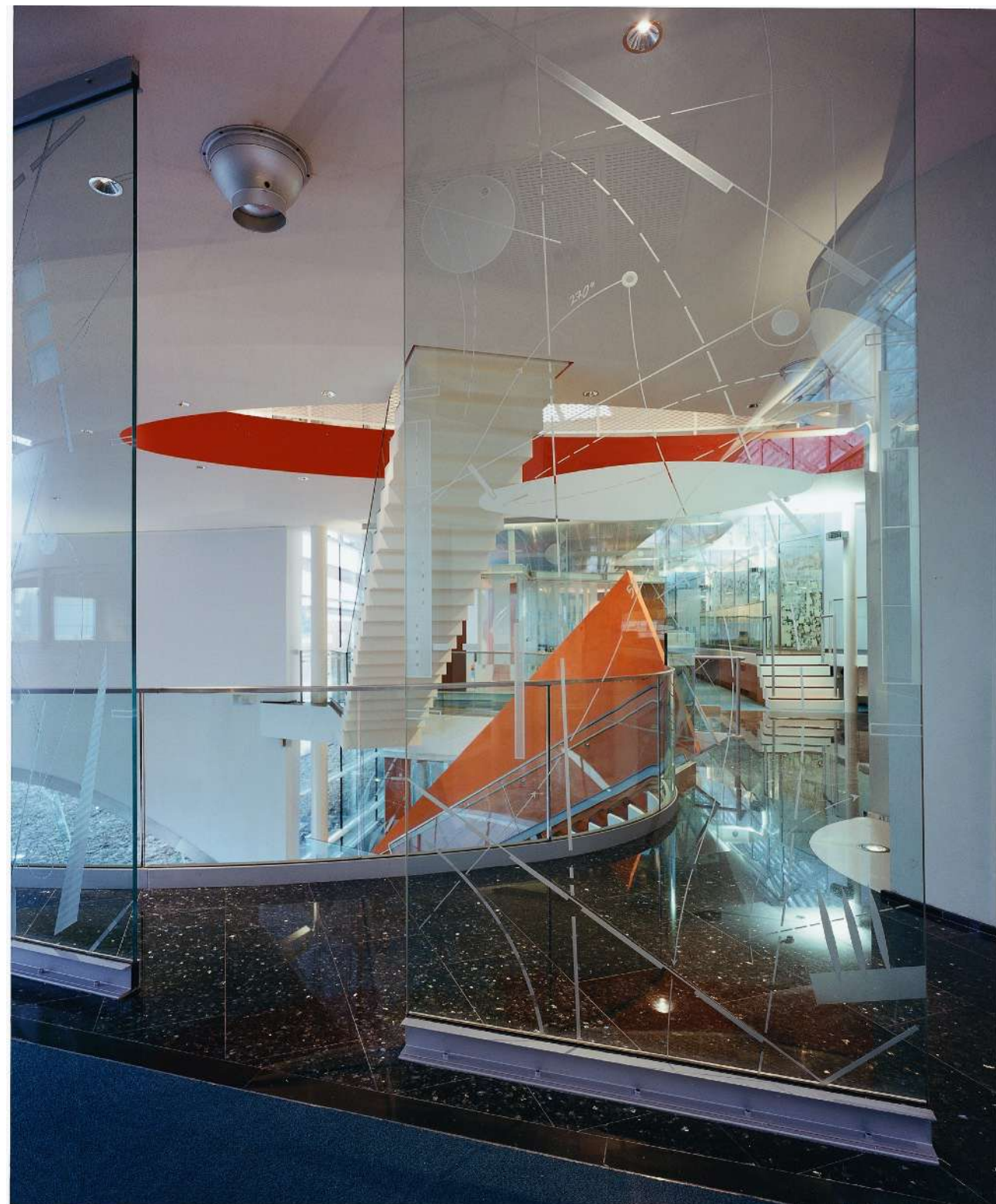
CITE NUMERIQUE

VILLENEUVE D'ASCQ, FRANCE



CITE NUMERIQUE

VILLENEUVE D'ASCQ, FRANCE



CITE NUMERIQUE
VILLENEUVE D'ASCQ, FRANCE

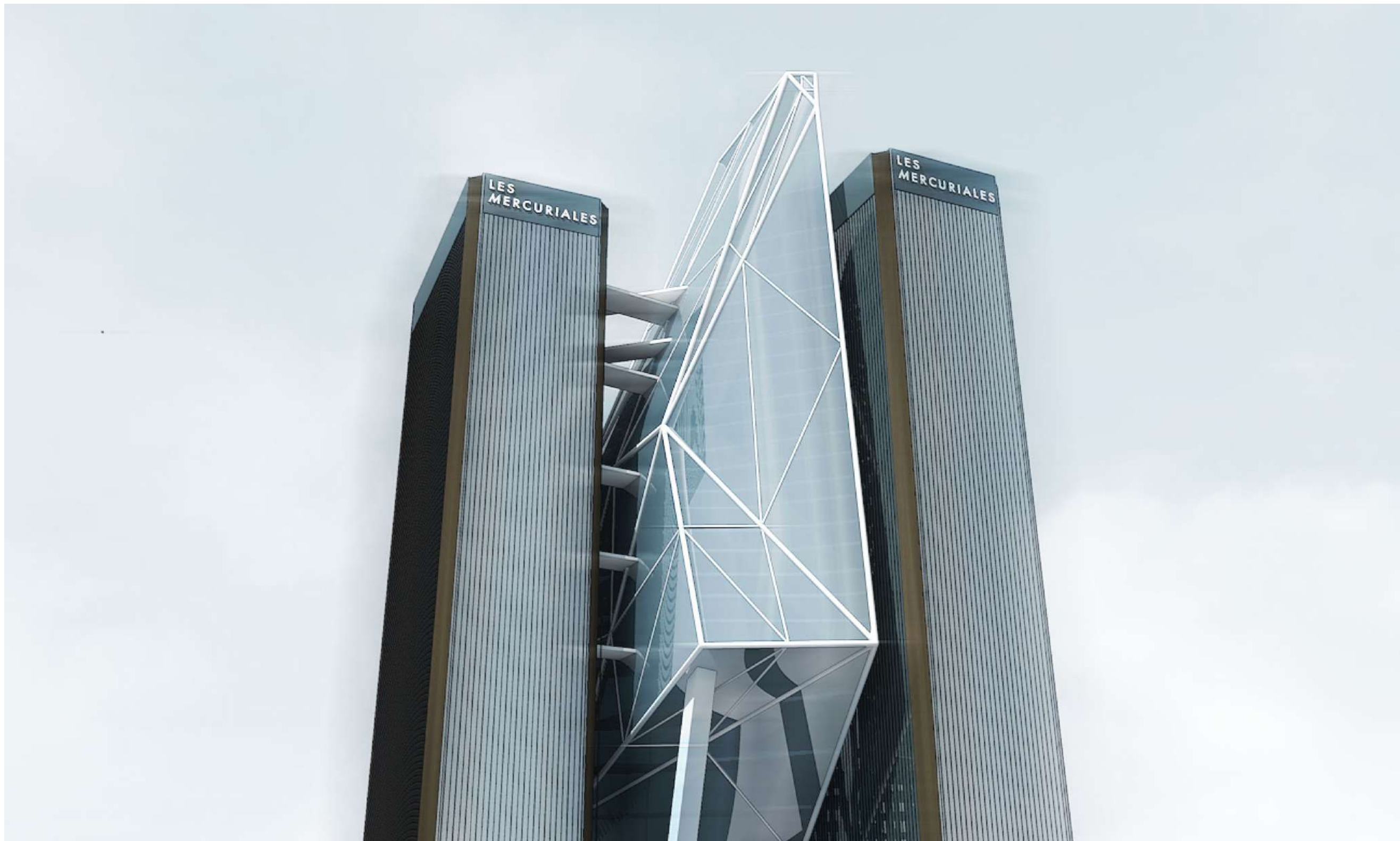
TOUR MERCURIALES

BAGNOLET, FRANCE



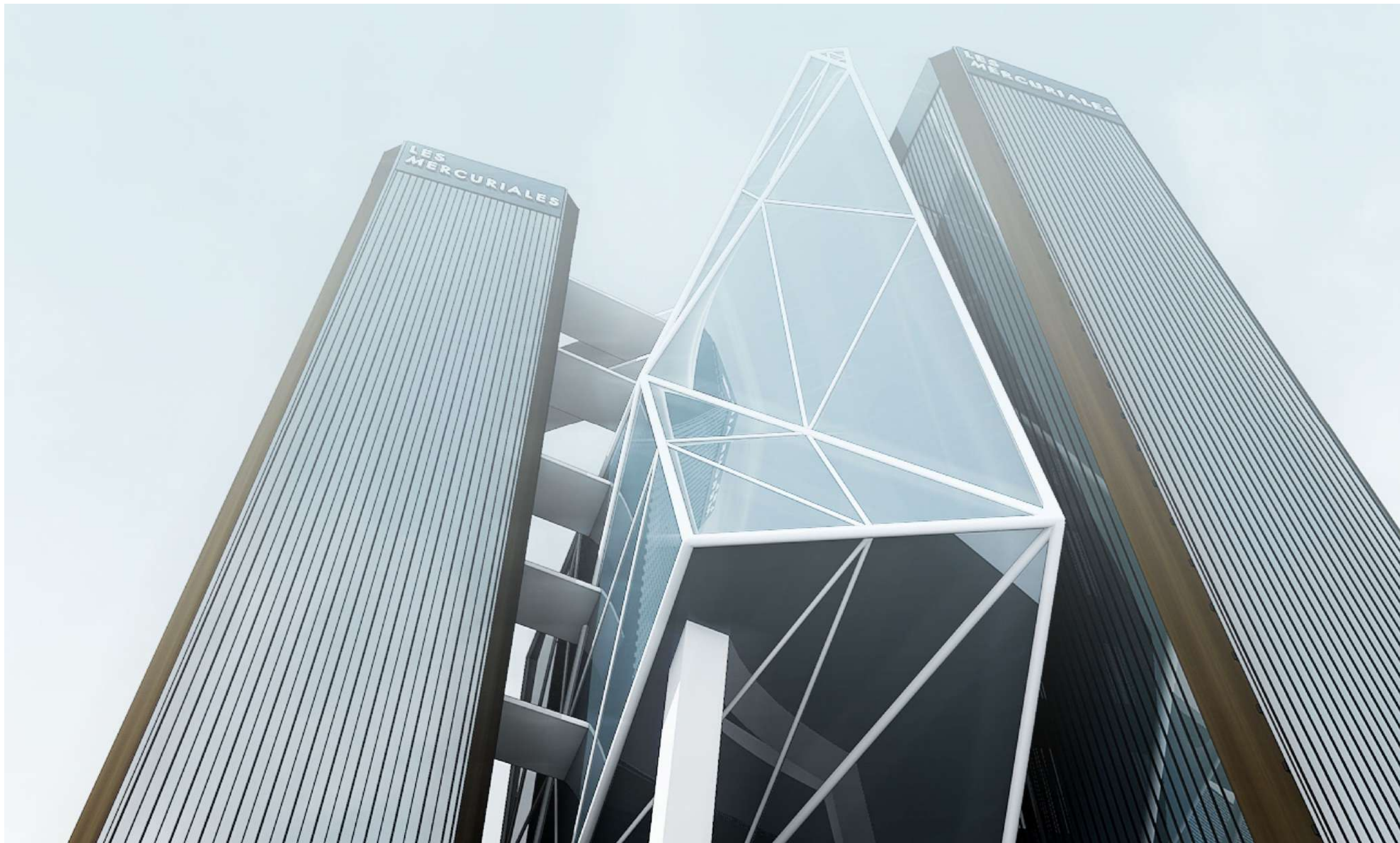
TOUR MERCURIALES

BAGNOLET, FRANCE



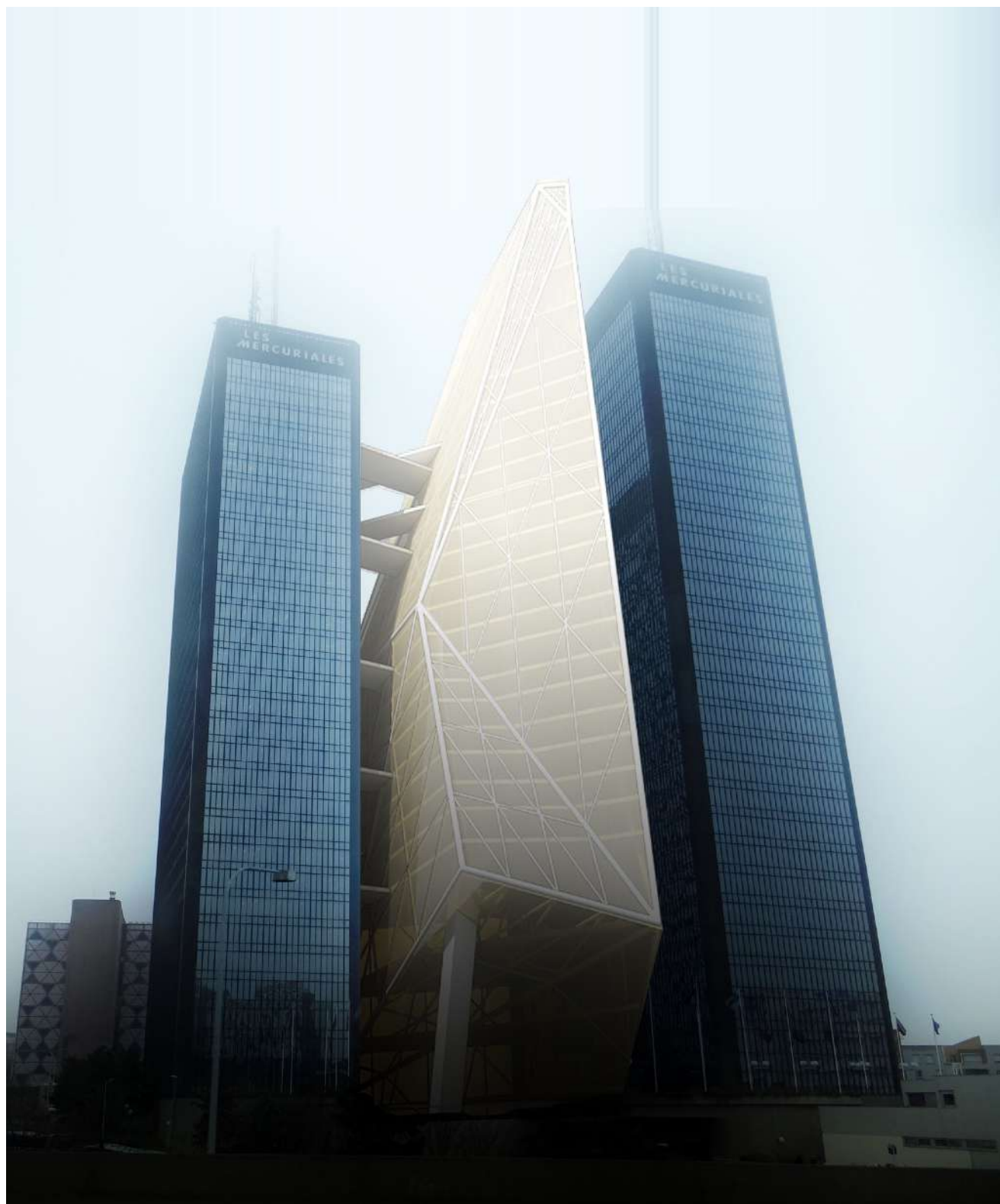
TOUR MERCURIALES

BAGNOLET, FRANCE



TOUR MERCURIALES

BAGNOLET, FRANCE



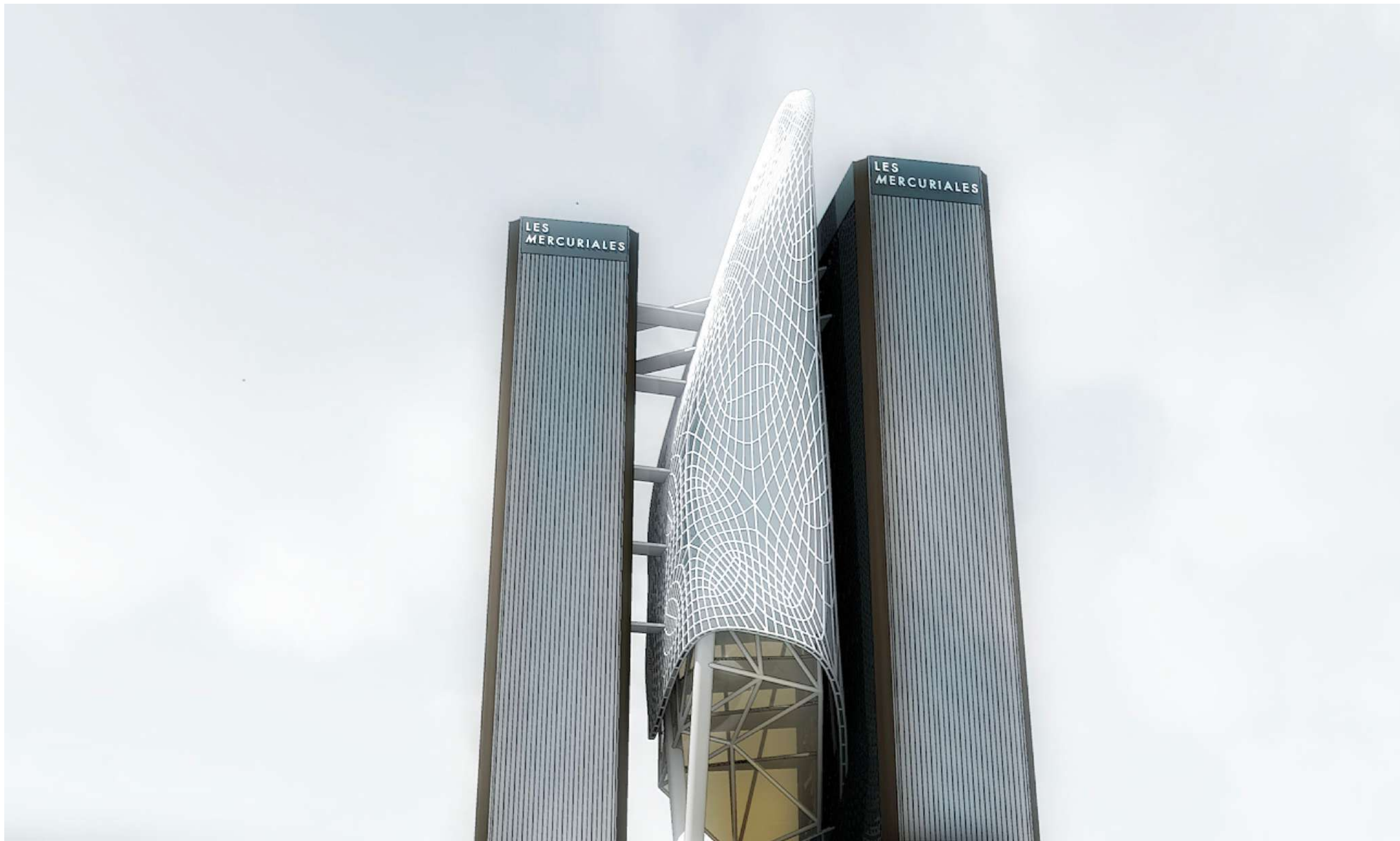
TOUR MERCURIALES

BAGNOLET, FRANCE



TOUR MERCURIALES

BAGNOLET, FRANCE



TOUR MERCURIALES

BAGNOLET, FRANCE



OFFICES

RIVES DE BERCY

CHARENTON-LE-PONT - FRANCE

PROJET EN COURS

VEGETAL | ARCHITECTURAL | CONCEPT | GLASS | AESTHETIC



PROJET EN COURS

TOUR MANHATTAN

LA DEFENSE, FRANCE



PROJET EN COURS

TOUR MANHATTAN

LA DEFENSE, FRANCE

Socle à triple
hauteur avec
restaurants,
terrasses et cafés

2 ERP



PROJET EN COURS

TOUR MANHATTAN

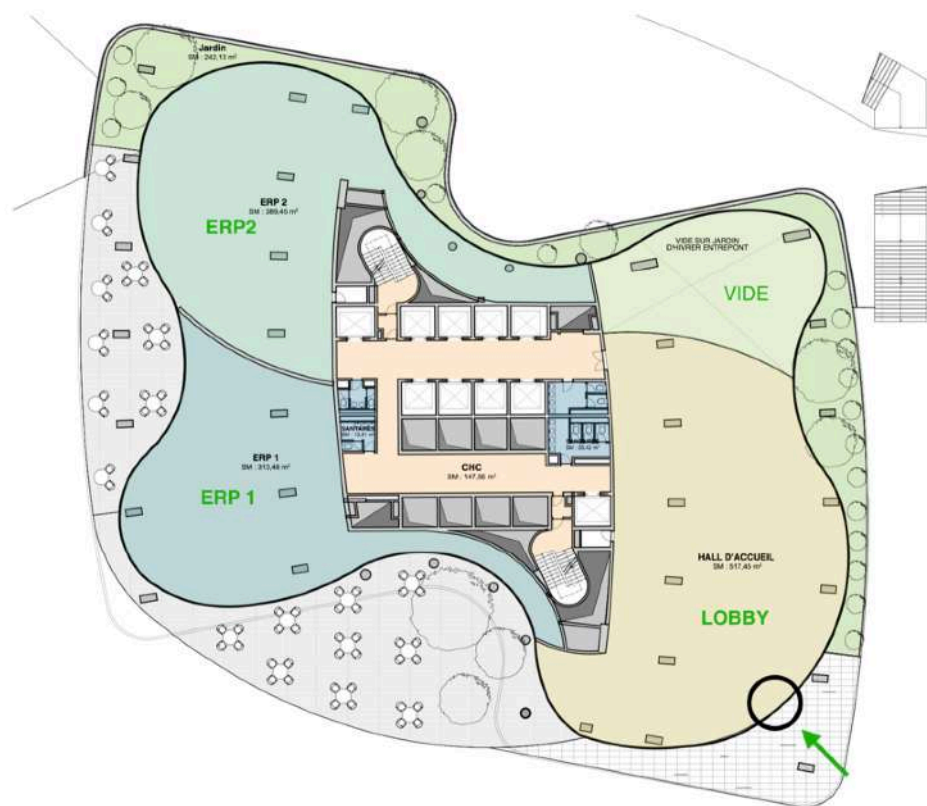
LA DEFENSE, FRANCE



PROJET EN COURS

TOUR MANHATTAN

LA DEFENSE, FRANCE



PROJET EN COURS

TOUR MANHATTAN

LA DEFENSE, FRANCE

TOUR MANHATTAN

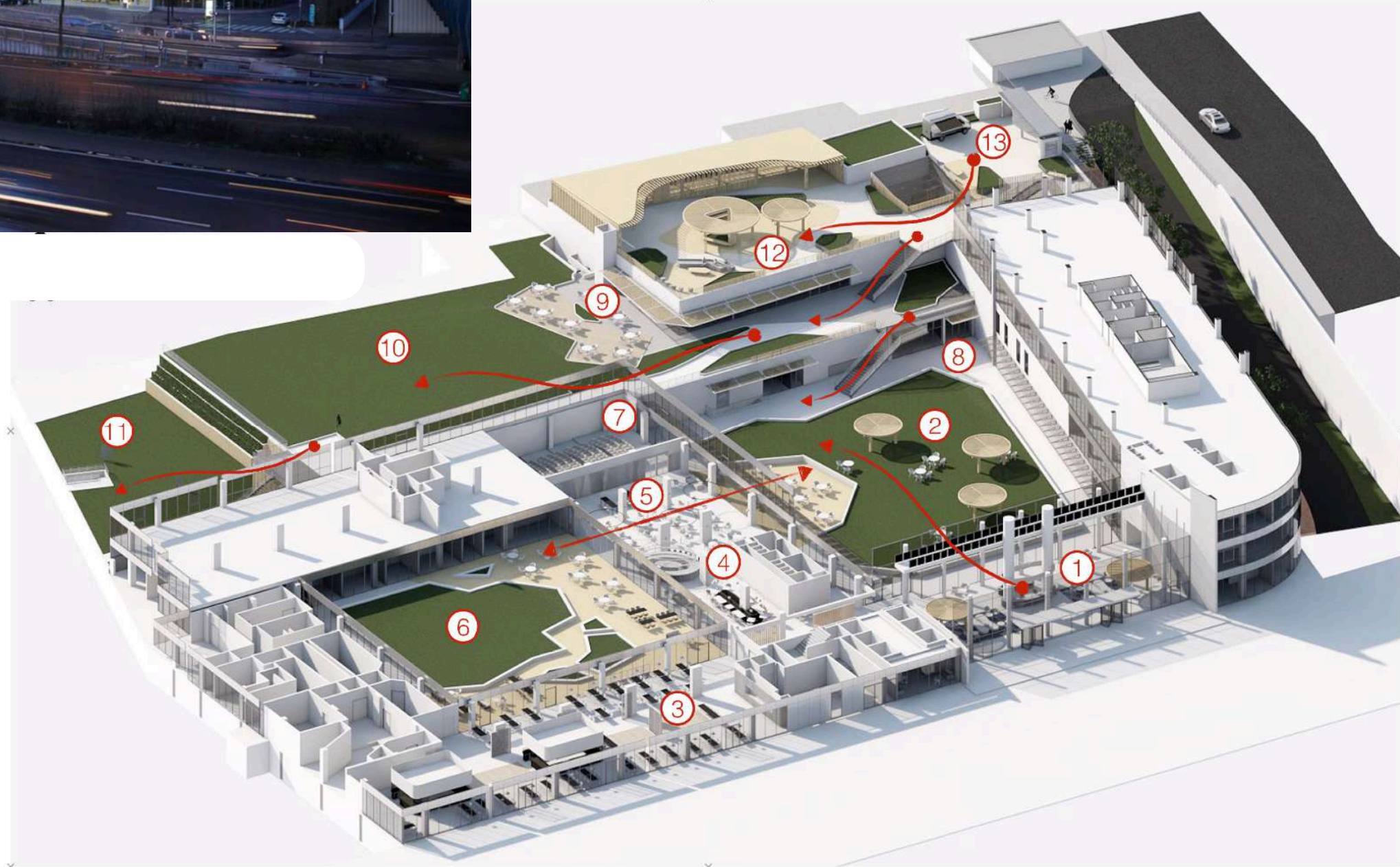
LA DEFENSE - FRANCE

PROJET EN COURS

VEGETAL | ARCHITECTURAL | CONCEPT | GLASS | AESTHETIC



- 01 - Hall entrée
- 02 - Patio du Hall
- 03 - Espace RIE
- 04 - Comptoir Café
- 05 - Restaurant Salon
- 06 - Patio RIE
- 07 - Auditorium
- 08 - Fitness / Wellness
- 09 - Grab & Go / Vente à emporter
- 10 - Terrasse R+1
- 11 - Terrasse RDC
- 12 - Espace After-Work / Guinguette
- 13 - Nouvelle entrée mobilités douces



PROJET EN COURS

RIVES DE BERCY

CHARENTON-LE-PONT, FRANCE



PROJET EN COURS

RIVES DE BERCY

CHARENTON-LE-PONT, FRANCE



PROJET EN COURS

RIVES DE BERCY

CHARENTON-LE-PONT, FRANCE



PROJET EN COURS

RIVES DE BERCY

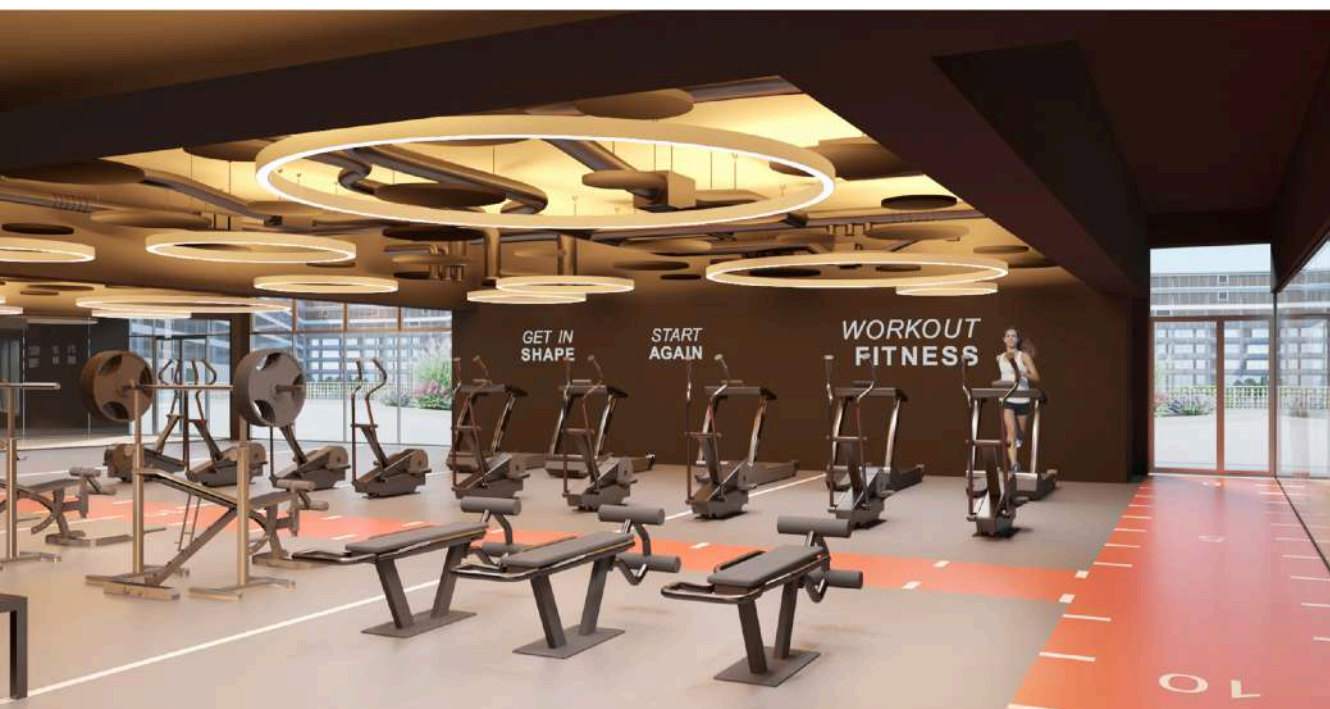
CHARENTON-LE-PONT, FRANCE



PROJET EN COURS

RIVES DE BERCY

CHARENTON-LE-PONT, FRANCE



PROJET EN COURS

RIVES DE BERCY

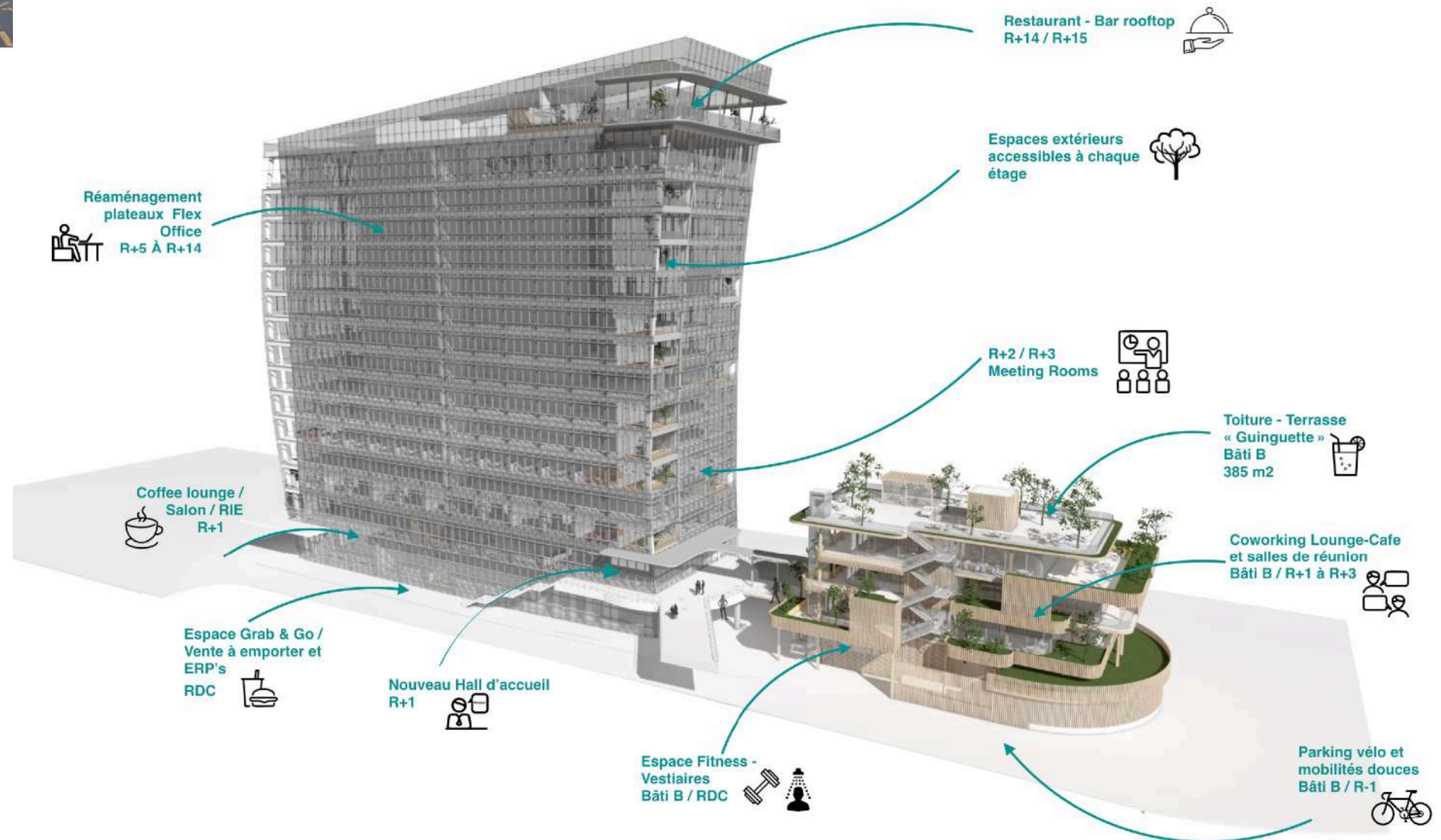
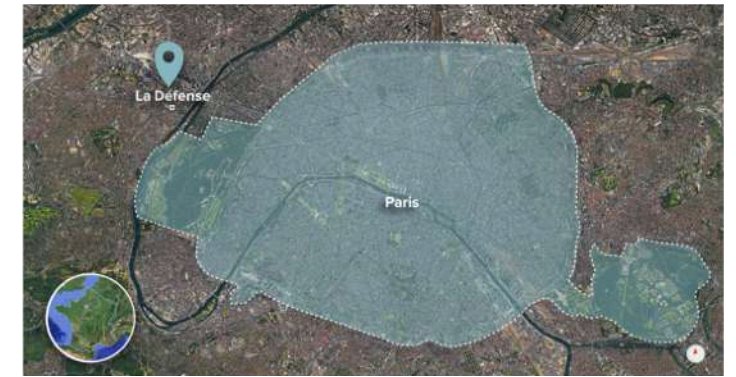
CHARENTON-LE-PONT, FRANCE

TOUR EXALTIS

LA DEFENSE - FRANCE

PROJET EN COURS

VEGETAL | ARCHITECTURAL | CONCEPT | GLASS | AESTHETIC



PROJET EN COURS

LA DEFENSE , FRANCE



PROJET EN COURS

LA DEFENSE , FRANCE

Nouveau Hall d'accueil
R+1



Restaurant - Bar rooftop
R+14 - R+15

Espaces extérieurs
accessibles à chaque étage
R+2 À R+13



Toiture - Terrasse
« Guinguette »
Bâti B



Réaménagement
plateaux
Flexoffice
R+6 À R+13



Coworking Lounge-Cafe
et salles de réunion
Bâti B / R+1 à R+3



Espace Fitness -
Vestiaires
Bâti B / RDC



Parking vélo et
mobilités douces
Bâti B / R-1



R+2 À R+5
Etages densifiantes
Salles de réunion- Flex
Office - Coworking
R+2 À R+14



R+1
Coffee Lounge /
Salon / RIE



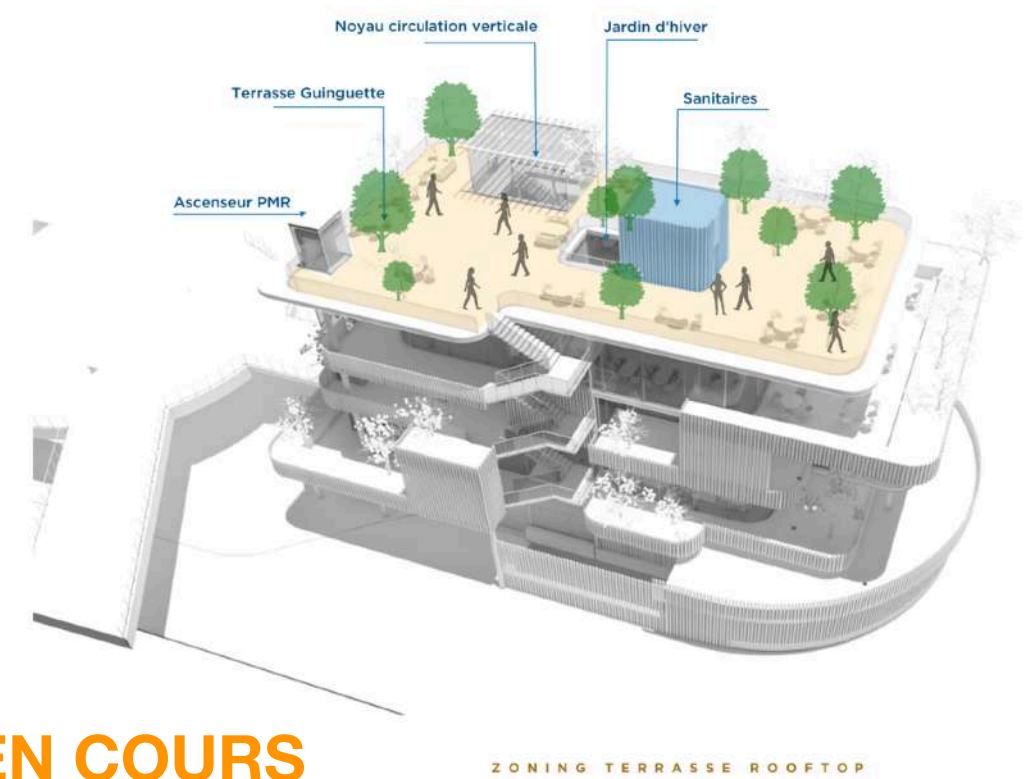
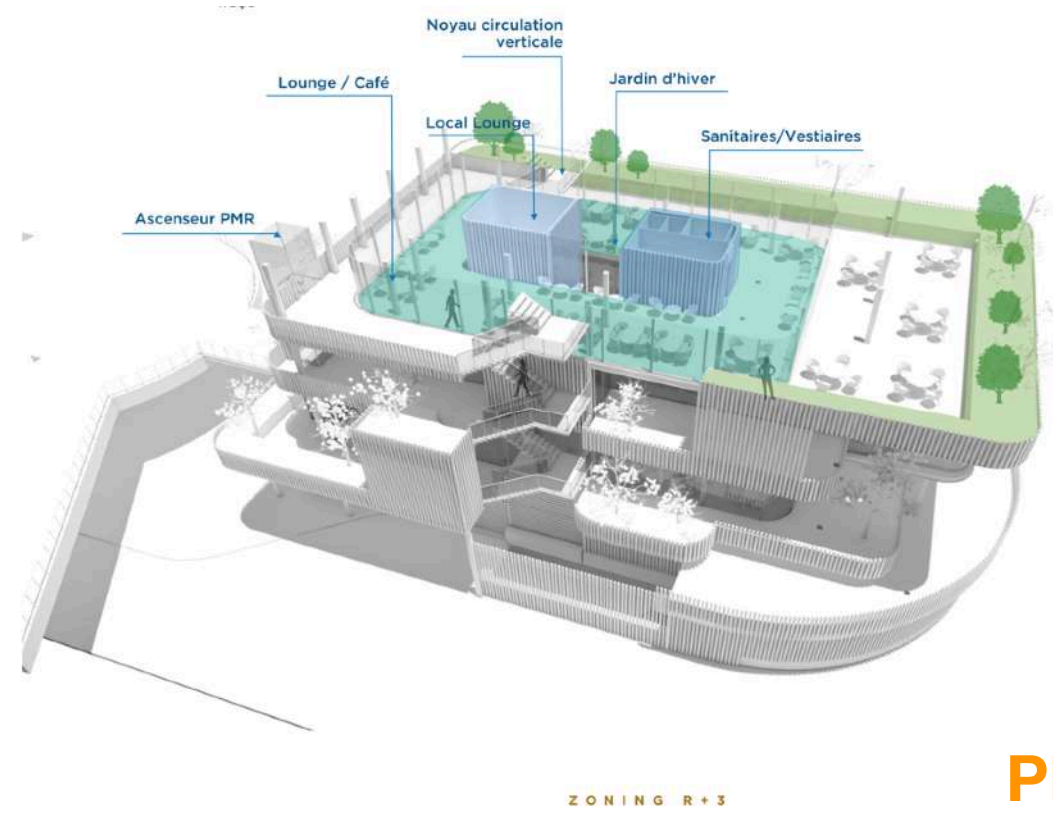
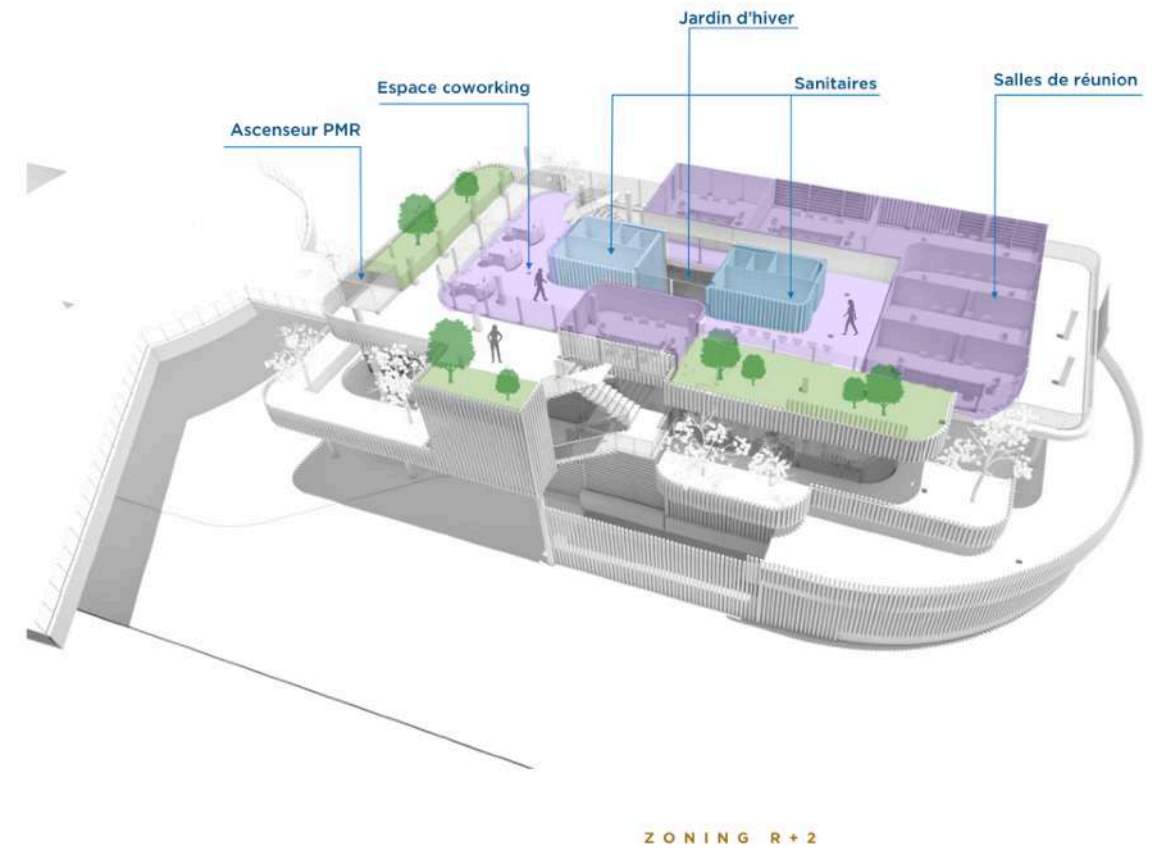
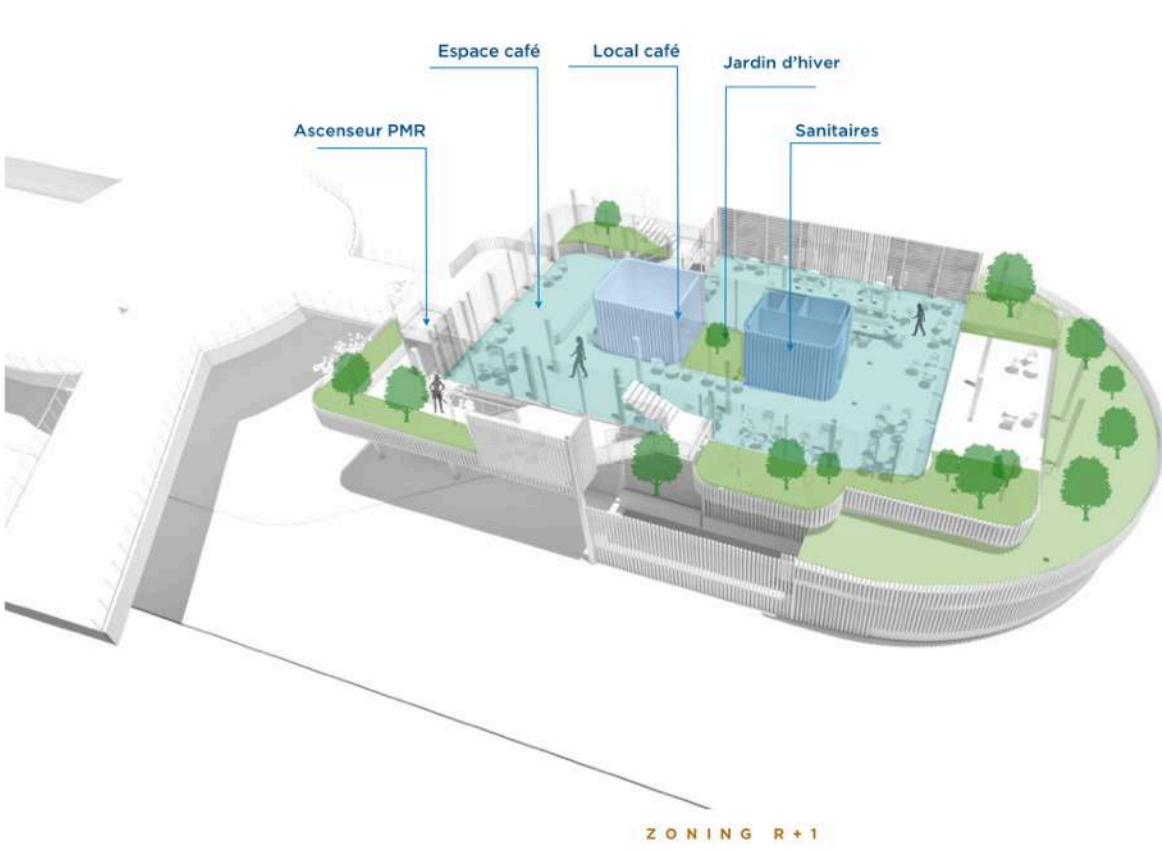
RDC
Espace Grab & Go /
Vente à emporter ET
ERP'S



PROGRAMME GLOBAL
PROJET EN COURS



PROJET EN COURS
LA DEFENSE , FRANCE



PROJET EN COURS

LA DEFENSE , FRANCE

L'OREAL LEVALLOIS

PARIS, FRANCE

VEGETAL | ARCHITECTURAL | CONCEPT | GLASS | AESTHETIC



L'OREAL LEVALLOIS

PARIS, FRANCE



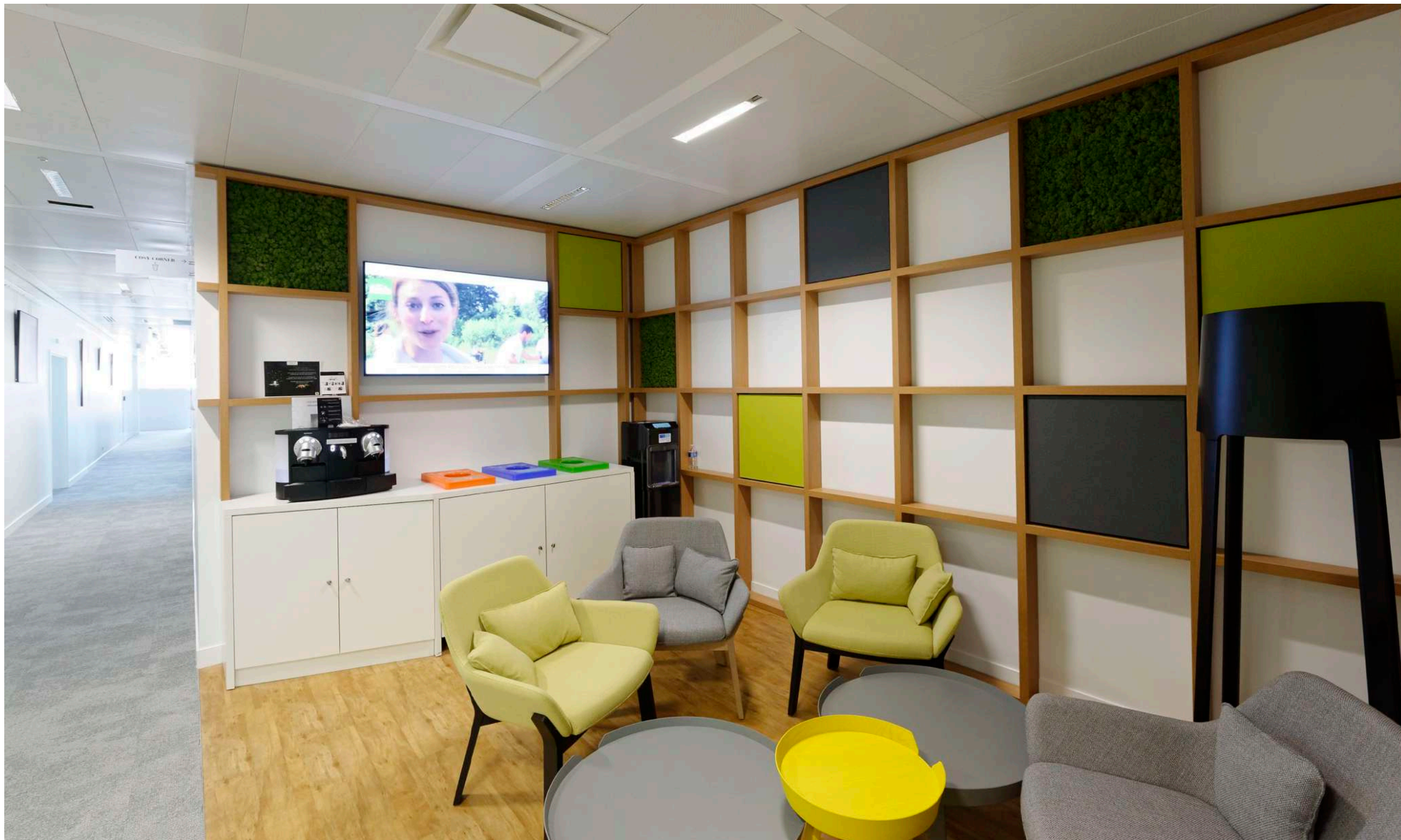
L'OREAL LEVALLOIS

PARIS, FRANCE



L'OREAL LEVALLOIS

PARIS, FRANCE



L'OREAL LEVALLOIS

PARIS, FRANCE



L'OREAL LEVALLOIS

PARIS, FRANCE



L'OREAL LEVALLOIS

PARIS, FRANCE



L'OREAL LEVALLOIS

PARIS, FRANCE

UTAC

MONTLHERY, FRANCE

VEGETAL | ARCHITECTURAL | CONCEPT | GLASS | AESTHETIC



UTAC

MONTLHERY, FRANCE



UTAC

MONTLHERY, FRANCE



UTAC

MONTLHERY, FRANCE



UTAC

MONTLHERY, FRANCE



UTAC

MONTLHÉRY, FRANCE



UTAC

MONTLHERY, FRANCE



UTAC

MONTLHERY, FRANCE

ALTAVIA

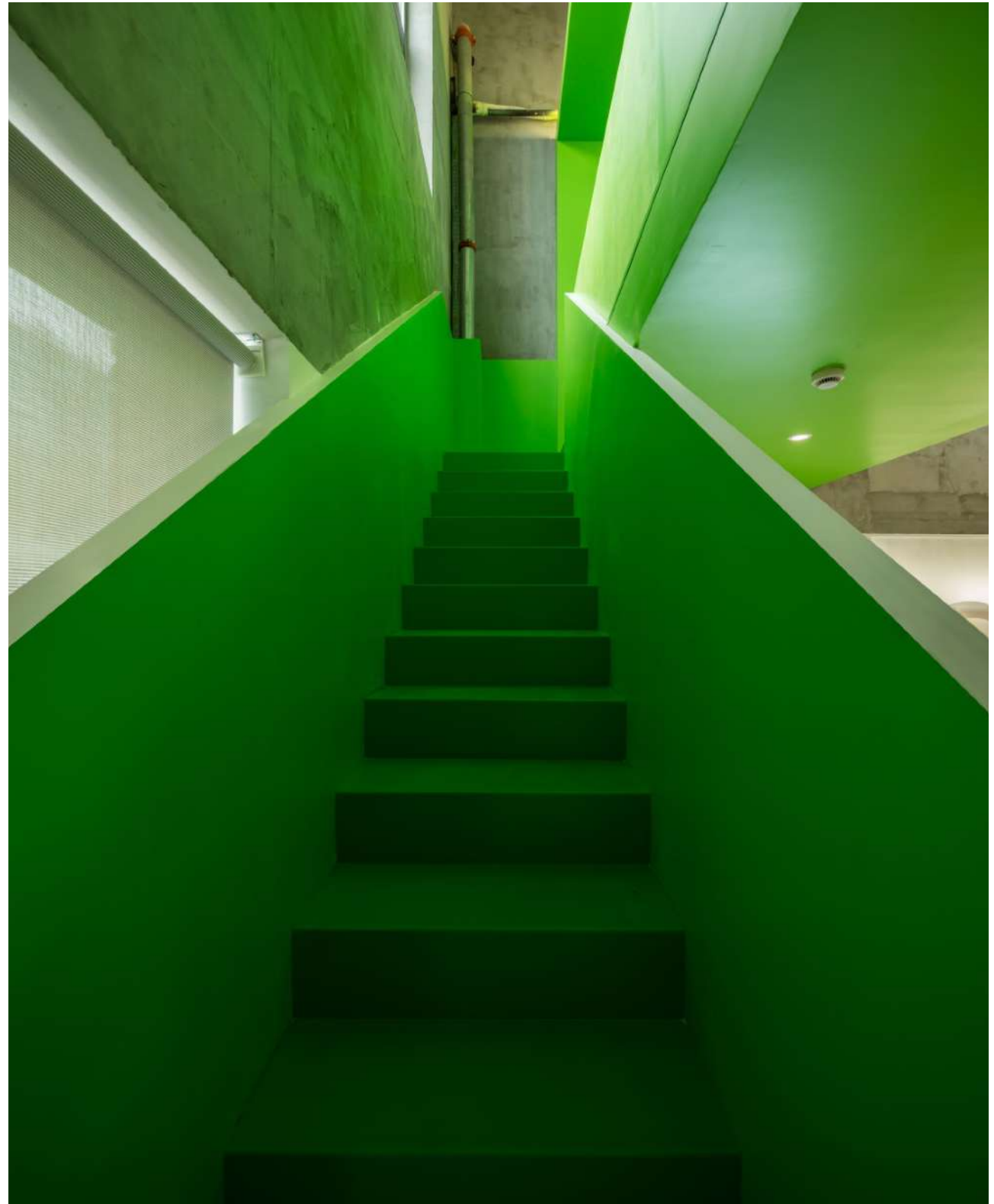
SHANGHAI, CHINA

VEGETAL | BUREAUX | COWORKING | GLASS | AESTHETIC



ALTAVIA

SHANGHAI, CHINA



ALTAVIA

SHANGHAI, CHINA



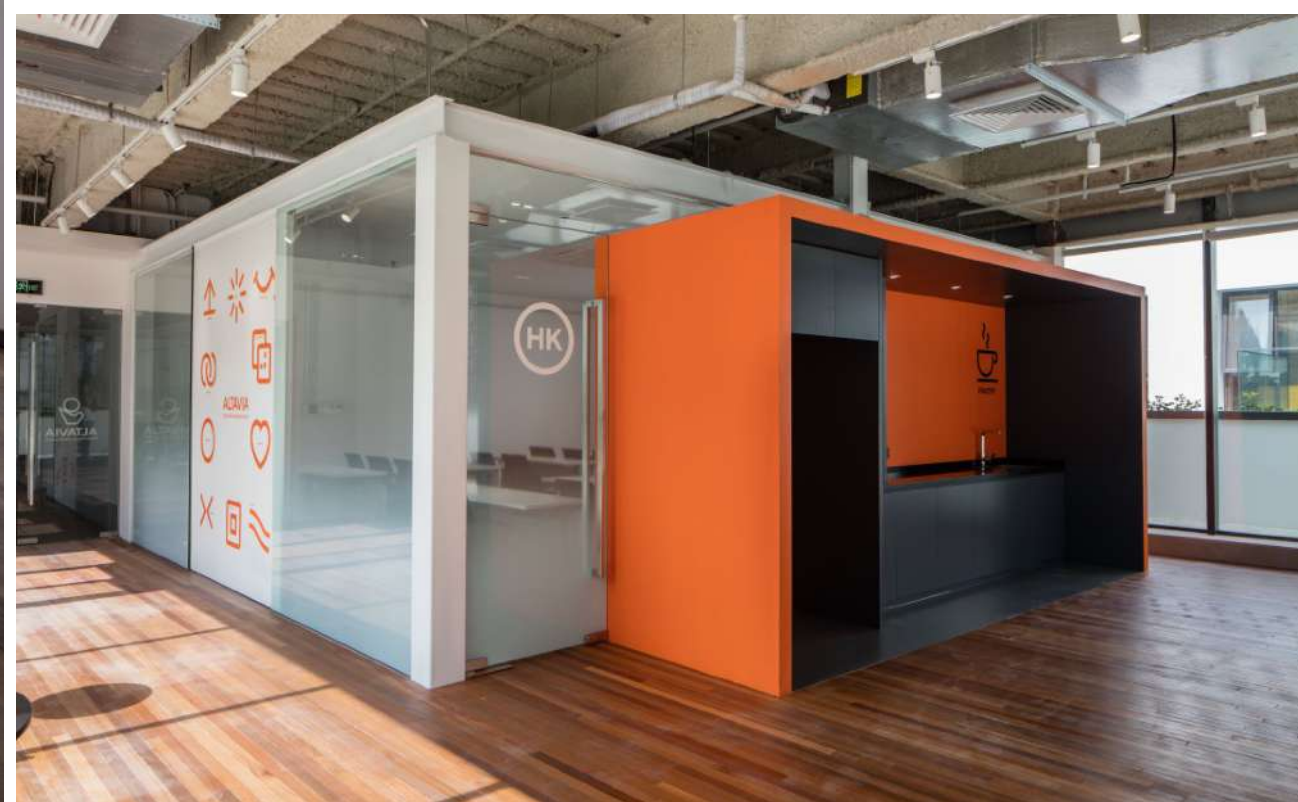
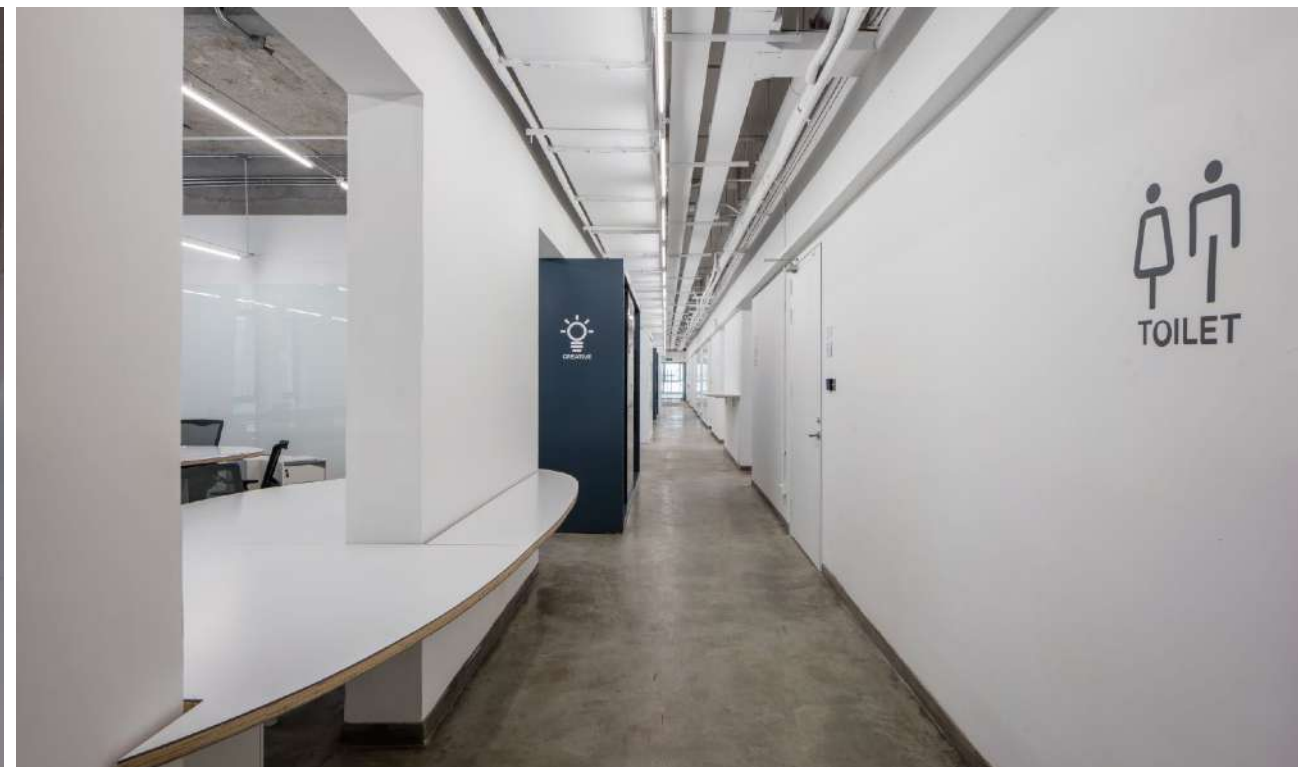
ALTAVIA

SHANGHAI, CHINA



ALTAVIA

SHANGHAI, CHINA



ALTAVIA

SHANGHAI, CHINA

ALTAVIA

SAINT-OUEN, FRANCE

VEGETAL | BUREAUX | COWORKING | GLASS | AESTHETIC



ALTAVIA

SAINT-OUEN, FRANCE



ALTAVIA

SAINT-OUEN, FRANCE



ALTAVIA

SAINT-OUEN, FRANCE



ALTAVIA

SAINT-OUEN, FRANCE



ALTAVIA

SAINT-OUEN, FRANCE



ALTAVIA

SAINT-OUEN, FRANCE



ALTAVIA

SAINT-OUEN, FRANCE



ALTAVIA

SAINT-OUEN, FRANCE

HERMÈS OFFICE

SHANGHAI, CHINA



HERMÈS OFFICE

SHANGHAI, CHINA



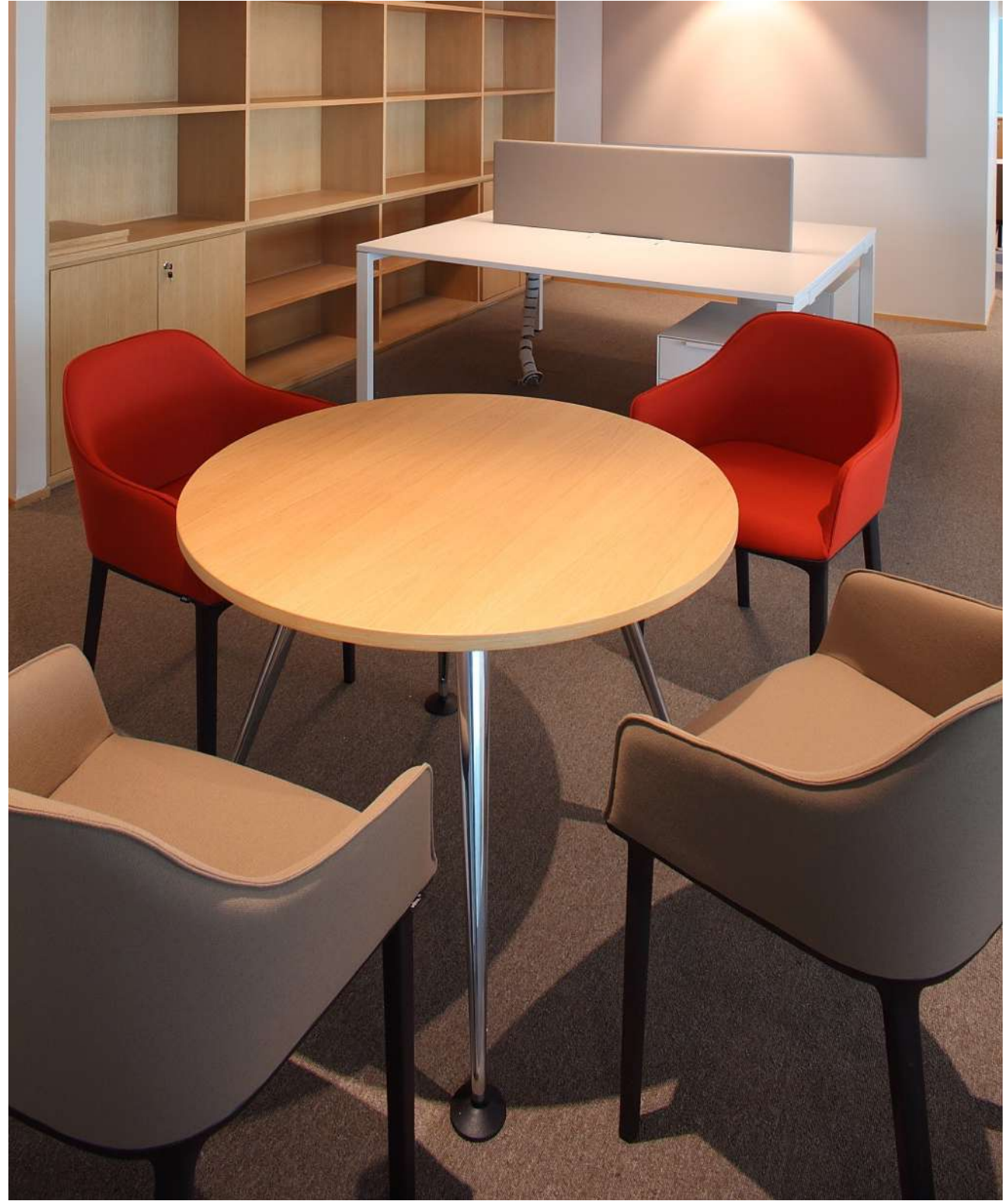
HERMÈS OFFICE

SHANGHAI, CHINA



HERMÈS OFFICE

SHANGHAI, CHINA



HERMÈS OFFICE

SHANGHAI, CHINA



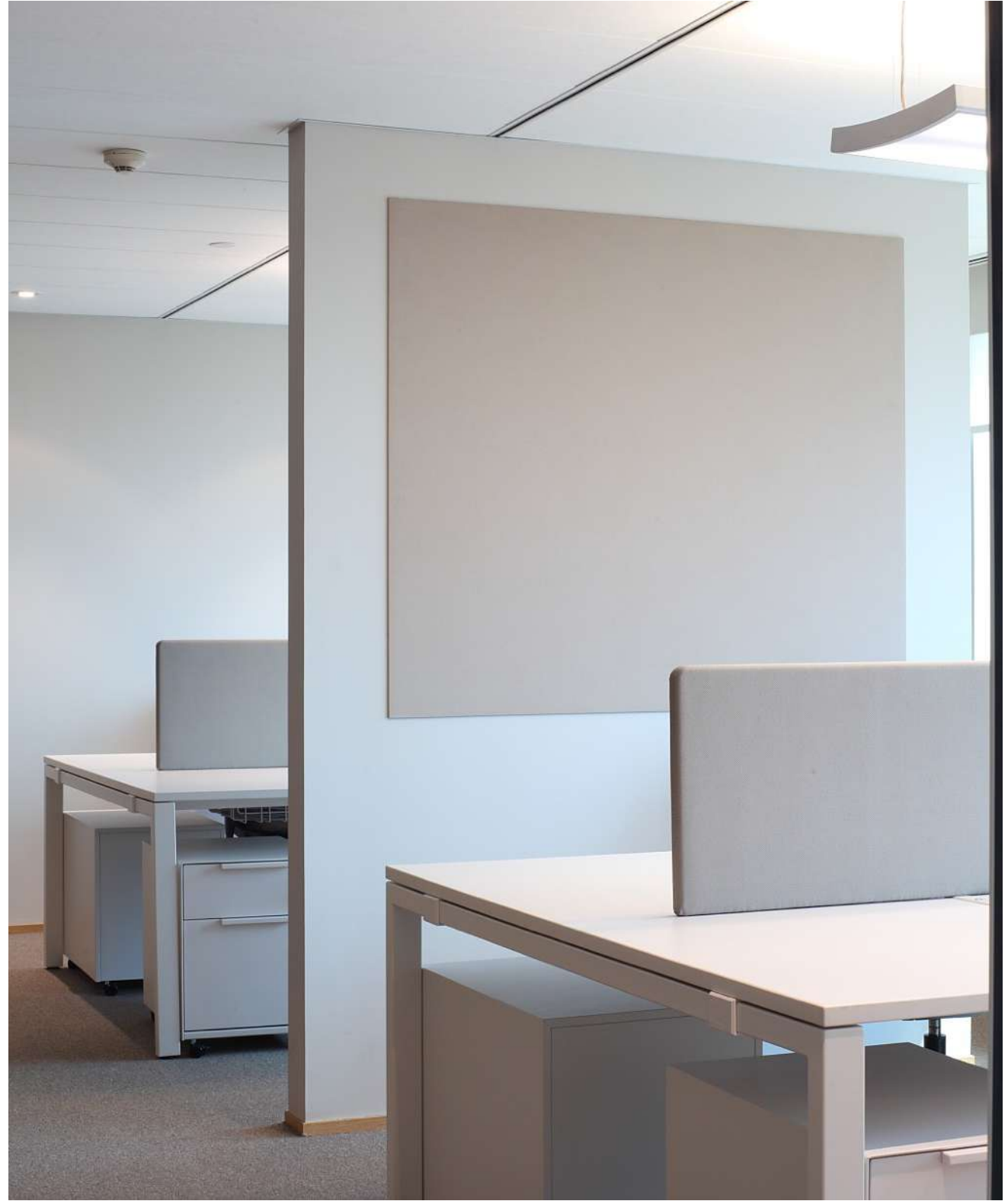
HERMÈS OFFICE

SHANGHAI, CHINA



HERMÈS OFFICE

SHANGHAI, CHINA



HERMÈS OFFICE

SHANGHAI, CHINA

PAPER OFFICE

SHANGHAI, CHINA

BUREAUX | ARCHITECTURAL | DESIGN | RENOVATION | AESTHETIC



PAPER OFFICE

SHANGHAI, CHINA



PAPER OFFICE

SHANGHAI, CHINA



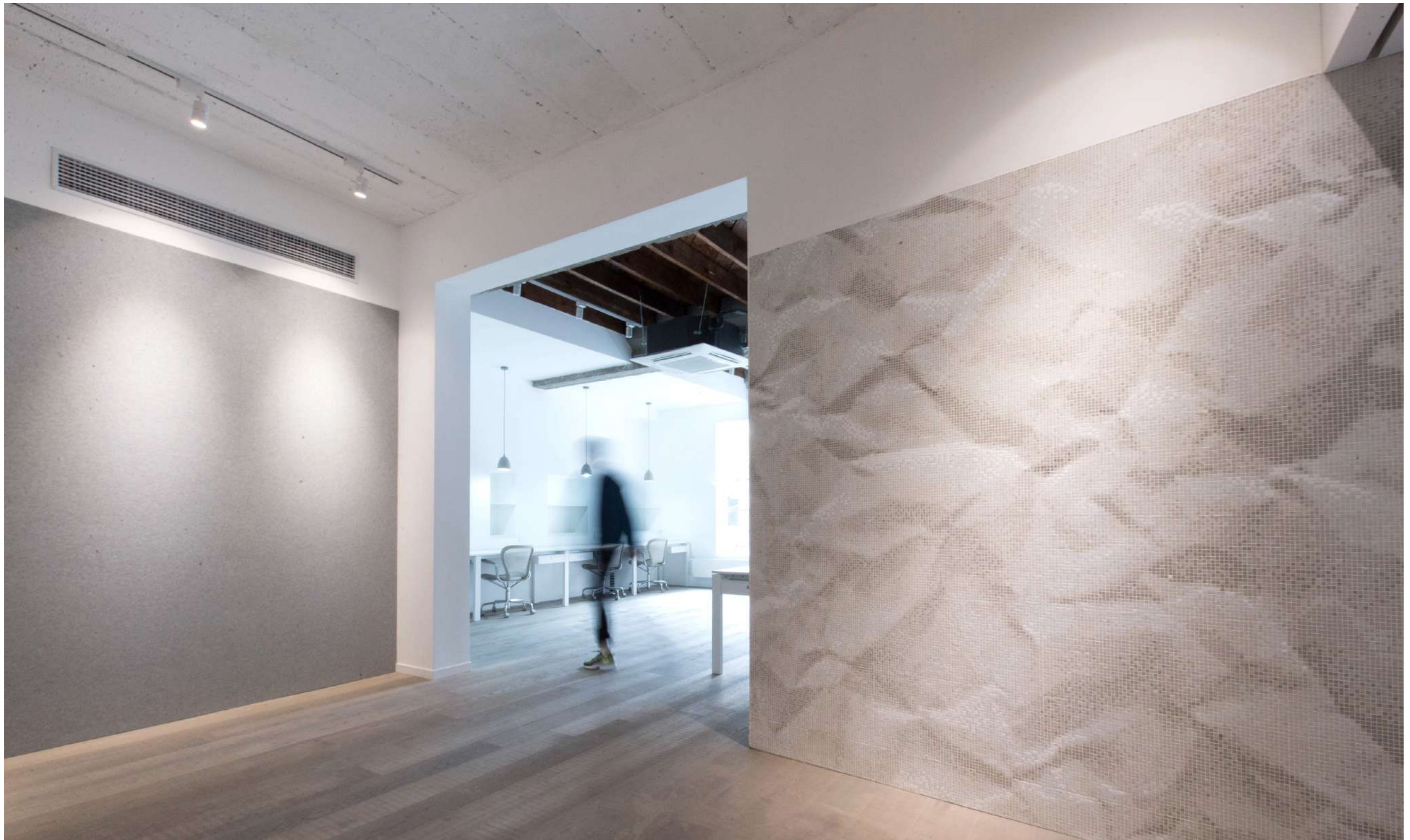
PAPER OFFICE

SHANGHAI, CHINA



PAPER OFFICE

SHANGHAI, CHINA



PAPER OFFICE

SHANGHAI, CHINA



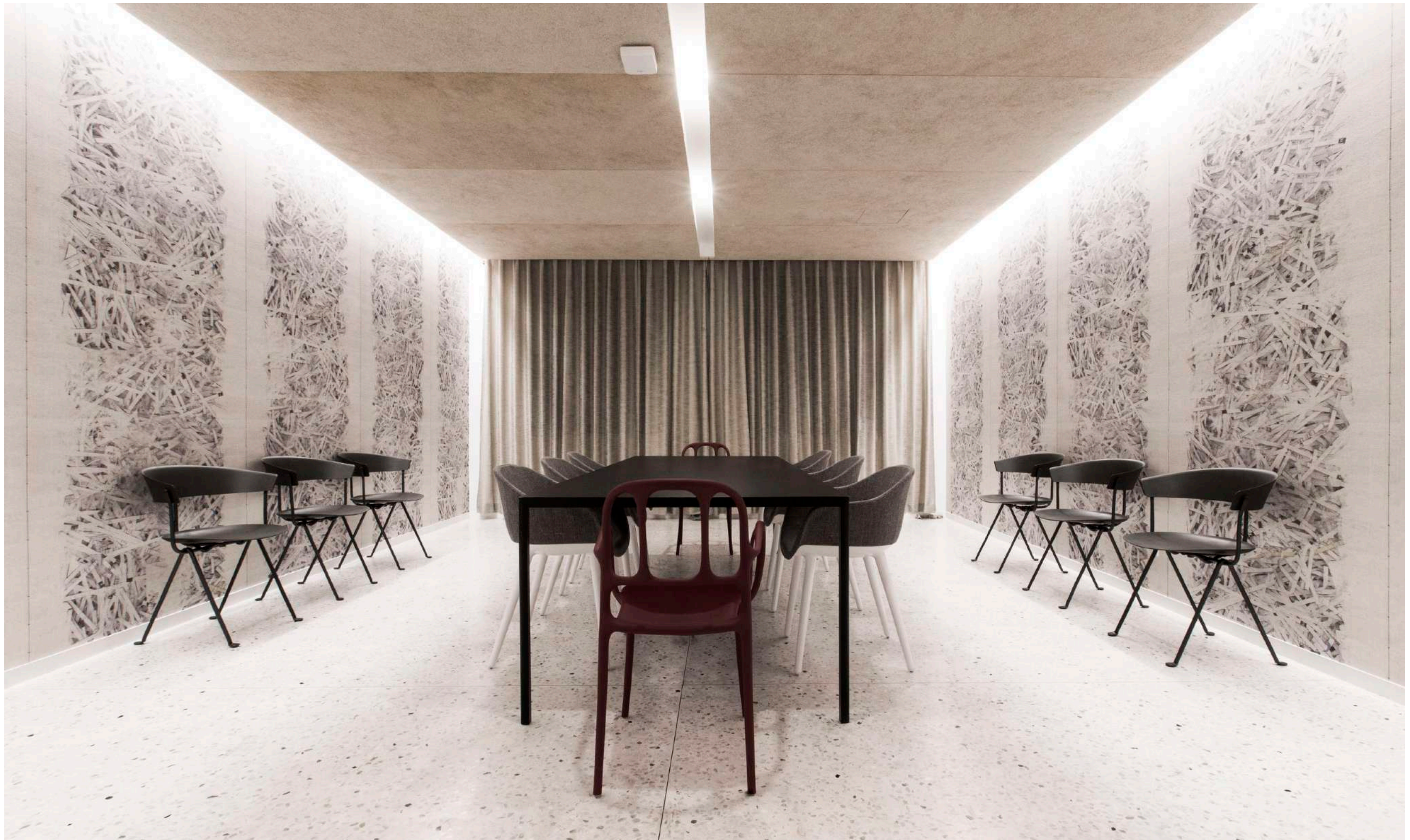
PAPER OFFICE

SHANGHAI, CHINA



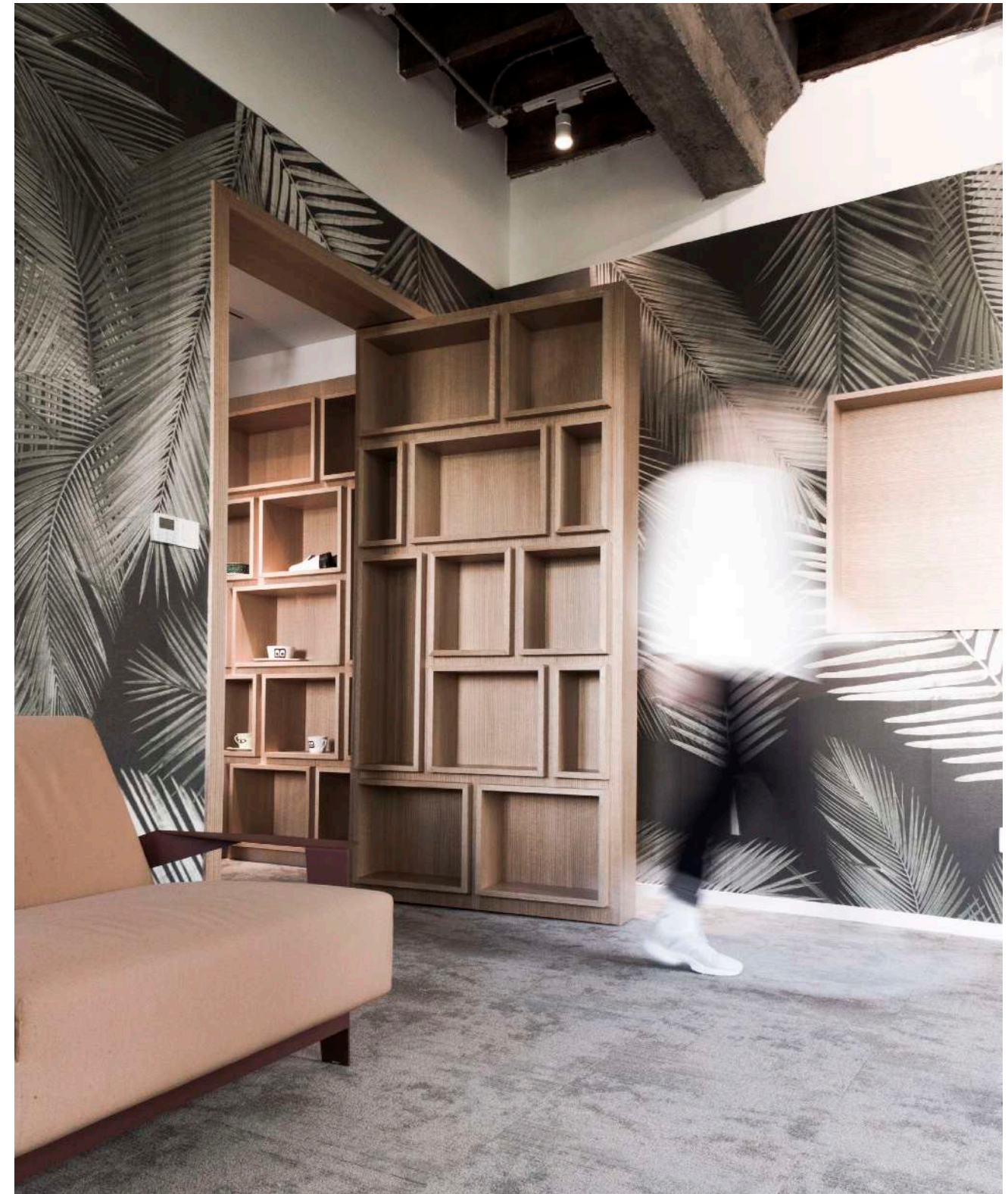
PAPER OFFICE

SHANGHAI, CHINA

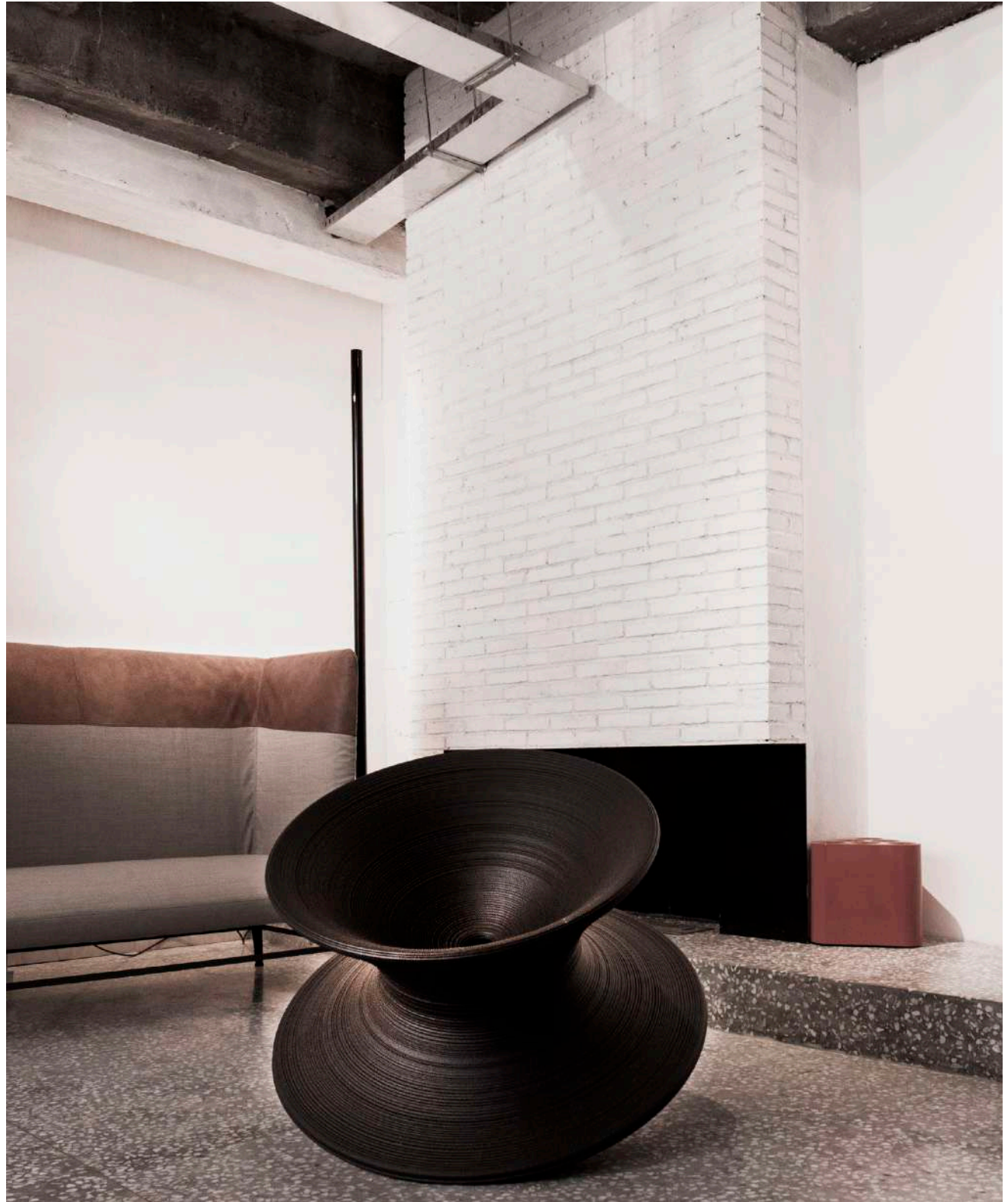


PAPER OFFICE

SHANGHAI, CHINA



NACO BUENOS AIRES
ARGENTINA



N A C O B U E N O S A I R E S
A R G E N T I N A

SUPERBLA SUPERPRESS

SHANGHAI, CHINA

BUREAUX | ARCHITECTURAL | DESIGN | RENOVATION | AESTHETIC



SUPERBLA SUPERPRESS

SHANGHAI, CHINA



SUPERBLA SUPERPRESS

SHANGHAI, CHINA



SUPERBLA SUPERPRESS

SHANGHAI, CHINA



SUPERBLA SUPERPRESS

SHANGHAI, CHINA



SUPERBLA SUPERPRESS

SHANGHAI, CHINA



SUPERBLA SUPERPRESS

SHANGHAI, CHINA



SUPERBLA SUPERPRESS

SHANGHAI, CHINA



SUPERBLA SUPERPRESS

SHANGHAI, CHINA

NACO SHANGHAI

CHINA

BUREAUX | ARCHITECTURAL | DESIGN | RENOVATION | AESTHETIC



N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A



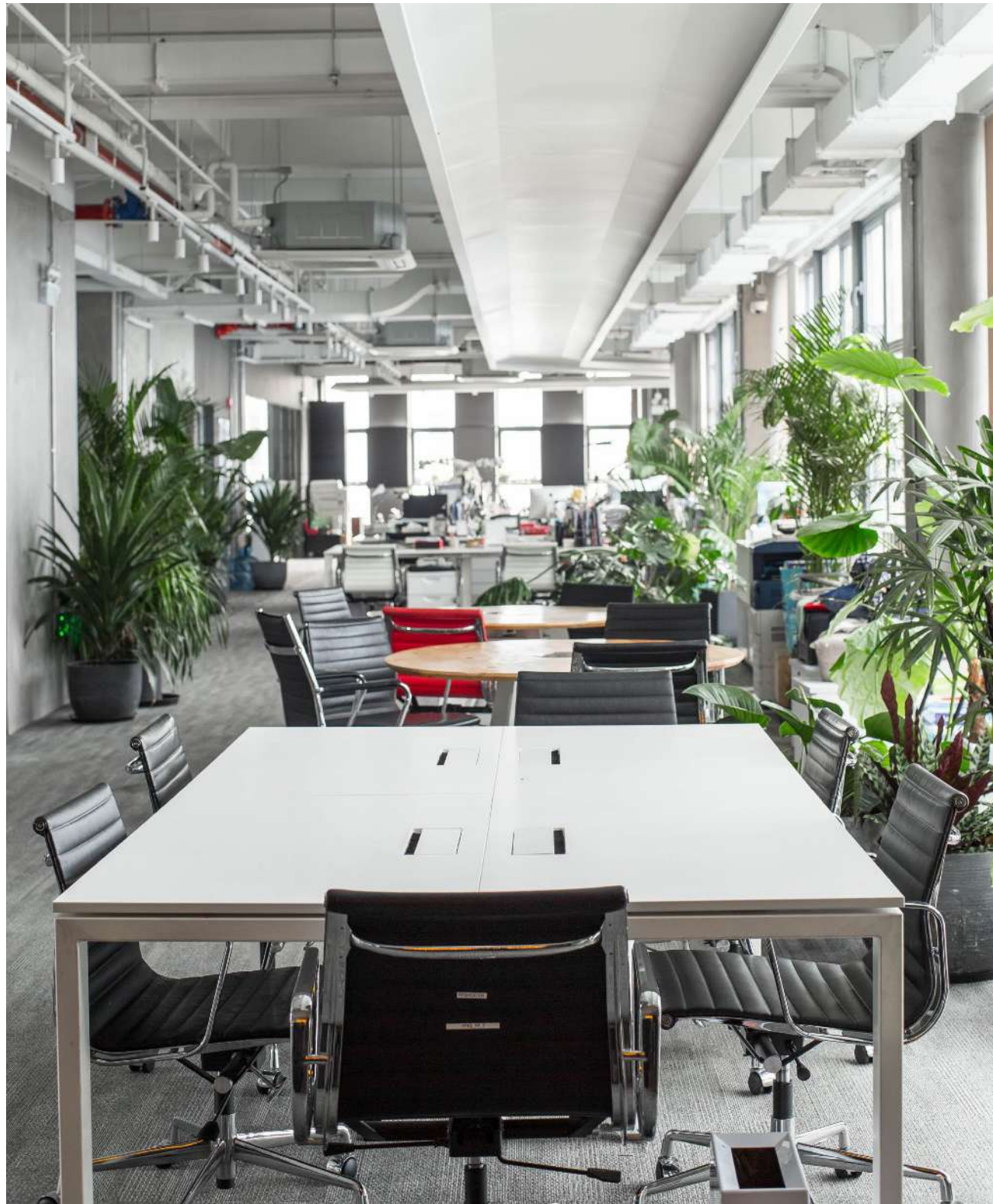
N A C O S H A N G H A I
C H I N A



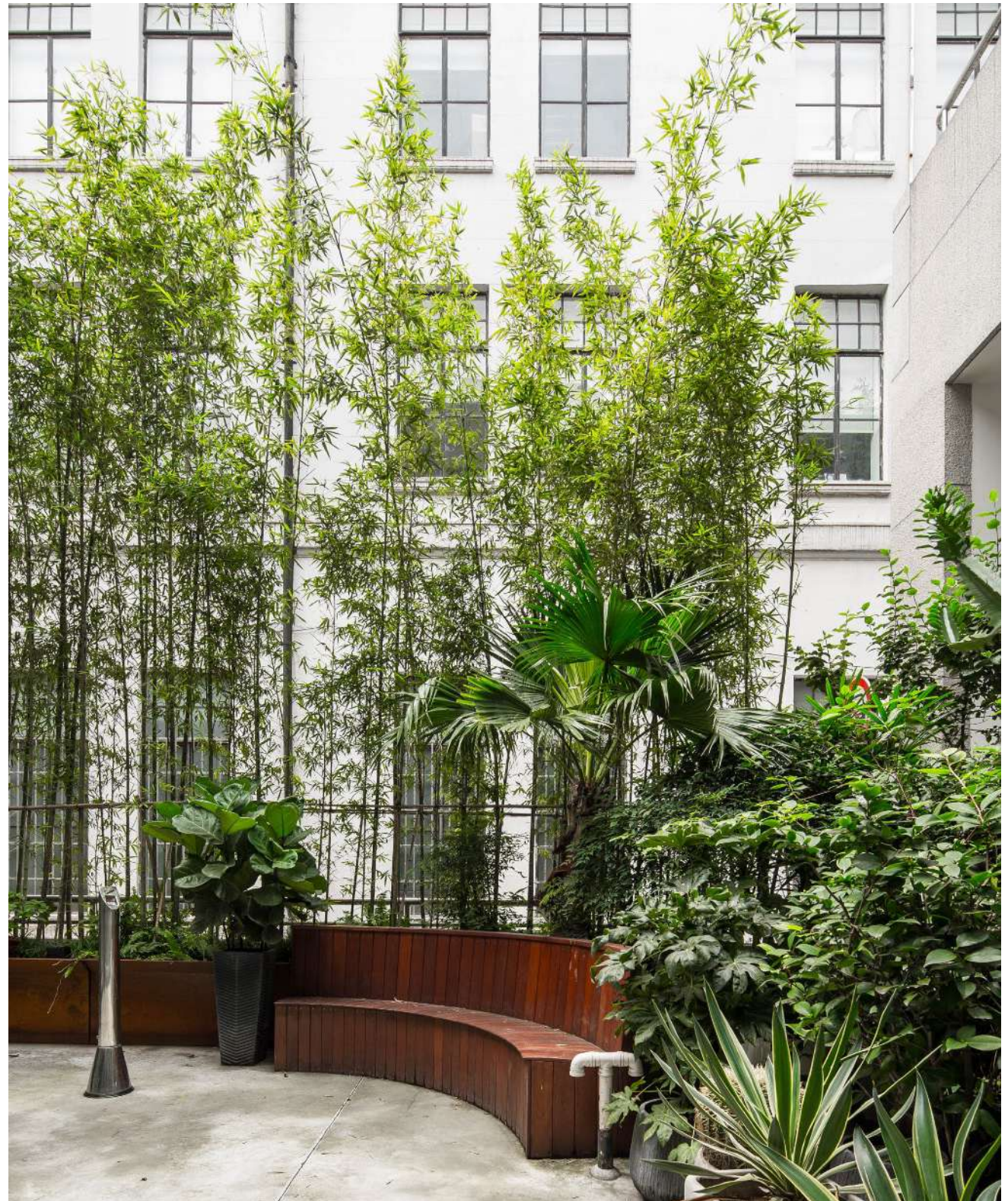
N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A



N A C O S H A N G H A I
C H I N A

NACO PARIS

FRANCE

BUREAUX | ARCHITECTURAL | DESIGN | RENOVATION | AESTHETIC



NACO PARIS
FRANCE



NACØ PARIS
FRANCE



N A C O P A R I S

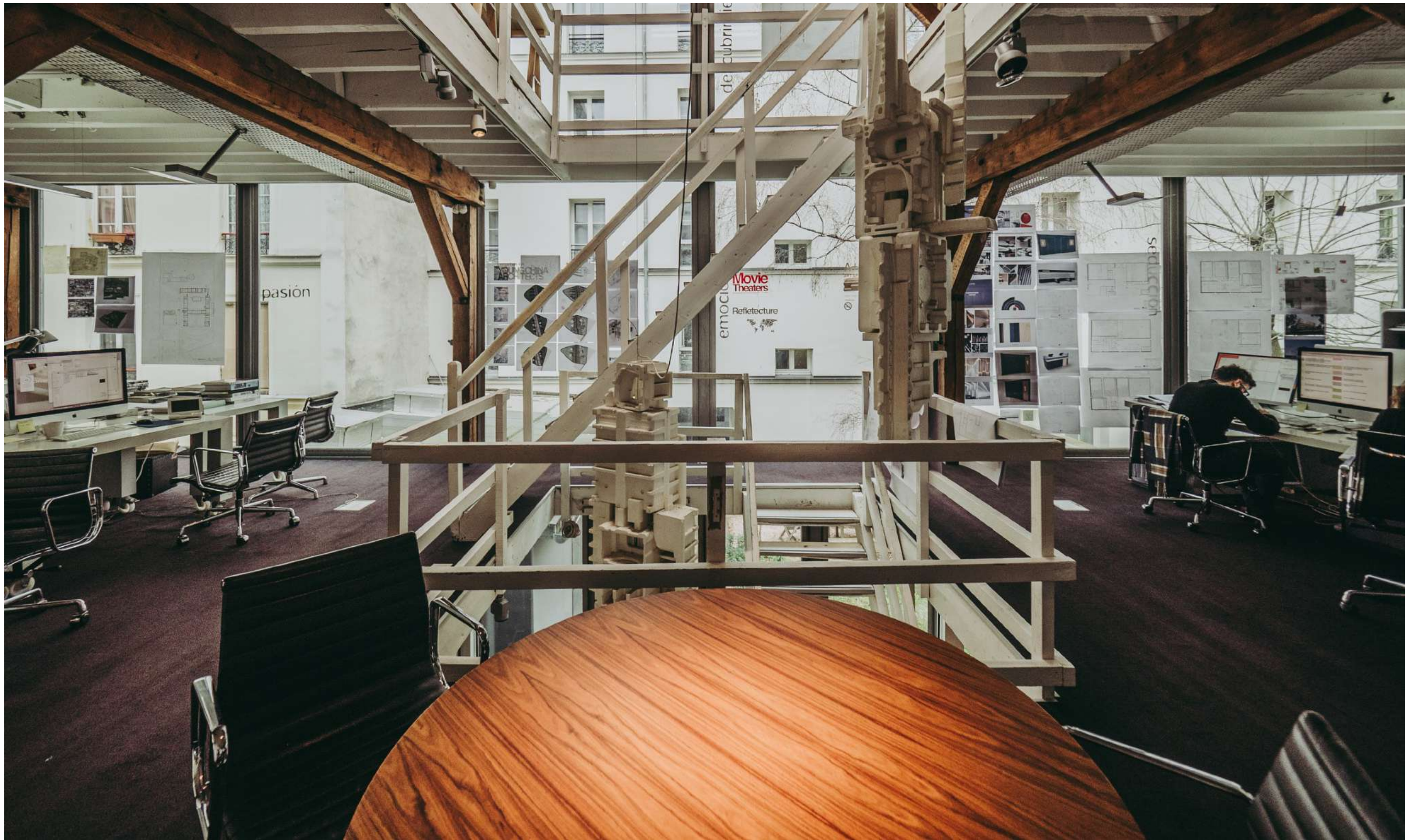
F R A N C E



NACOPARIS
FRANCE



NACOPARIS
FRANCE



N A C O P A R I S

F R A N C E



N A C O P A R I S
F R A N C E



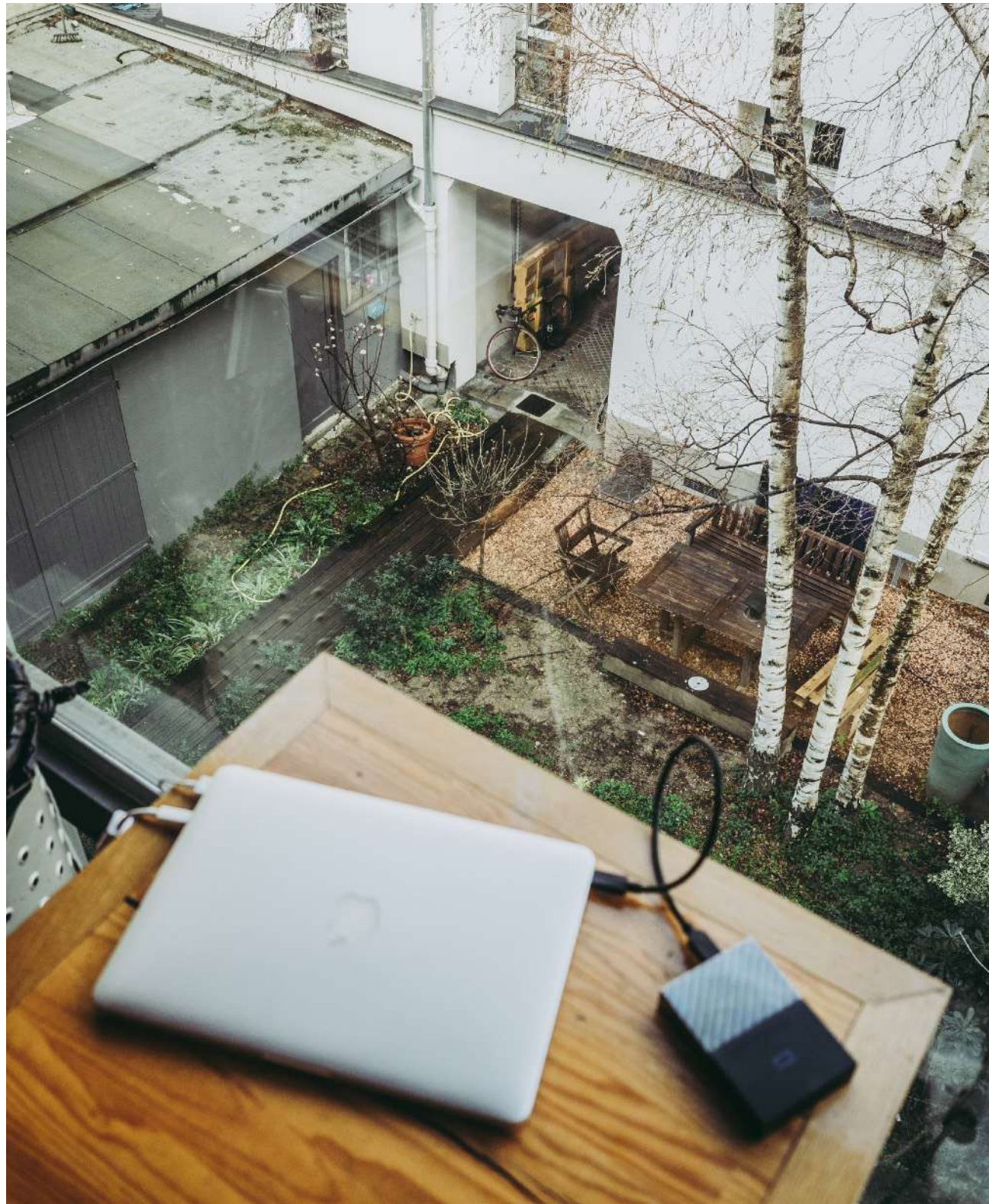
N A C O P A R I S
F R A N C E



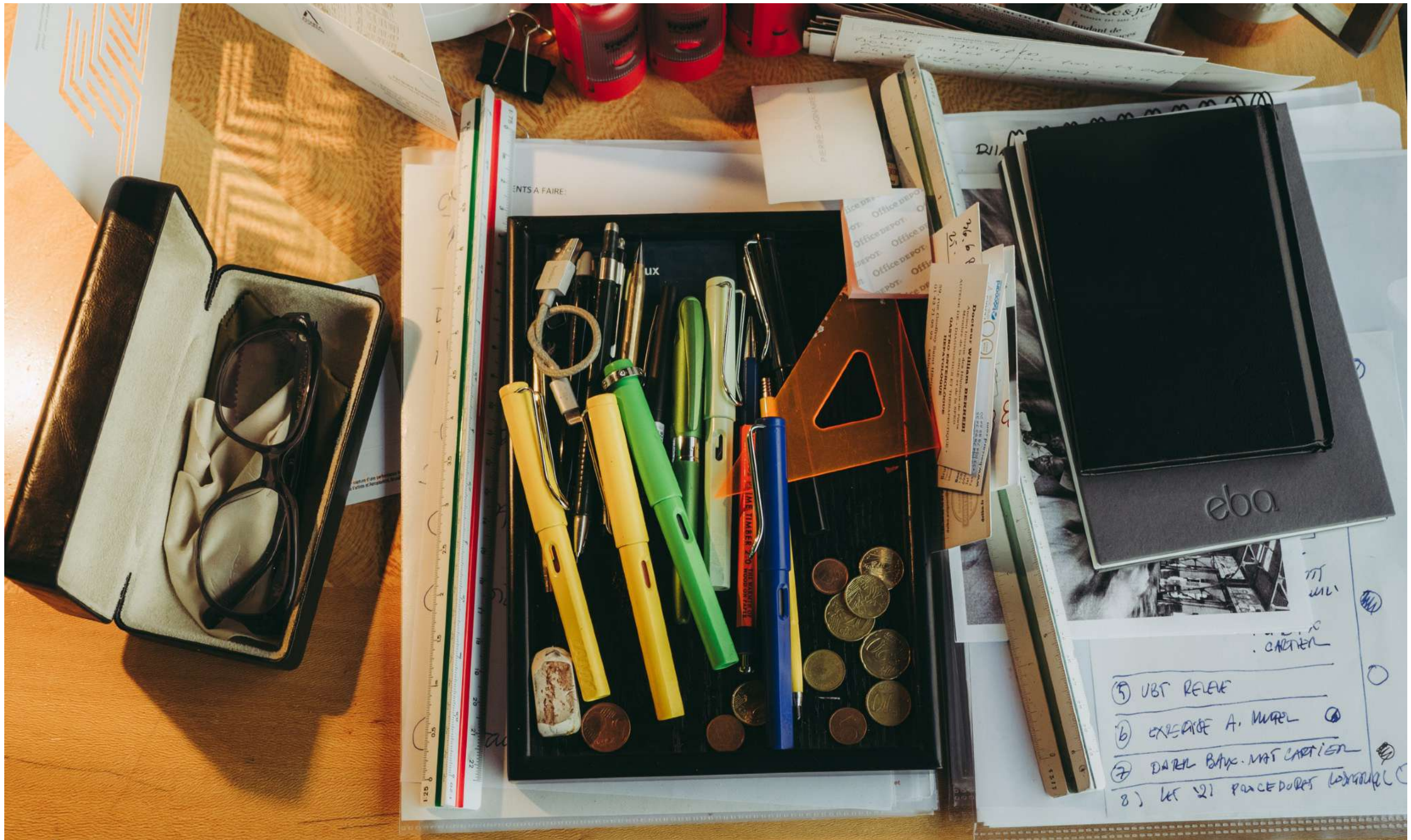
N A C O P A R I S
F R A N C E



N A C O P A R I S
F R A N C E



N A C O P A R I S
F R A N C E



NACOPARIS
FRANCE



N A C O P A R I S
F R A N C E

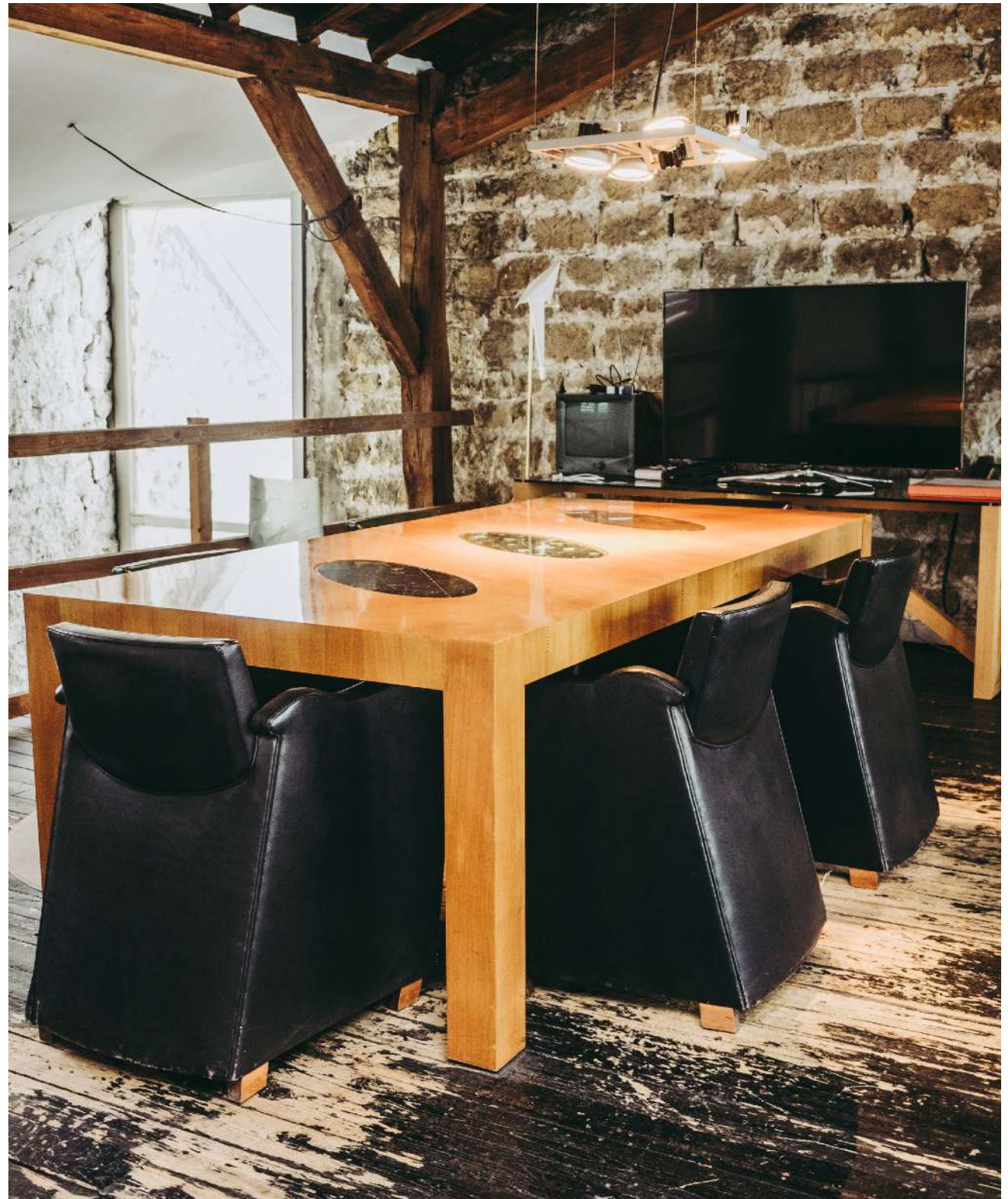


N A C O P A R I S

F R A N C E



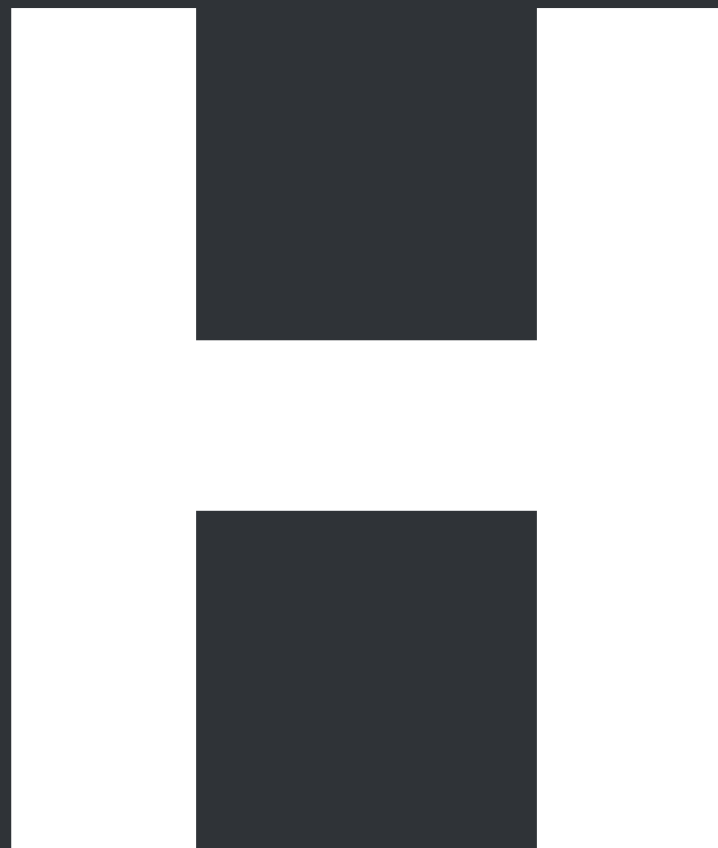
N A C O P A R I S
F R A N C E



N A C O P A R I S
F R A N C E



N A C O P A R I S
F R A N C E



HOTELS



MAISON ALBAR HOTELS

— Casually Luxurious —

IMPERATOR

NÎMES, FRANCE

RENAISSANCE | MYTHIC | LUXE | PRESTIGIOUS | ART | SPA | GASTRONOMY

5517 m² | 49 ROOMS | 8 HOUSES

The Emperor Hotel is a very nice renovation and restructuration project. Apart from the architecture service, Marcelo Joulia - Naço developed the interior architecture, the design of the furniture, the signage, the icons with a complete artistic direction, choosing modern and contemporary local artists.



IMPERATOR
NÎMES, FRANCE



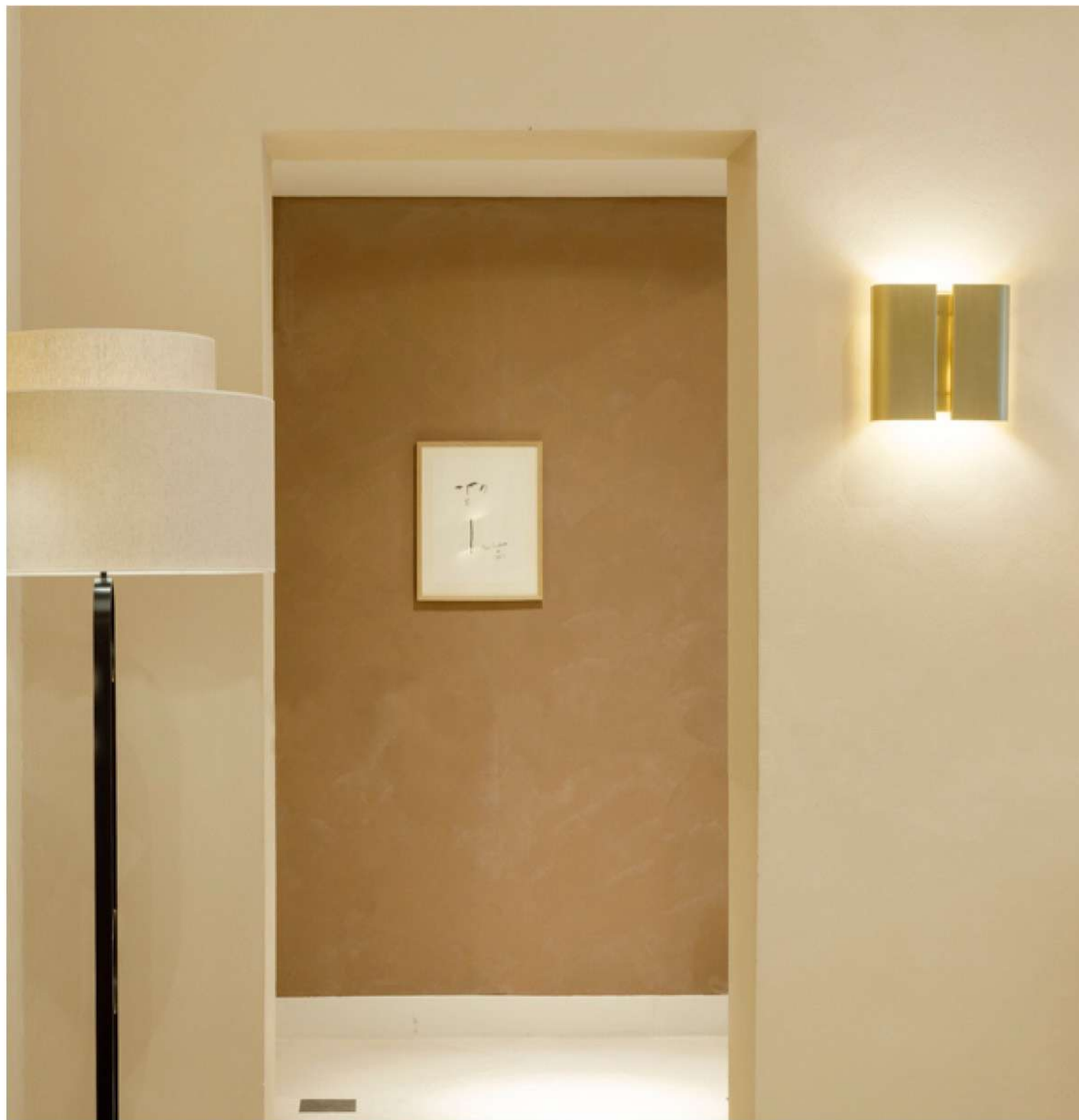
IMPERATOR



IMPERATOR
NÎMES, FRANCE



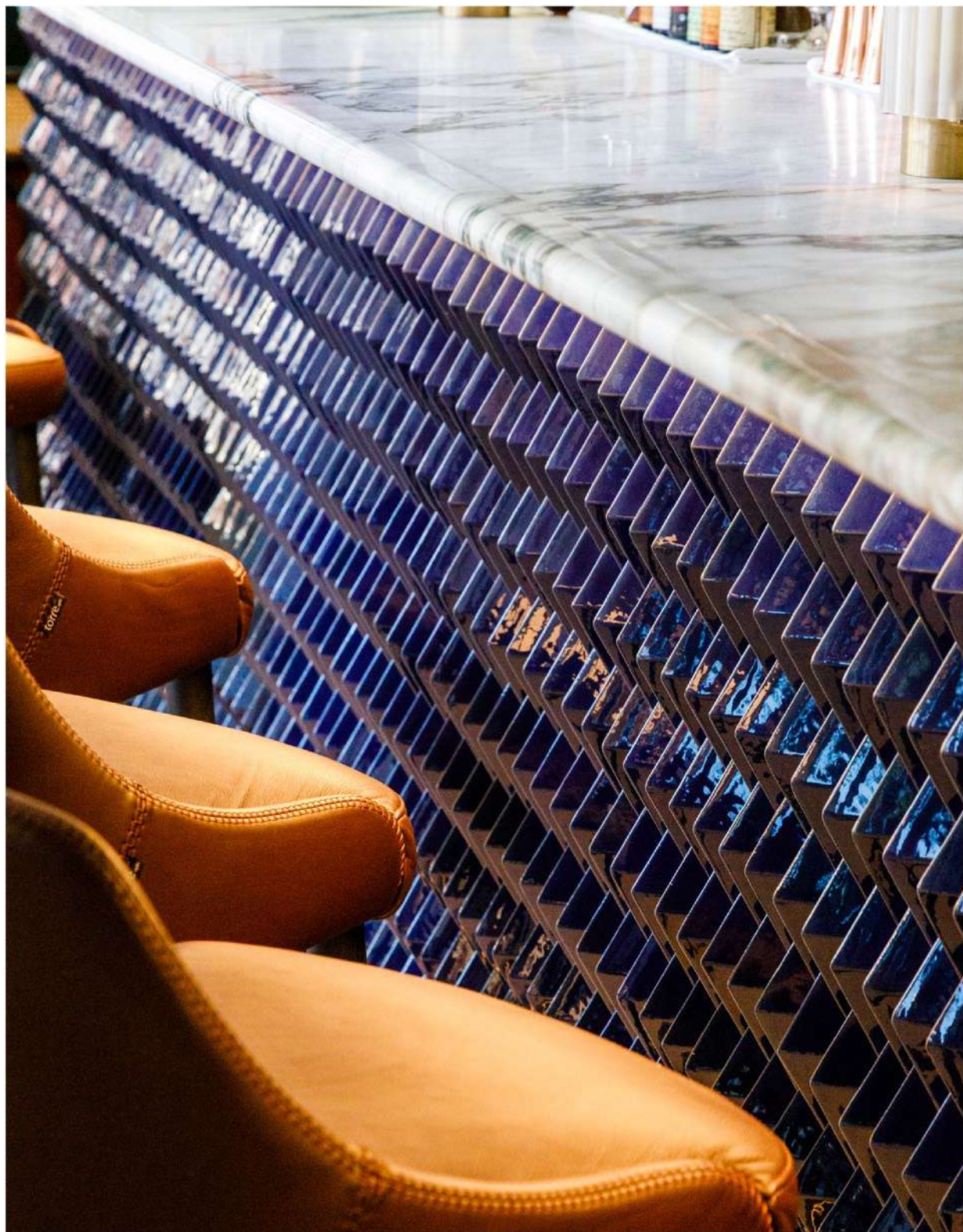
IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



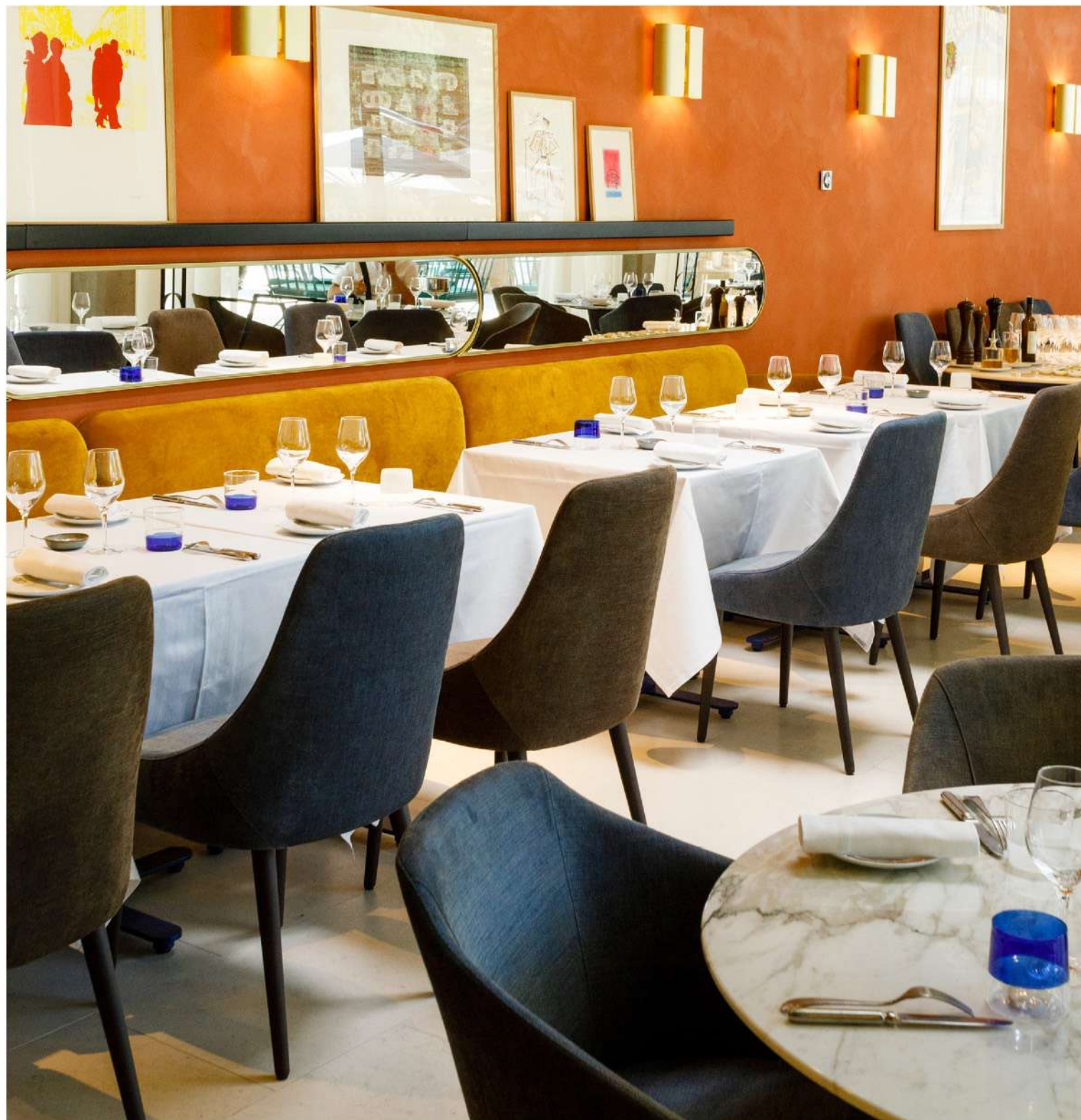
IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



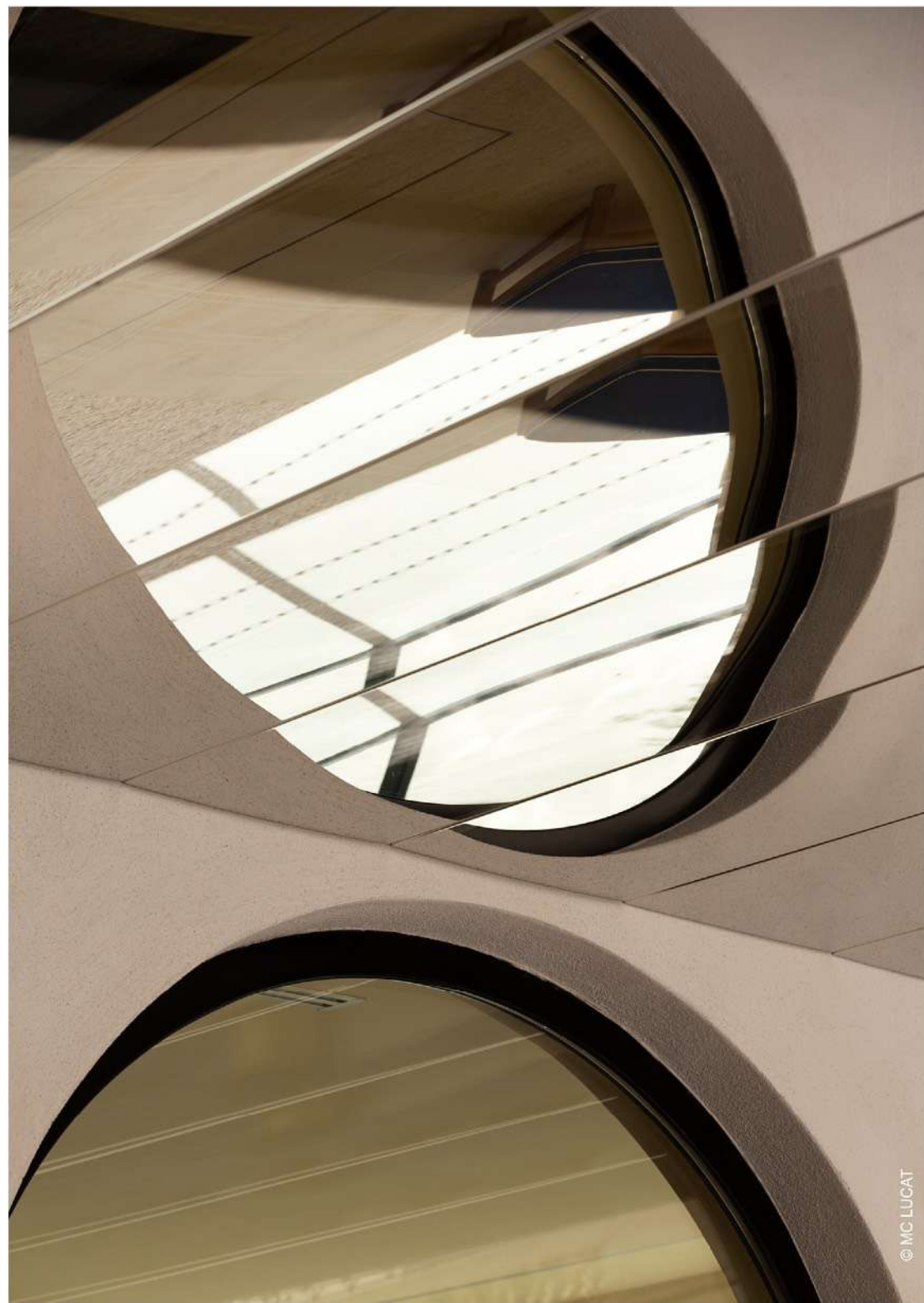
IMPERATOR
NÎMES, FRANCE



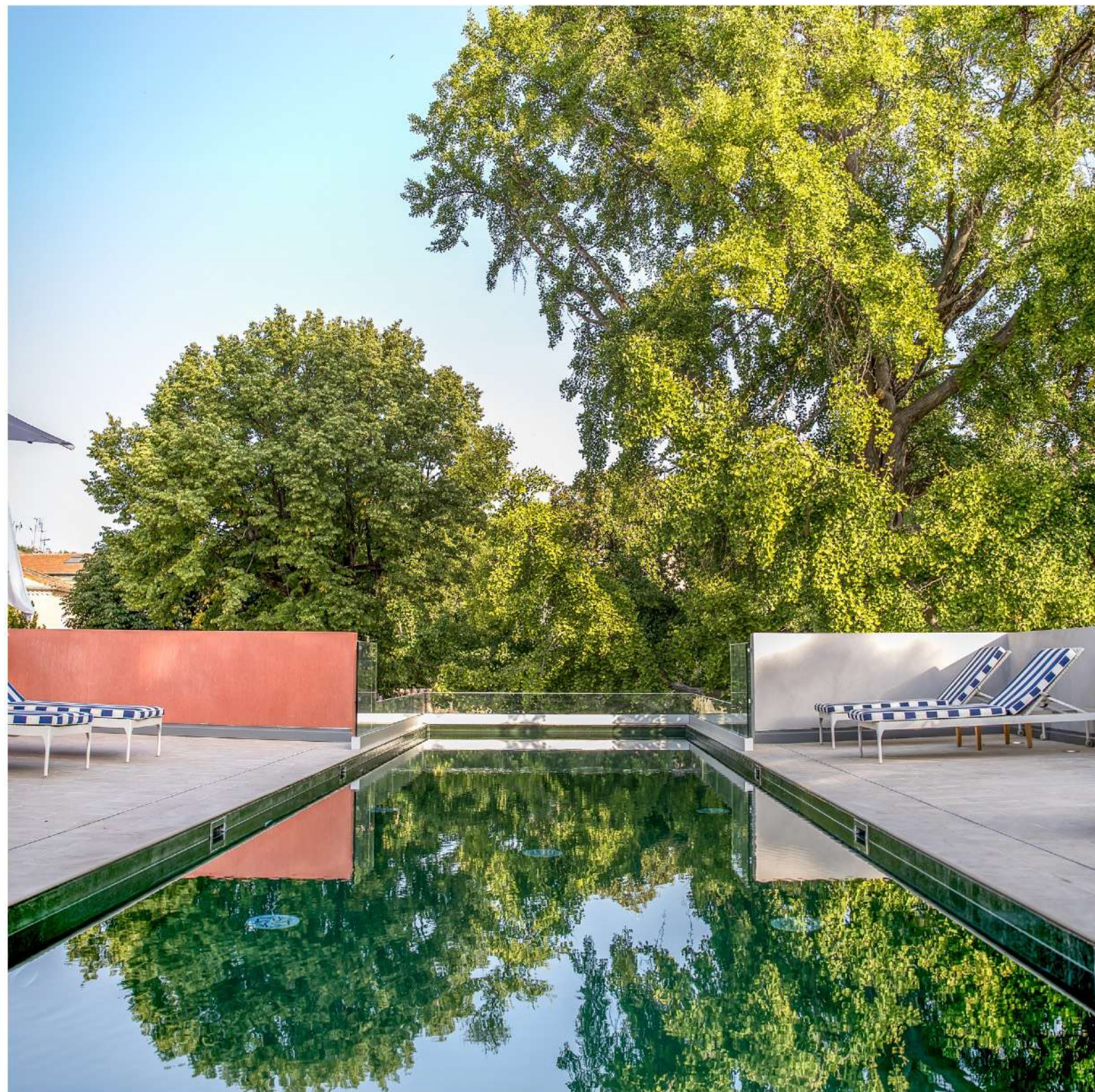
IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



IMPERATOR
NÎMES, FRANCE



MAISON ALBAR HOTELS

— Casually Luxurious —

LE COUTTET

CHAMONIX-MONT-BLANC, FRANCE

RENAISSANCE | MYTHIC | LUXE | PRESTIGIOUS | ART | SPA | GASTRONOMY

4 750 m² | 45 ROOMS

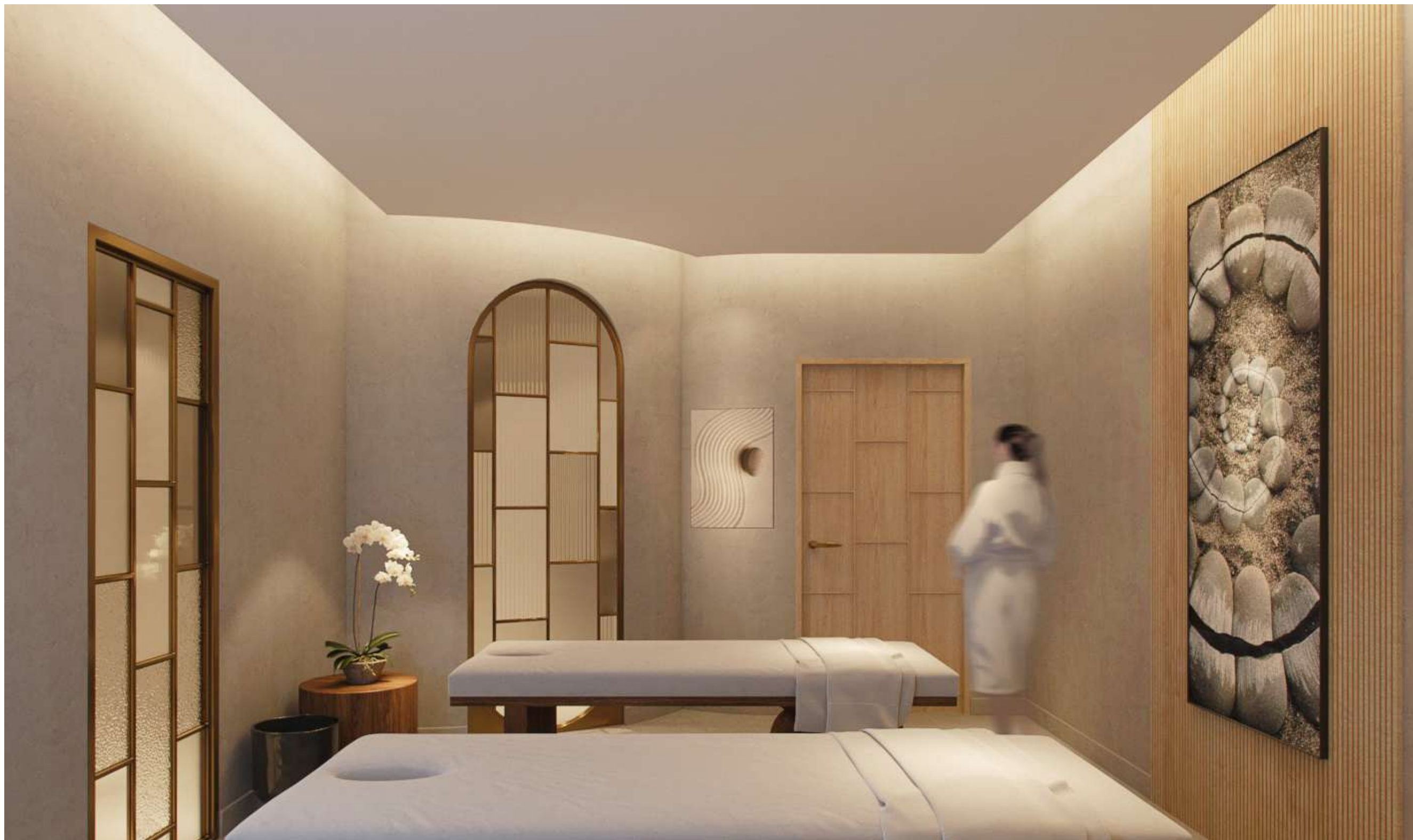


ELIGHT
STUDIO

LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



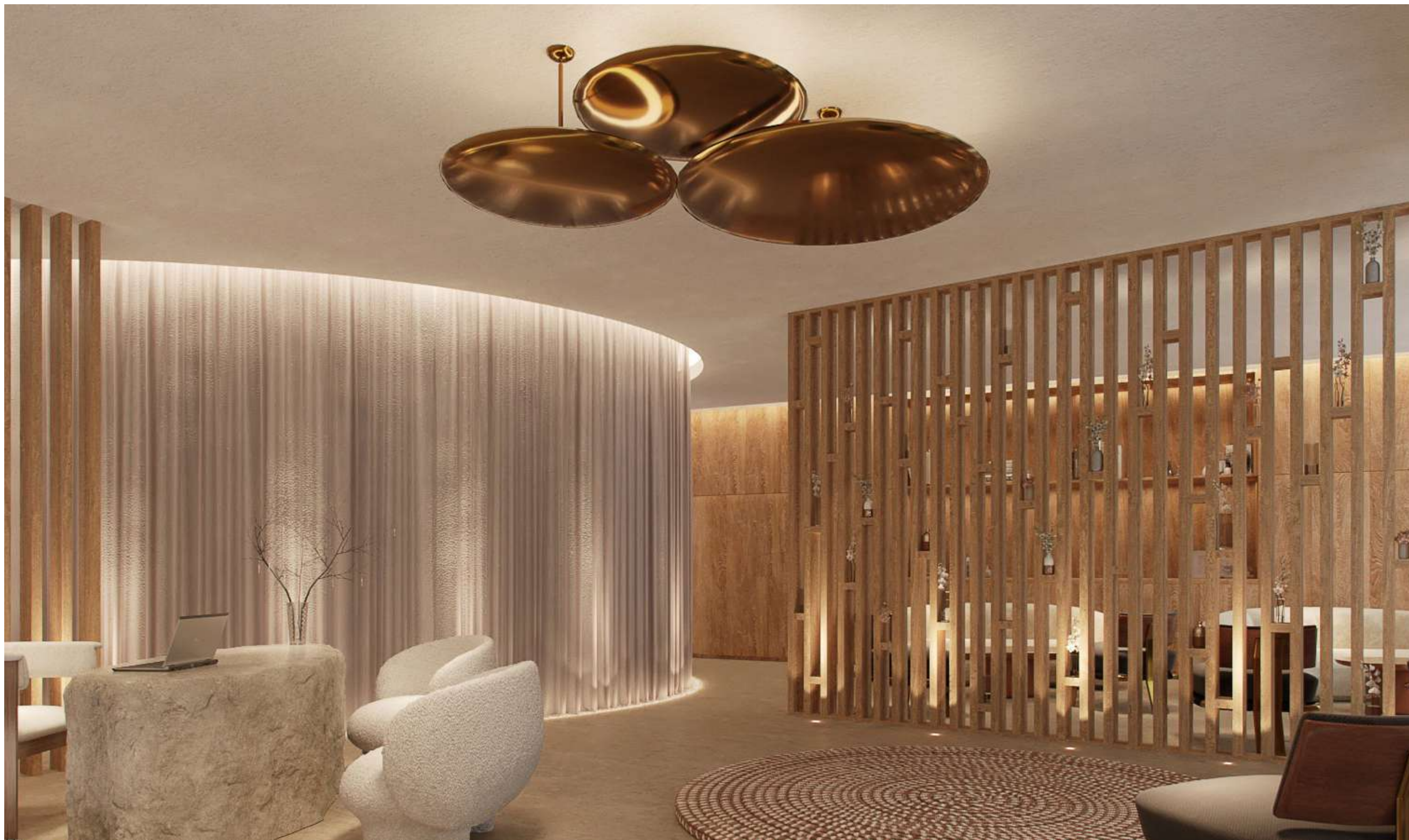
LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



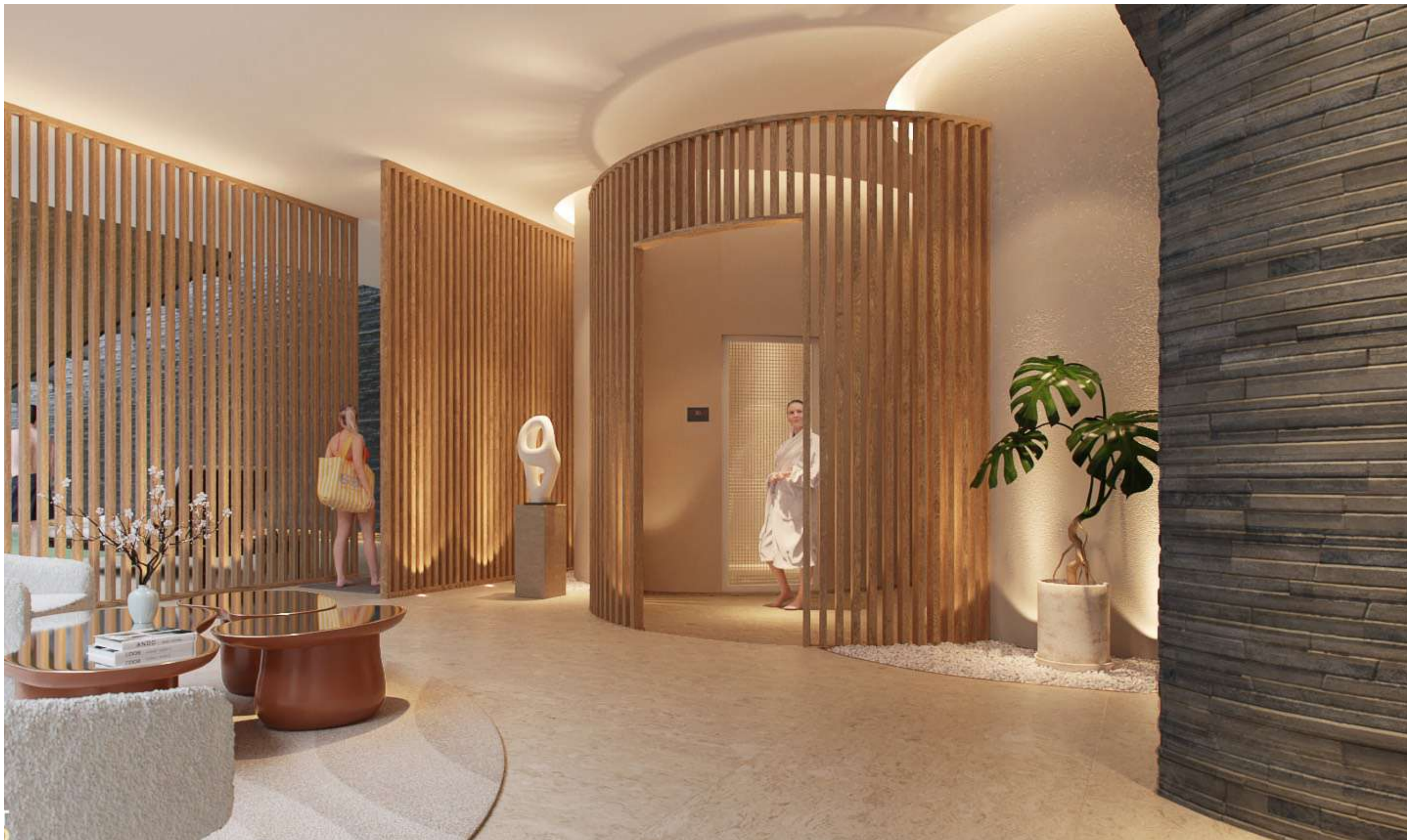
LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



LE COUTTET
CHAMONIX - MONT-BLANC, FRANCE



BLOSSOM HILL

HANGZHOU, CHINA

RENOVATION | NATURE | PURE | WOOD | SPA | LUXURY | MINERAL | GARDEN

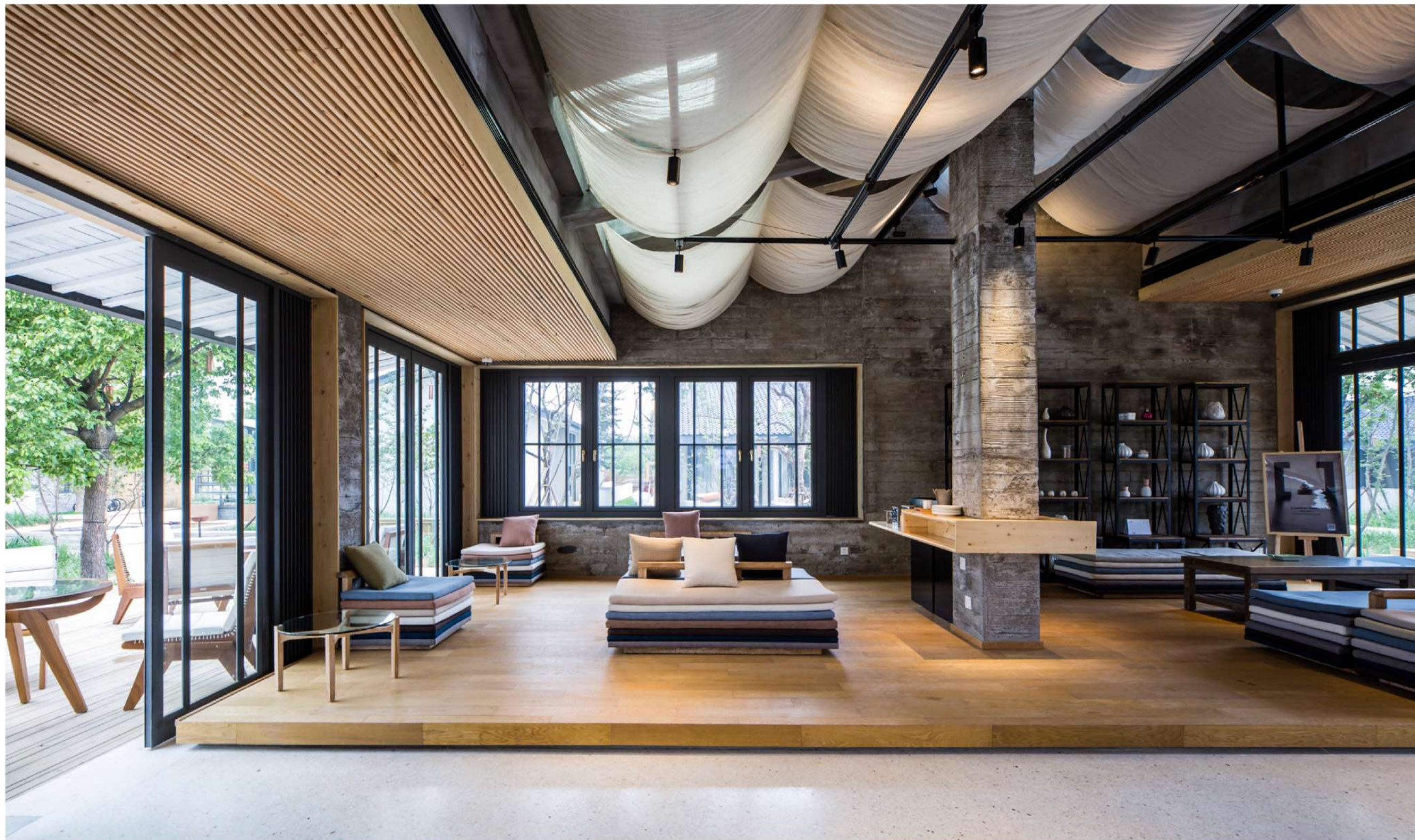
再生 | 自然 | 纯净 | 木质 | 水疗 | 轻奢 | 矿物 | 花园

7200 m² | 63 ROOMS

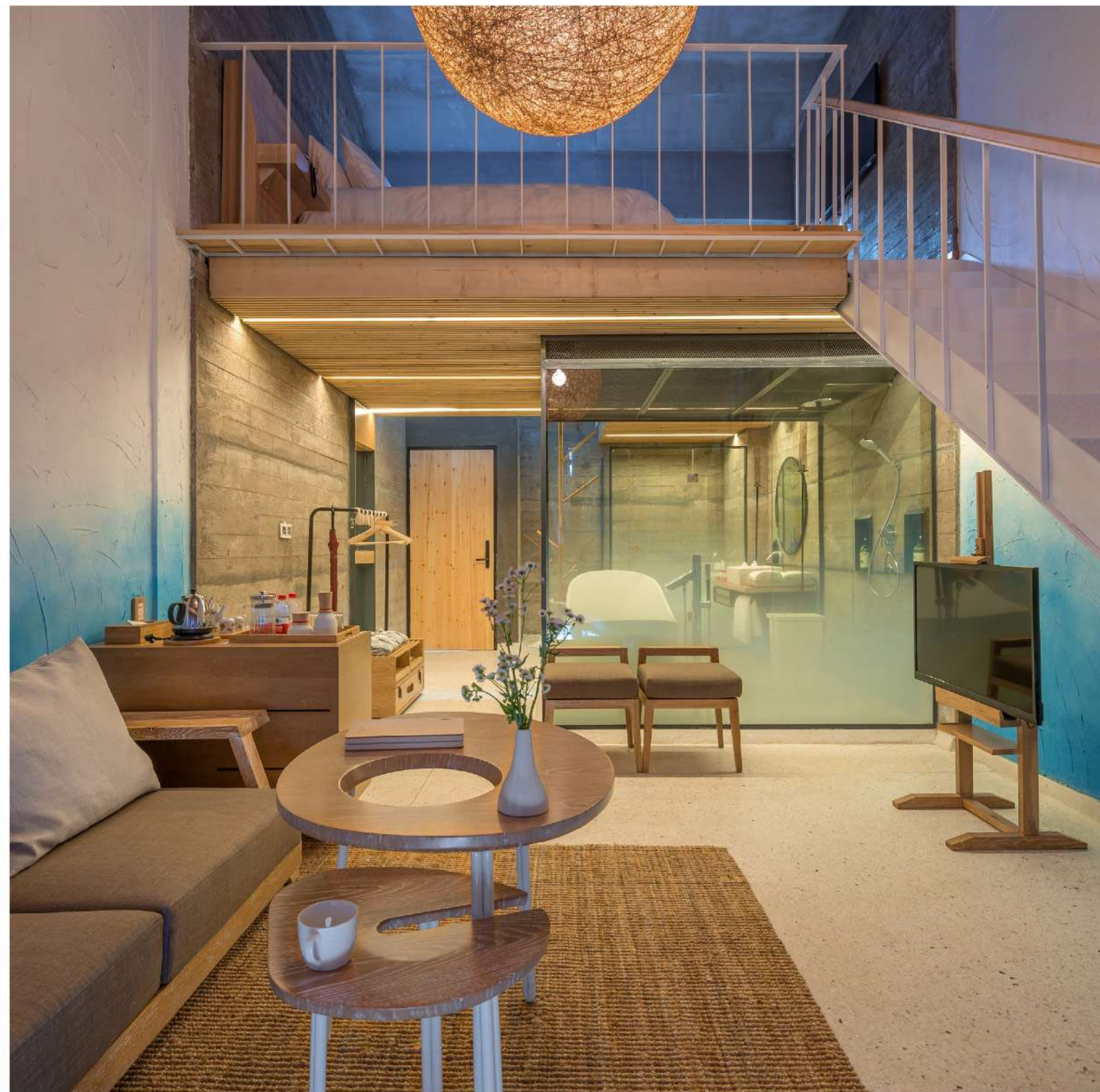
Blossom Hill is a renovation and architectural restructuring project. Marcelo Joulia - Naço worked on the general architecture, the interior architecture, the decoration and the design with the goal of creating a nice contrast between a « savage » exterior and an elegant interior composed of simple forms in a space full of natural materials.



BLOSSOM HILL
HANGZHOU, CHINE



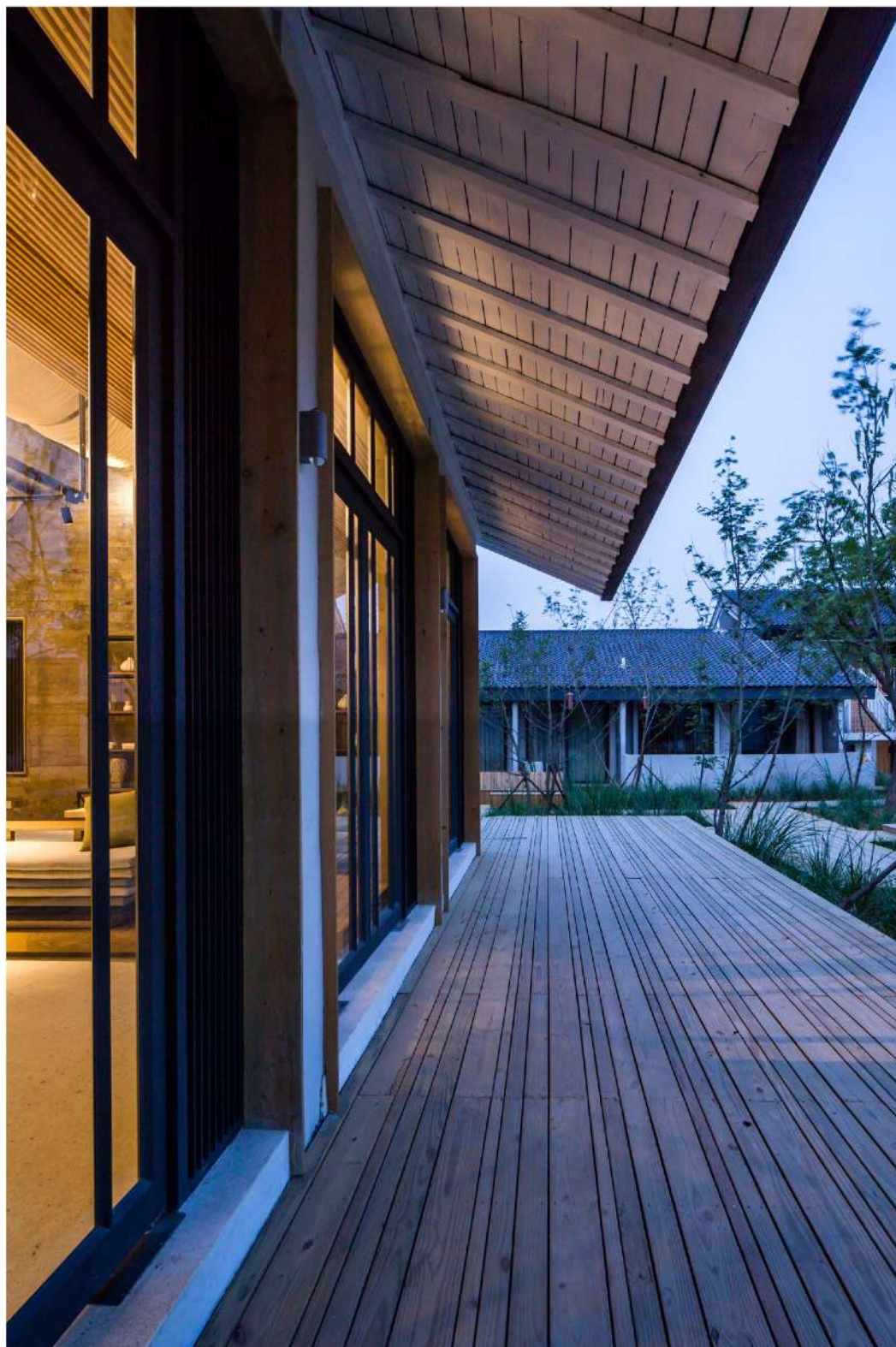
BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



BLOSSOM HILL
HANGZHOU, CHINE



PALAIS RONTAUNAY

SAINT-DENIS, LA REUNION

RETREAT | ELEGANCE | NATURE | HERITAGE | AUTHENTICITY | CREOLE

115 ROOMS



PALAIS RONTAUNAY

SAINT-DENIS , LA REUNION



PALAIS RONTAUNAY

SAINT-DENIS , LA REUNION



PALAIS RONTAUNAY

SAINT-DENIS , LA REUNION



PALAIS RONTAUNAY

SAINT-DENIS , LA REUNION



PALAIS RONTAUNAY

SAINT-DENIS , LA REUNION



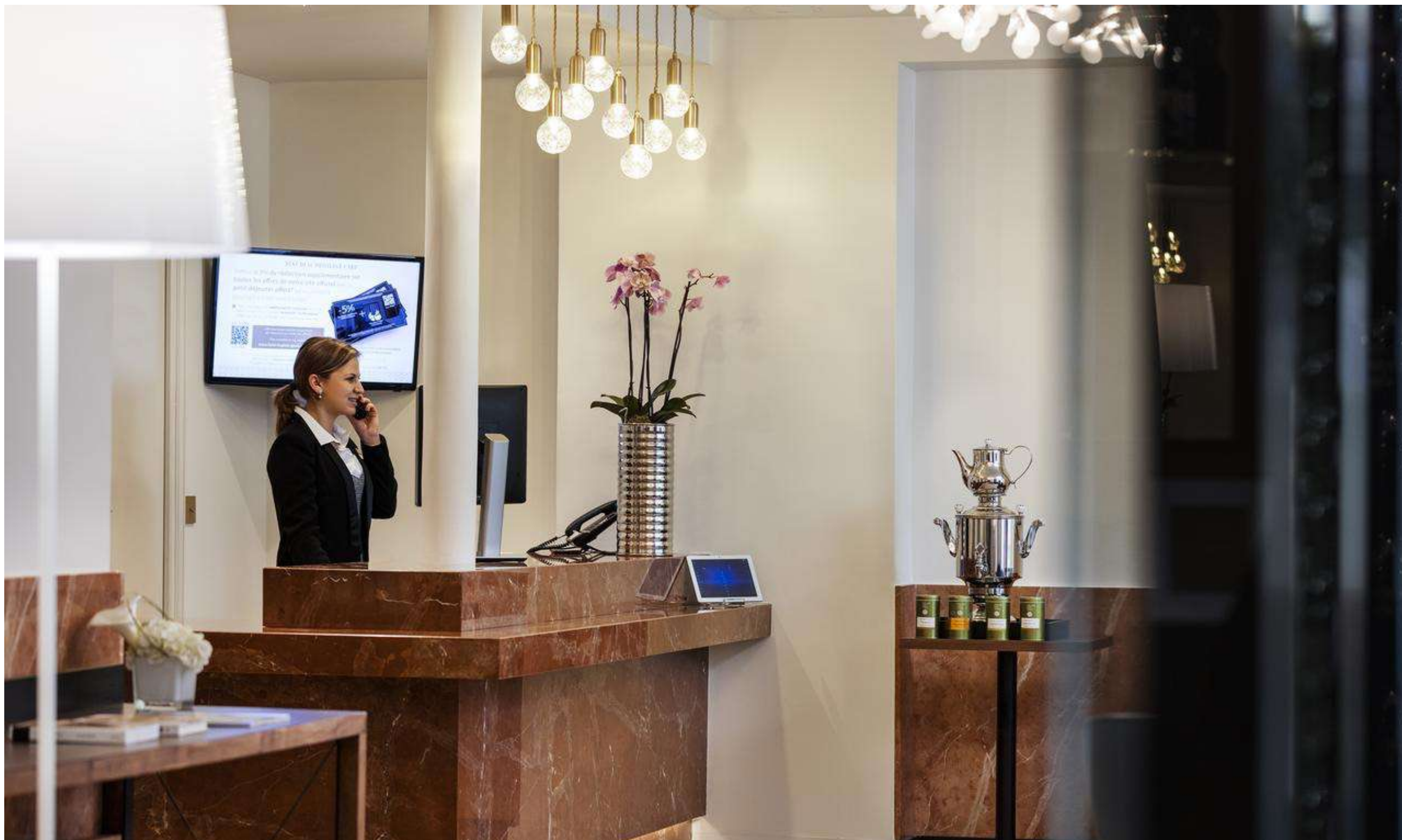
KAPITAL OPÉRA

PARIS, FRANCE

LUXURY | AUTHENTIC | FAMILY | BOHO | ART | CHARME

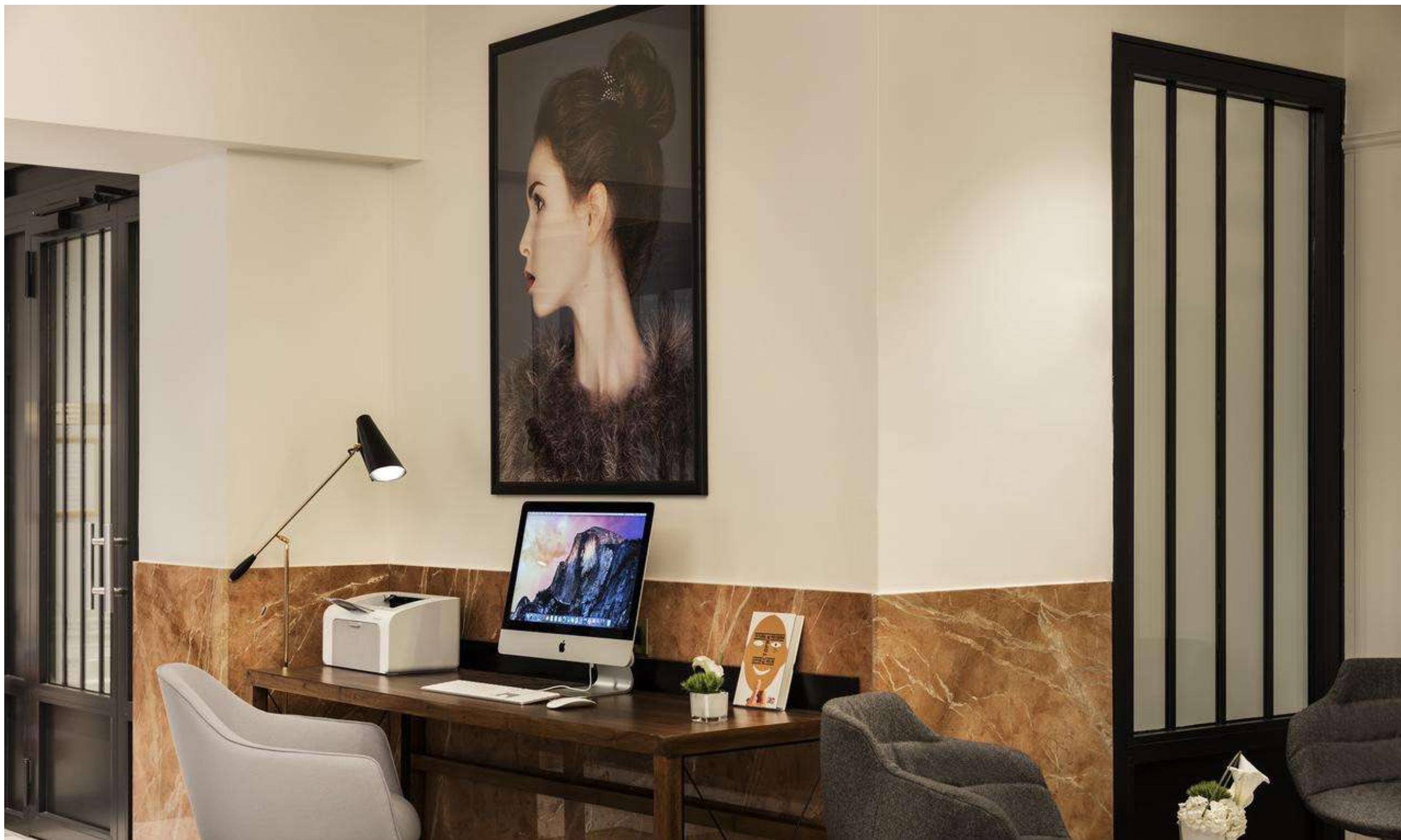
1420 m² | 57 ROOMS

The Capital Opéra Hotel is a Parisian building renovation project in which the architectural concept was inspired from the Art Deco spirit, revisited in a contemporary way. Marcelo Joulia - Naço signed the interior architecture, the decoration and the artistic direction, choosing for this nice hotel in central Paris an « atelier d'artiste » and an art gallery mood.



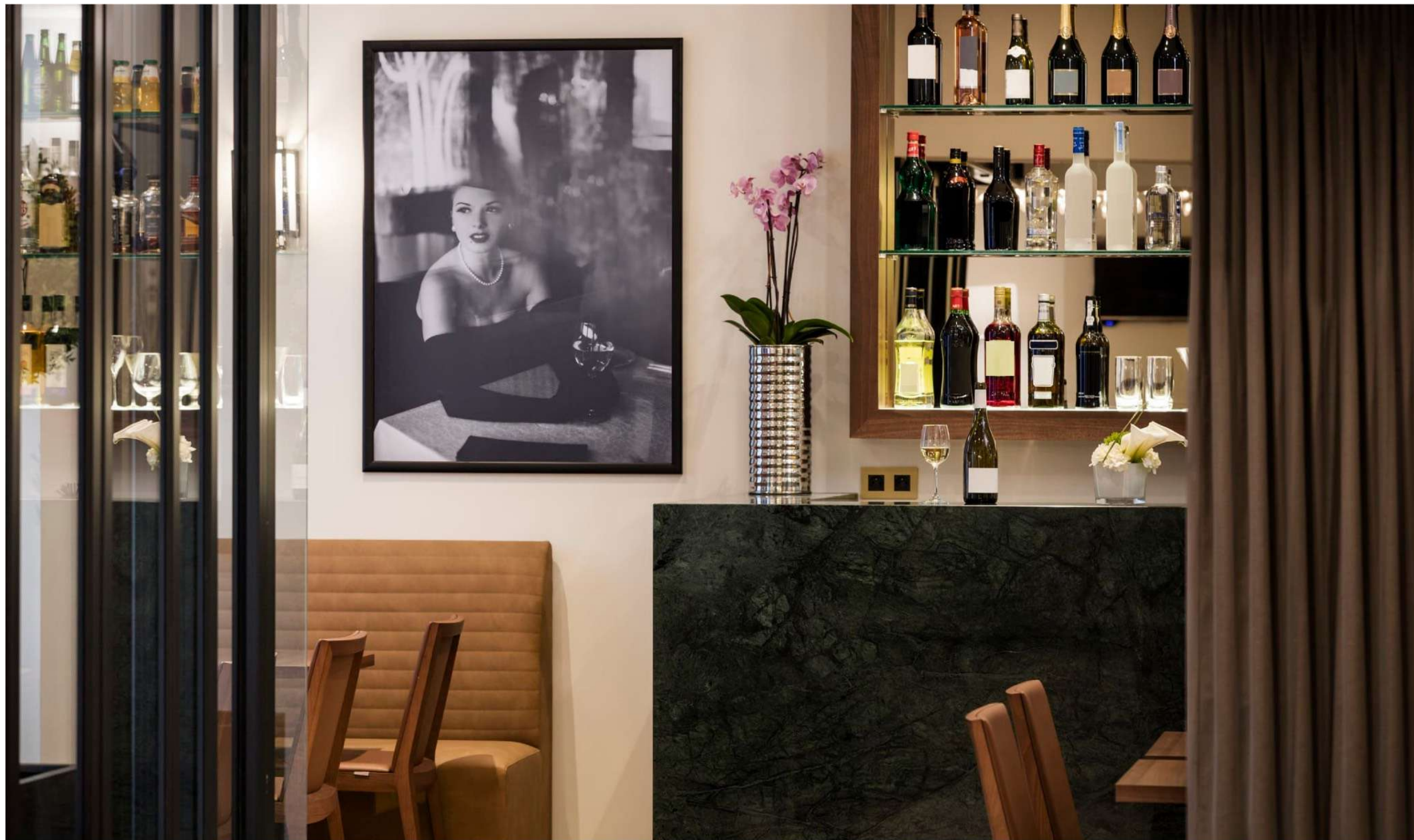
KAPITAL OPÉRA

PARIS, FRANCE



KAPITAL OPÉRA

PARIS, FRANCE



KAPITAL OPÉRA
PARIS, FRANCE



KAPITAL OPÉRA
PARIS, FRANCE



KAPITAL OPÉRA
PARIS, FRANCE



KAPITAL OPÉRA
PARIS, FRANCE



KAPITAL OPÉRA
PARIS, FRANCE



KAPITAL OPÉRA
PARIS, FRANCE



KAPITAL OPÉRA
PARIS, FRANCE



CLUB MED

BEIDAIHE, CHINE

LEISURE | NATURE | PURE | WOOD | SPA | LUXURY | MINERAL | GOLDEN COAST

休闲 | 自然 | 纯净 | 木质 | 水疗 | 轻奢 | 矿物 | 黄金海岸

309 ROOMS

CLUB MED, founded in France in 1950. It is the world's largest travel and resort chain group. Marcelo Joulia - Naço worked on the general architecture, the interior architecture, the decoration and the design with the goal of creating a nice contrast between a « savage » exterior and an elegant interior composed of simple forms in a space full of natural materials.



CLUB MED

BEIDAIHE, CHINA



CLUB MED

BEIDAIHE, CHINA



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE



CLUB MED
BEIDAIHE, CHINE

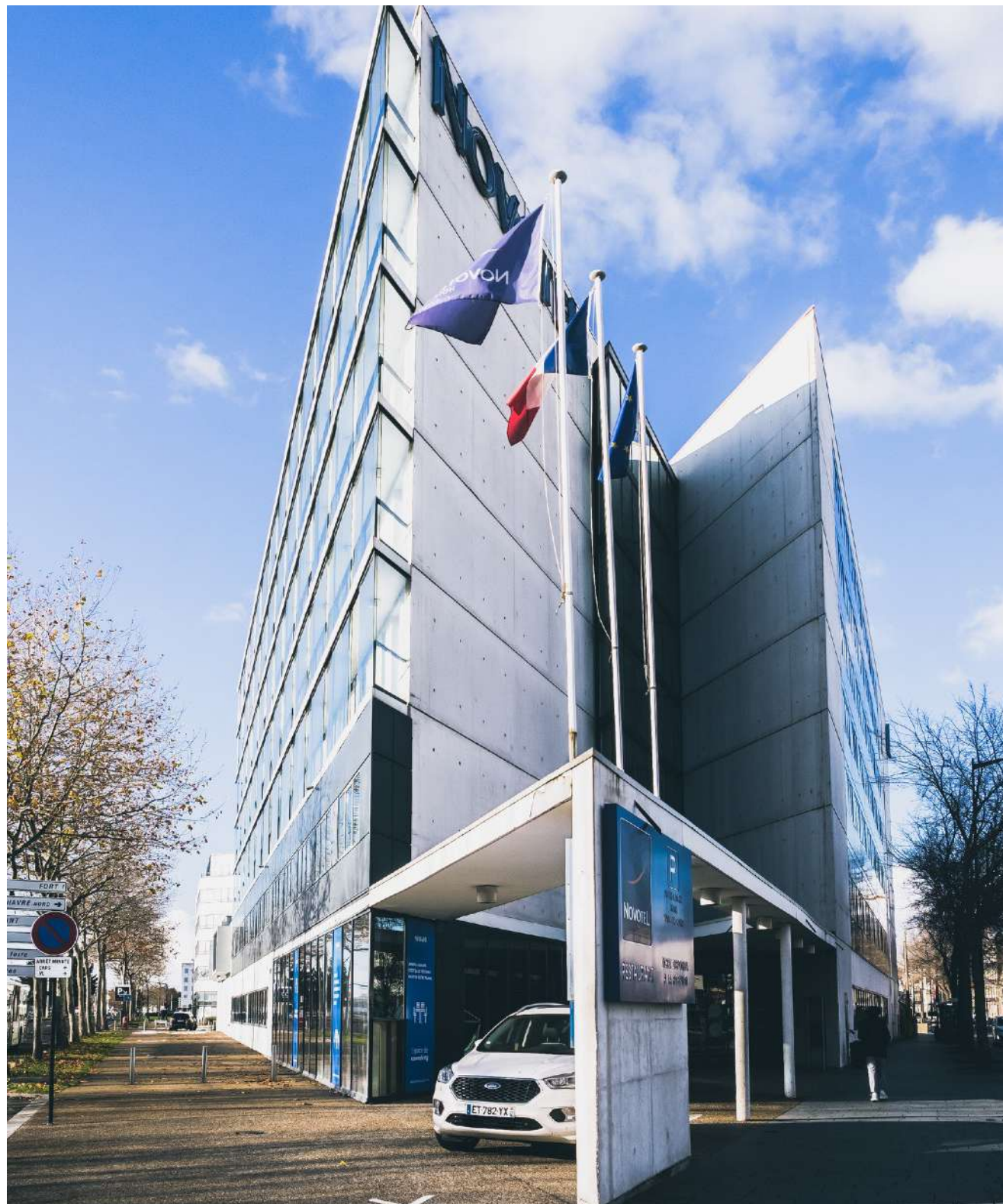


NOVOTEL

LE HAVRE, FRANCE

LUXURY | AUTHENTIC | BUSINESS | HAUT DE GAMME

128 ROOMS



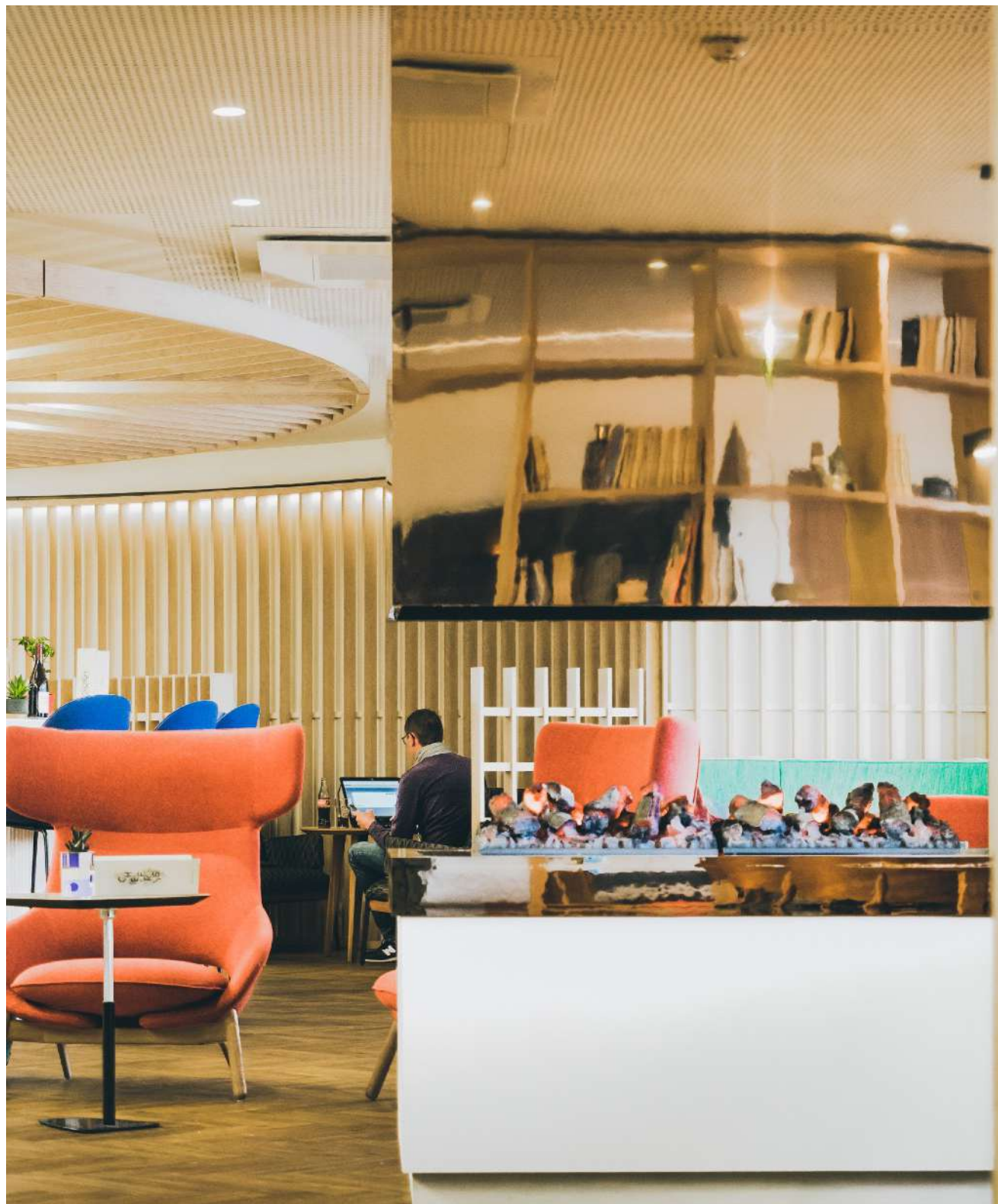
NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



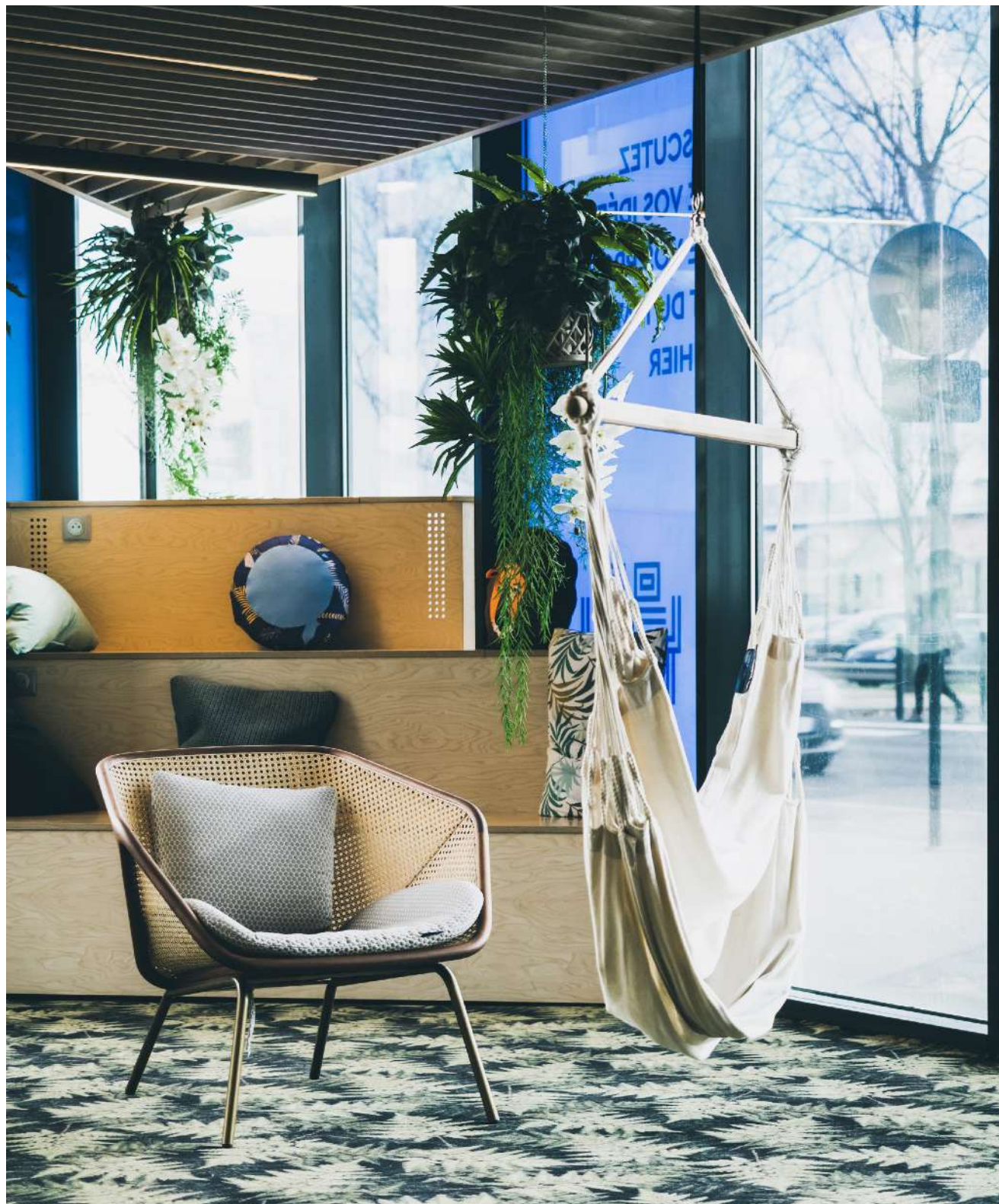
NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



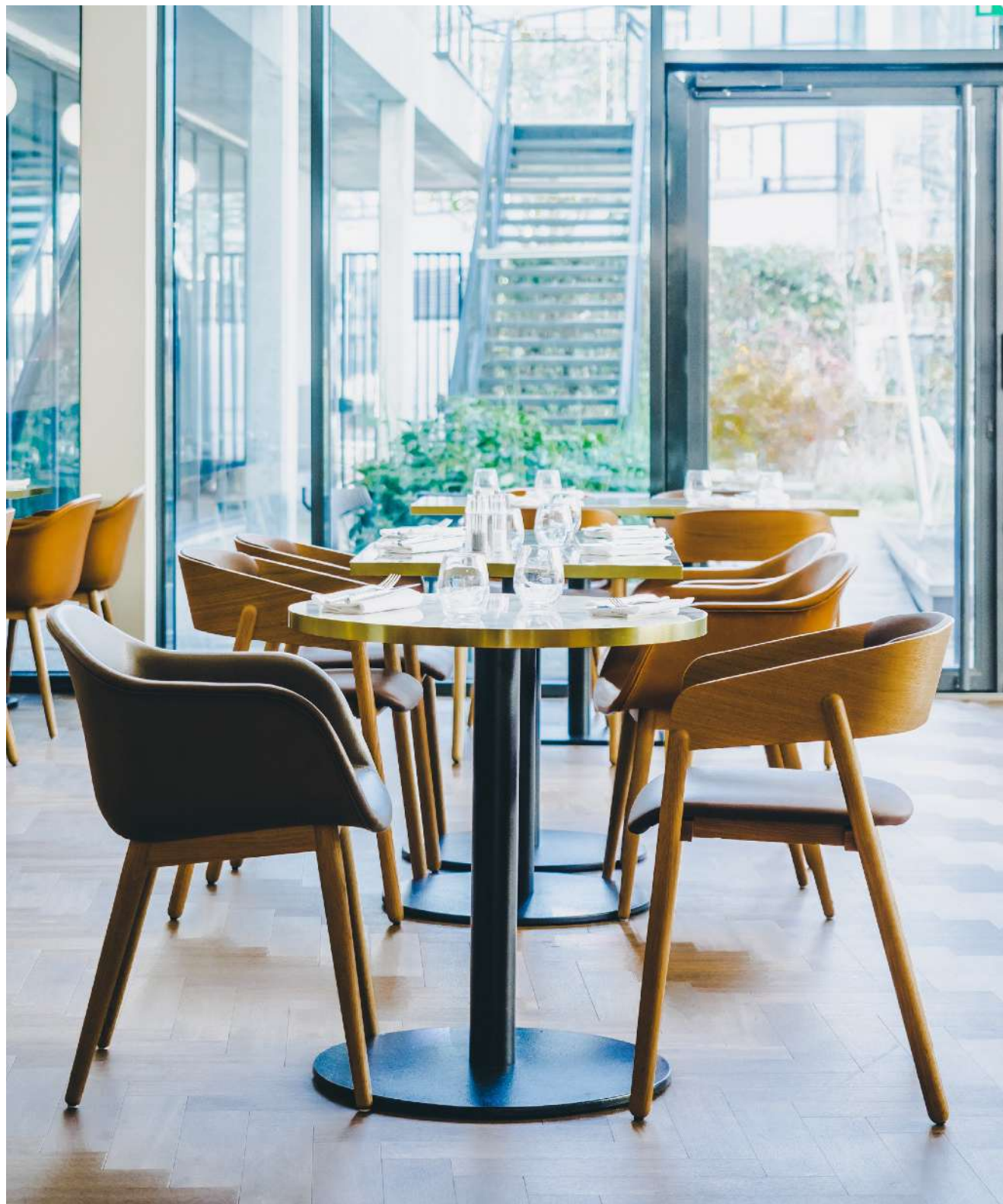
NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



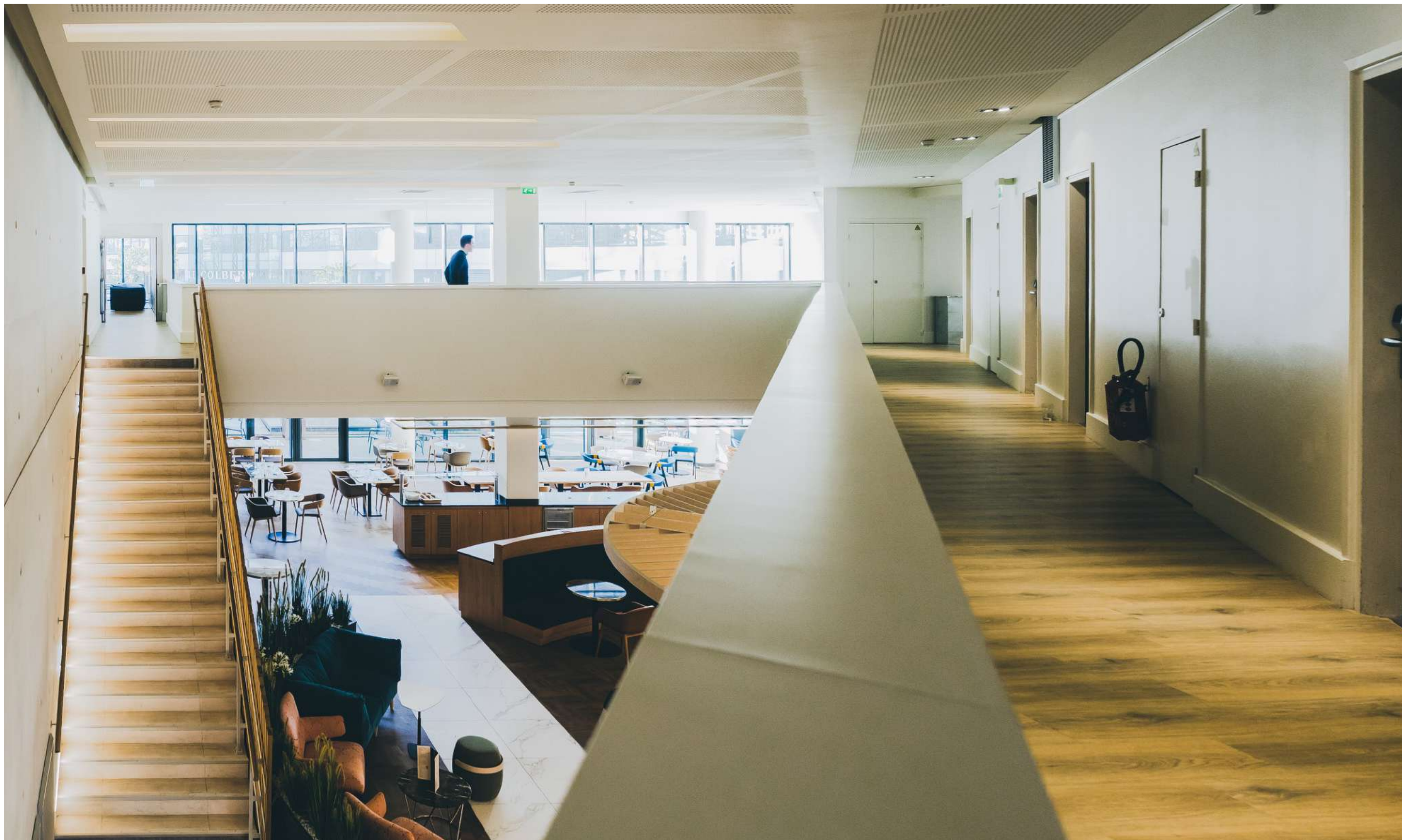
NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



NOVOTEL

LE HAVRE, FRANCE



WALDORF MADELEINE

PARIS, FRANCE

FRENCH STYLE | RESTAURANT | CASUAL | CRAFT | ART | DANDY | VINTAGE

1250 m² | *45 ROOMS*

Waldorf Madeleine Hotel is a fine Haussmann Parisian building renovation project in which the architectural concept was inspired from the Dandy decade and its arty and vintage mood. All the rooms aim to become true Parisian apartments, made unique by the authentic “sketched” artwork and the vintage furniture. Marcelo Joulia - Naço worked on the interior architecture and the decoration.



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



WALDORF MADELEINE

PARIS, FRANCE



NOVOTEL

HONGKONG, CHINA

LUXURY | AUTHENTIC | BUSINESS | HAUT DE GAMME

389 ROOMS



NOVOTEL
HONGKONG, CHINA



NOVOTEL
HONGKONG, CHINA



NOVOTEL
HONGKONG, CHINA



IBIS RESORT

LA ROCHE SUR YON, FRANCE

NATURE | PURE | AUTHENTIC | BUSINESS | WOOD | HAUT DE GAMME



IBIS

LA ROCHE SUR YON, FRANCE



IBIS

LA ROCHE SUR YON, FRANCE



IBIS

LA ROCHE SUR YON, FRANCE



IBIS

LA ROCHE SUR YON, FRANCE



IBIS

LA ROCHE SUR YON, FRANCE

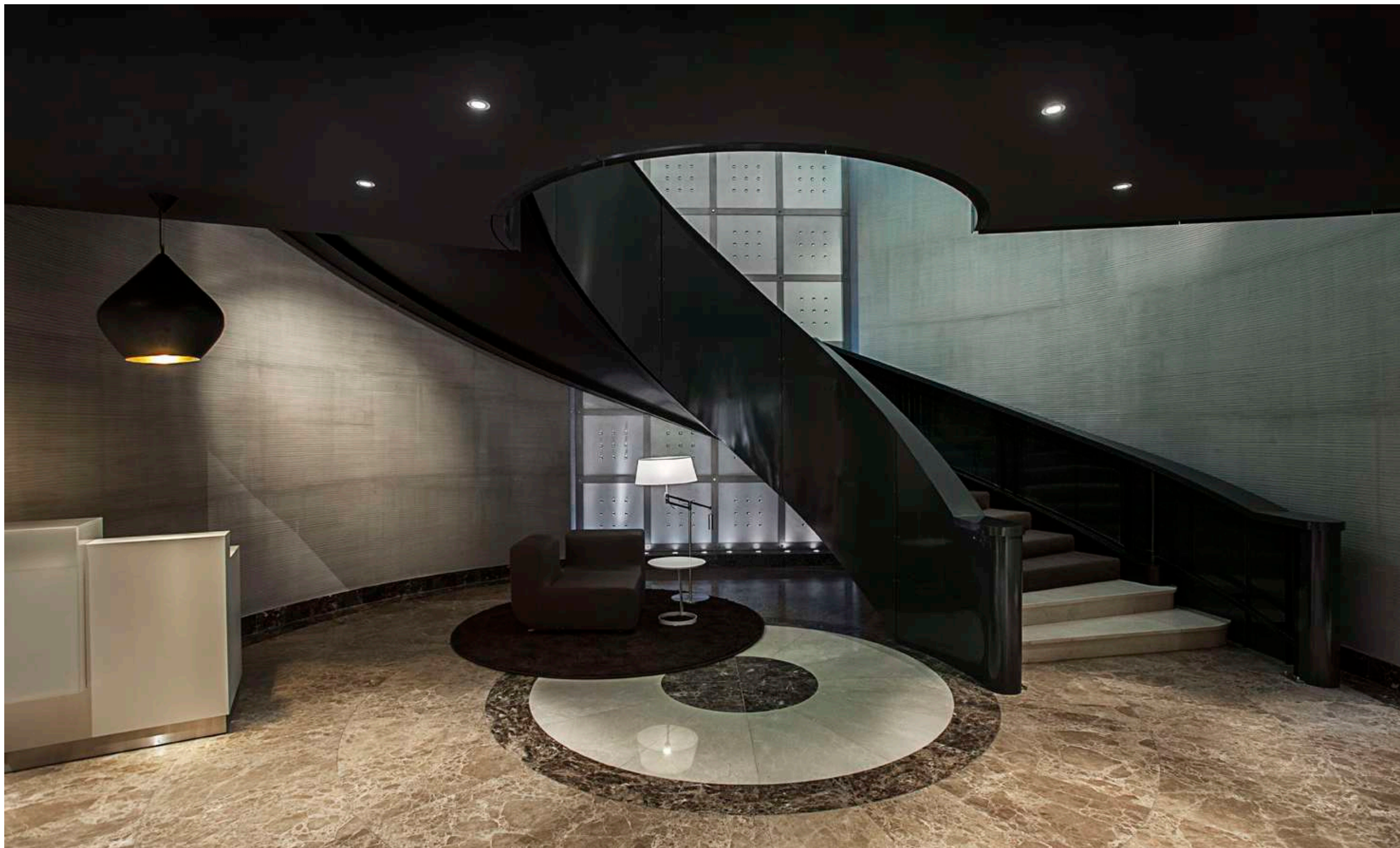


PULLMAN

LA DEFENSE, FRANCE

LUXURY | AUTHENTIC | BUSINESS | HAUT DE GAMME | EUROPE CENTRE

384 ROOMS | 764 SLEEPS



PULLMAN

LA DEFENSE, FRANCE



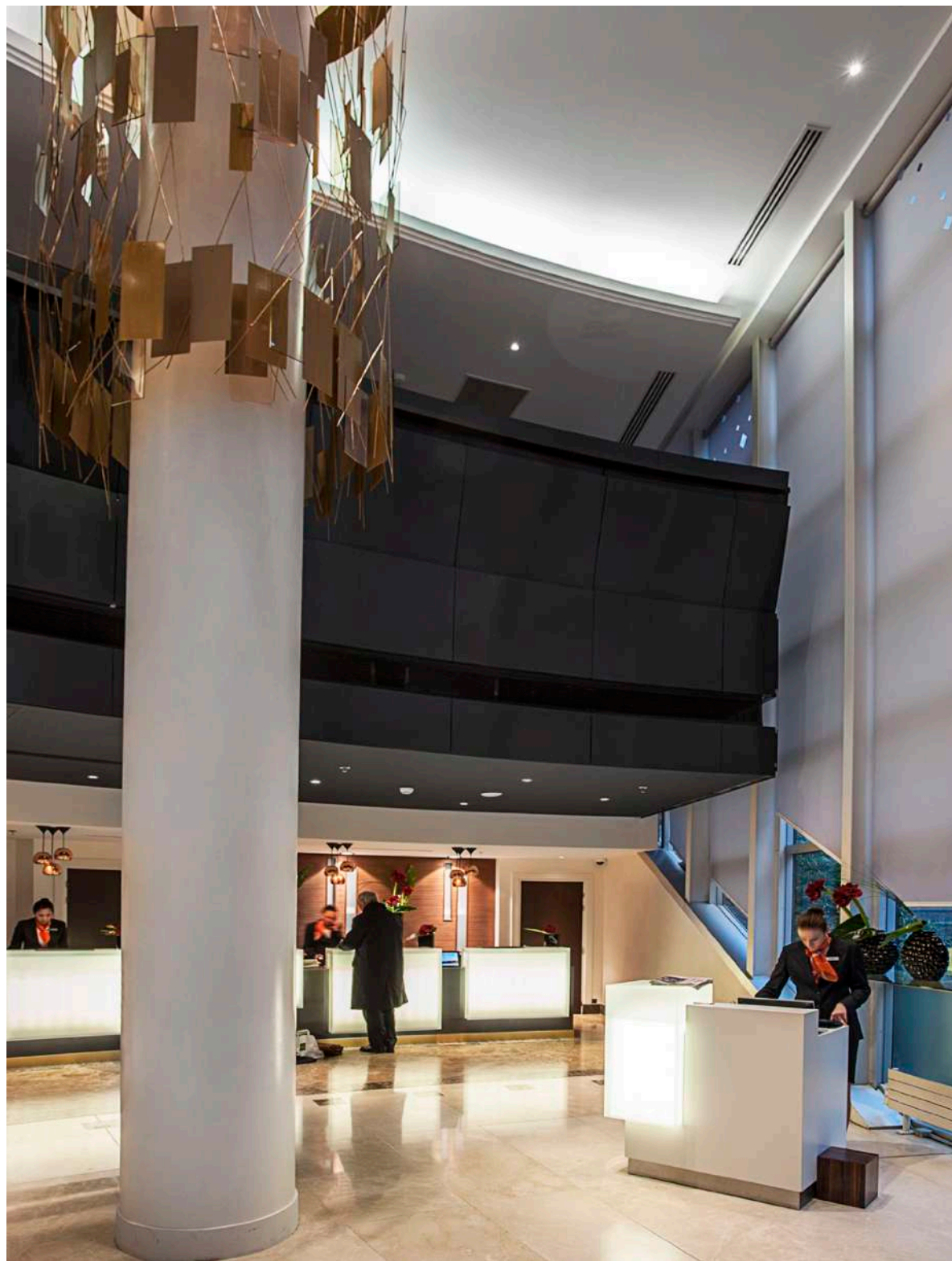
PULLMAN

LA DEFENSE, FRANCE



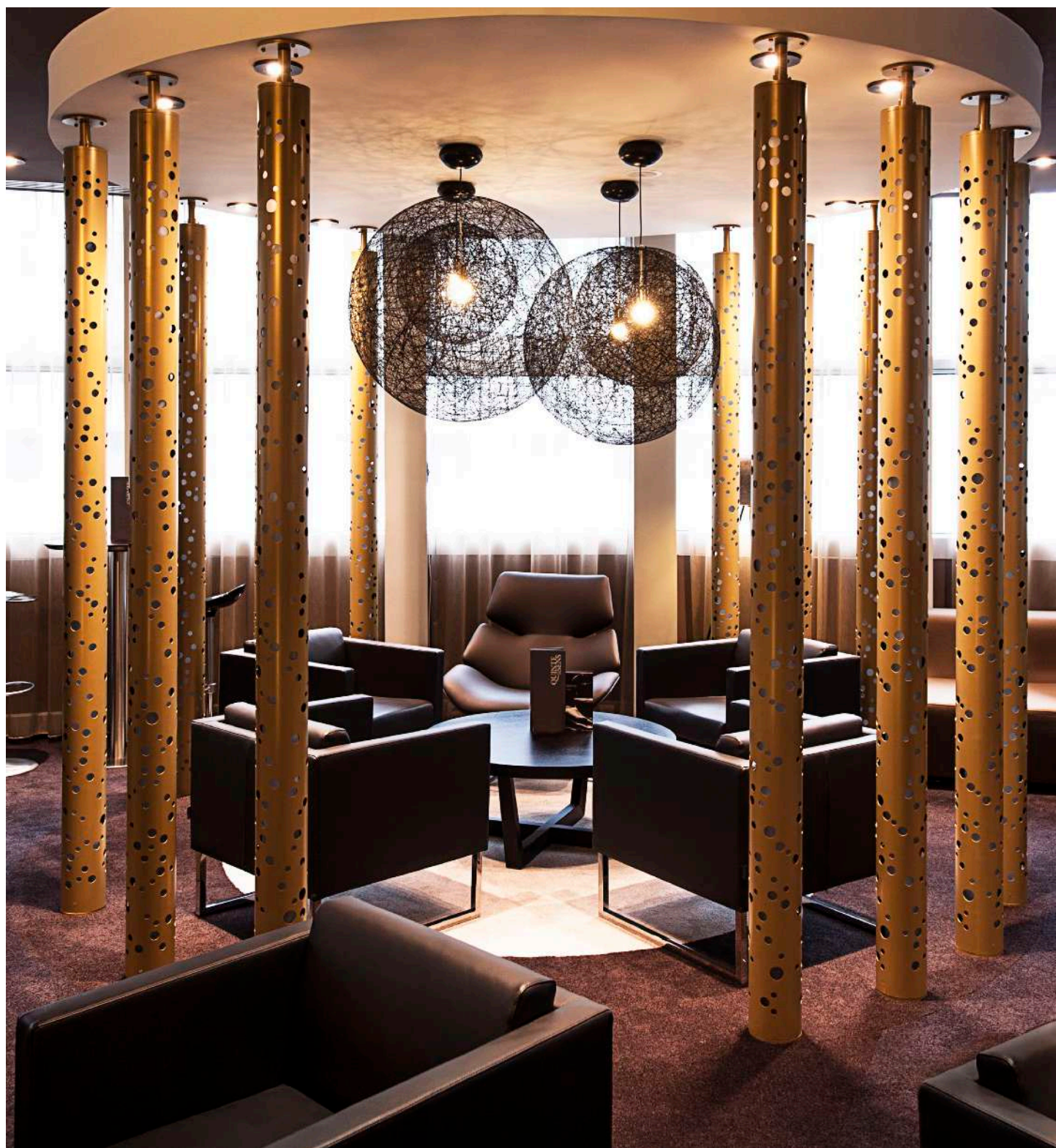
PULLMAN

LA DEFENSE, FRANCE



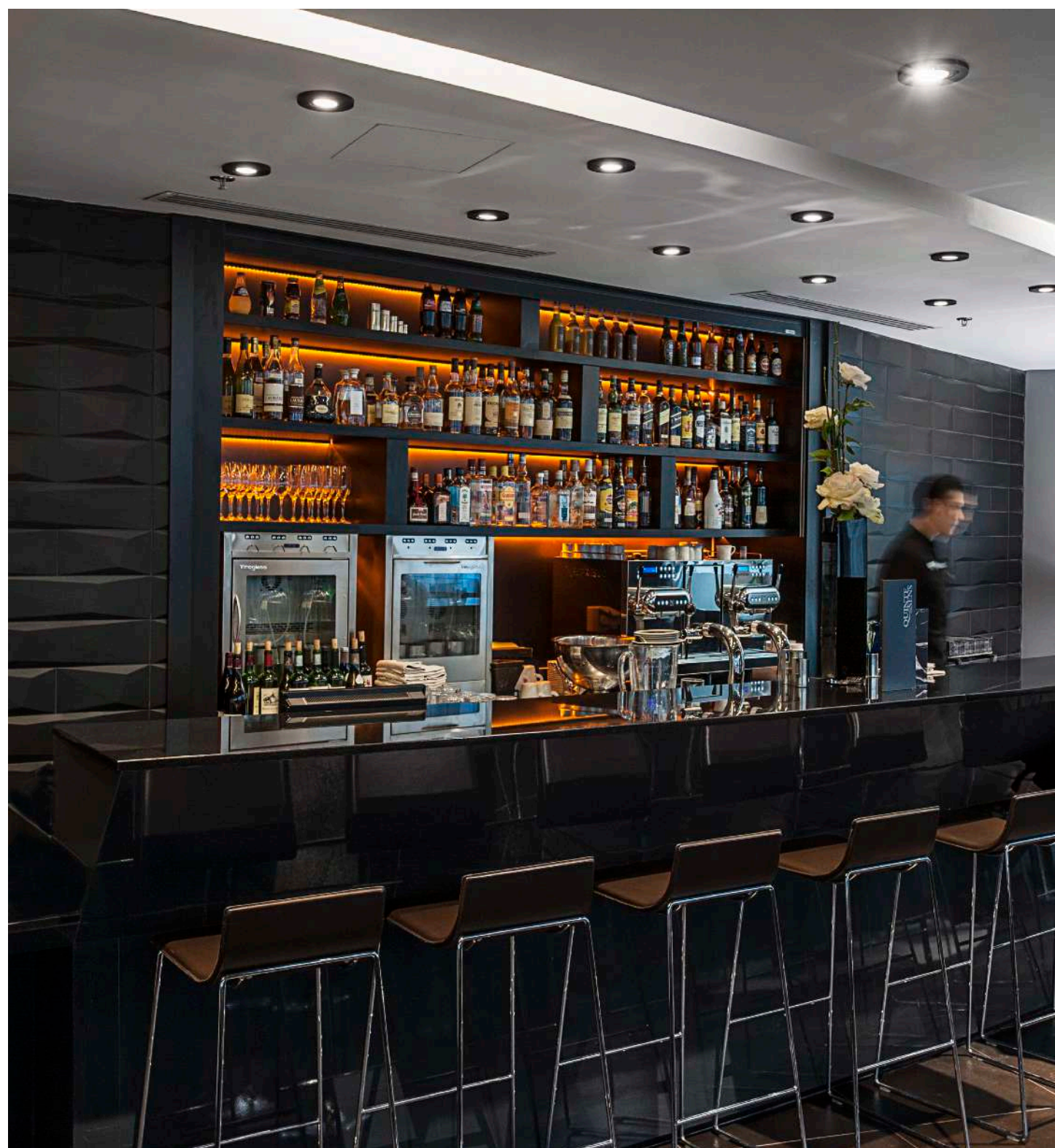
PULLMAN

LA DEFENSE, FRANCE



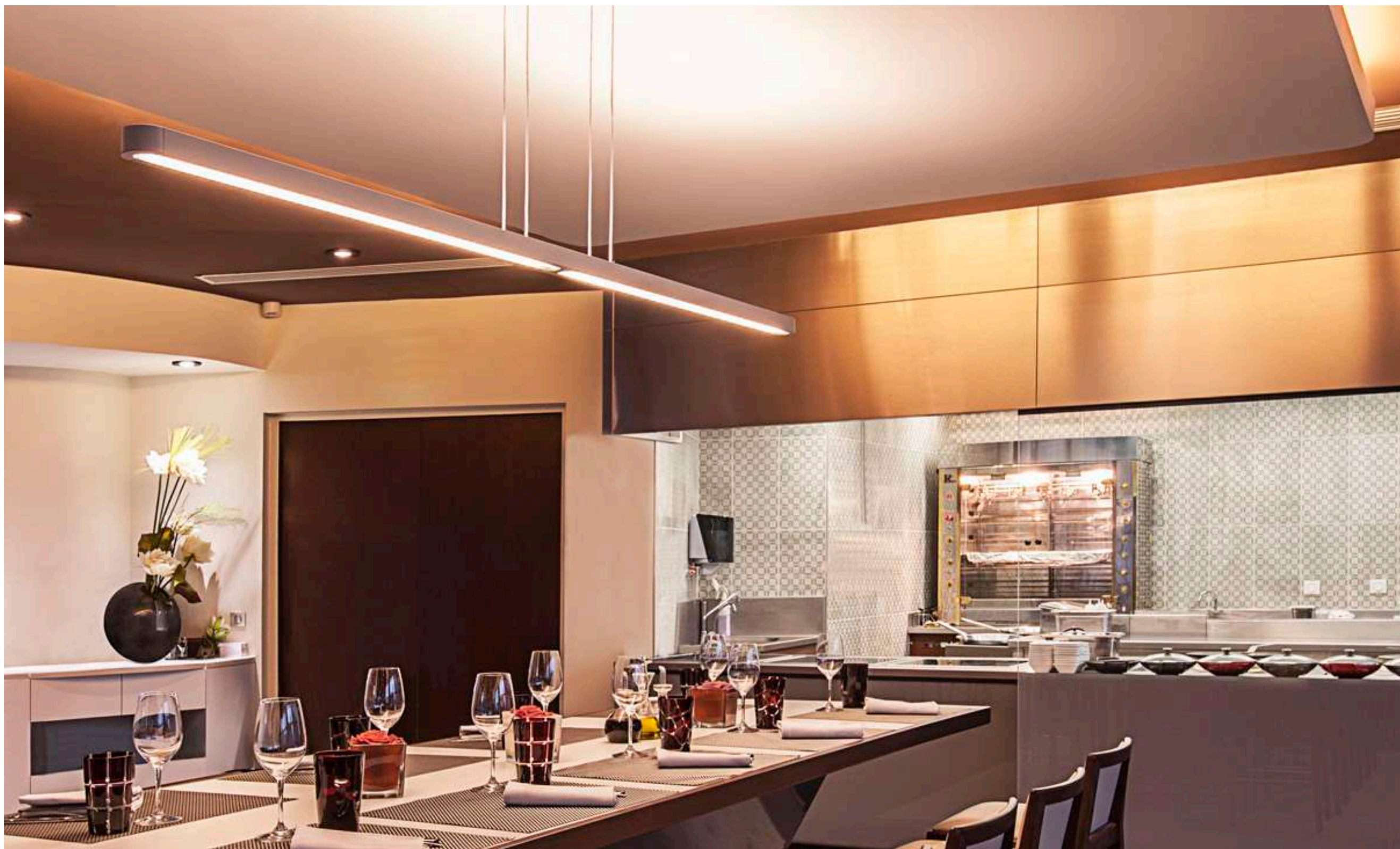
PULLMAN

LA DEFENSE, FRANCE



PULLMAN

LA DEFENSE, FRANCE



PULLMAN

LA DEFENSE, FRANCE



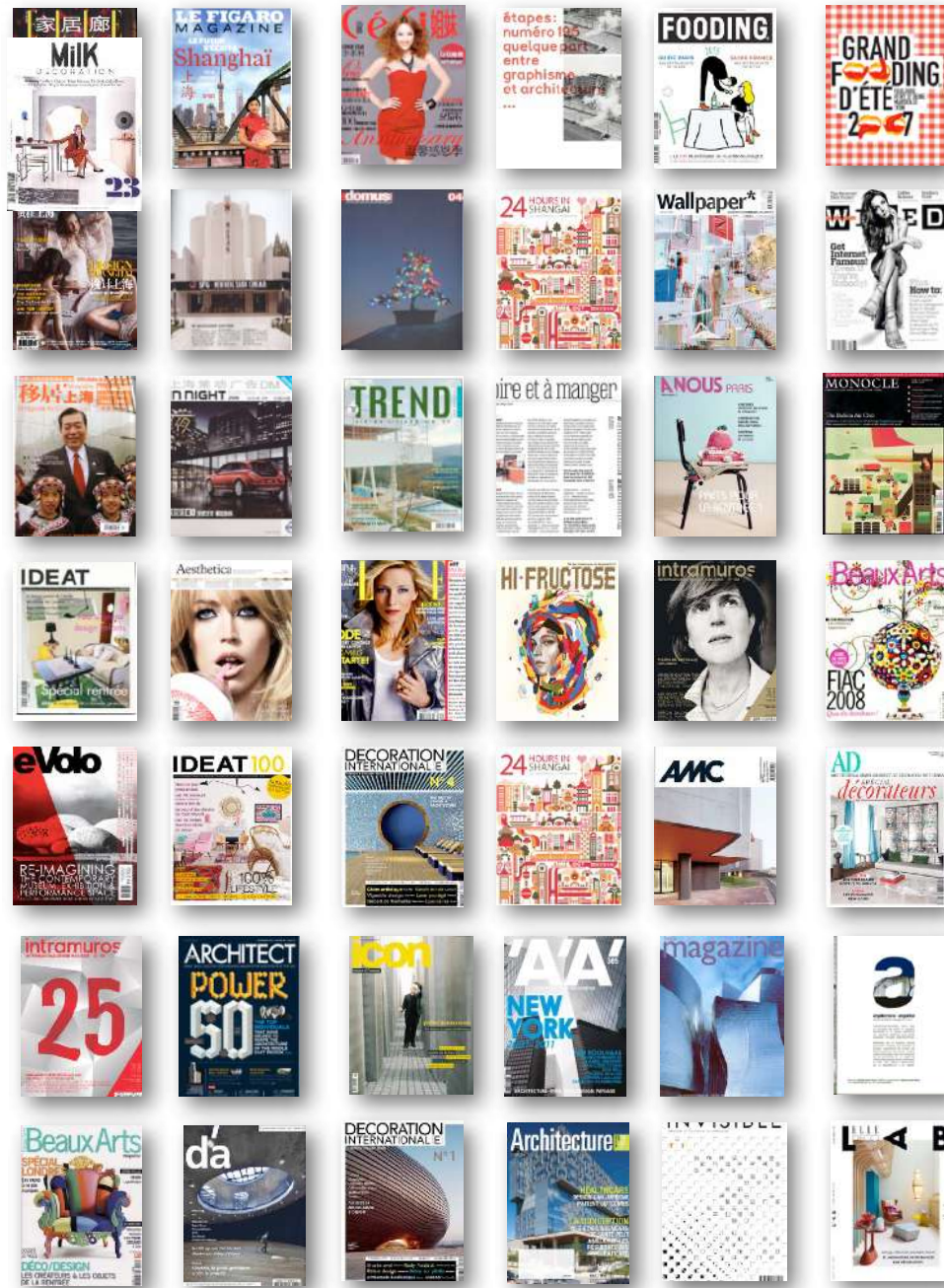
PULLMAN

LA DEFENSE, FRANCE



MORE THAN 600 PROJECTS IN THE WORLD
MORE PROJECTS ON OURS WEB SITE

THE AWARDS & PRESS



MORE THAN 800 PUBLICATIONS

Milk Déco | INTRAMUROS | IDEAT | WALLPAPER* | FOODING | BEAUX ARTS magazine | INTERIORS
 ARCHITECTURE magazine | AA | ICON | Da' | AD magazine | AMC | EVOLO | HI FRUCTOSE | ITREND
 WARED | PARIS | CAUSETTE | PAULETTE | A NOUS | ELLE LAB | VANTAGE | INSPIRE | HOUSE |
 ETAPES

GESTE D'OR GRAND PRIX ARCHITECTURE, PAYSAGE ET PATRIMOINE, PRIX REÇU **GESTE D'ARGENT MAS CARTIER | PARIS 2017** • **PRIX JANUS DE LA PROSPECTIVE, INSTITUT FRANÇAIS DU DESIGN, 3120 THE ROOM OF THE FUTURE | PARIS 2012** • 10 ANS DE L'OBSERVEUR DU DESIGN CITÉ DES SCIENCES, LA VILLETTE | PARIS 2008 • BIENNALE DU DESIGN, SAINT-ÉTIENNE 2008 • **PRIX DU JANUS 2008** • 100% DESIGN, SHANGHAI 2008 • **BIENNALE D'ARCHITECTURE, BUENOS-AIRES 2005** • SALON DES ARTISTES DÉCORATEURS [SAD], PARIS 2002 • ARCHI-COUTURE À LA SORBONNE PARIS 2002 • **EXPOSITION DE DESIGN, CITÉ DES SCIENCES, LA VILLETTE | PARIS 2002** • GALERIE CÉDILLE, COLLECTION PERMANENTE PARIS 2002 • BIENNALE D'ARCHITECTURE, BUENOS-AIRES 2002 • BIENNALE DU DESIGN, SAINT-ÉTIENNE 2002 • EXPOSITION BOMBAY SAPHIRE, LONDRES 2002 • RÉ-CRÉATION, 21 ARCHITECTES À L'AUBE DU XXI SIÈCLE, 2000-2002 • **BIENNALE D'ARCHITECTURE, VENISE 2000** • GALERIE VIA, EXPOSITION NAÇO, PARIS 1999 • **CHEVALIERS DES ARTS & DES LETTRES, MINISTÈRE DE LA CULTURE | PARIS 1999** • EXPORT ARCHITECTES, INSTITUT FRANÇAIS D'ARCHITECTURE [I.F.A] | PARIS 1997 • **LES 20 ANS DU CENTRE CENTRE GEORGES POMPIDOU, PARIS 1997** • CYBER ARCHITECTURE, IMAGINA, MONTE CARLO BIENNALE D'ARCHITECTURE, VENISE 1996 • BIENNALE D'ARCHITECTURE, SAO PAULO 1995 • DESIGN, MIROIR DU SIÈCLE, PARIS 1995 • **EXPOSITION MANIFESTE, CENTRE GEORGES POMPIDOU | PARIS 1994** • GOLD AWARD INTERIOR ARCHITECTURE, NEW YORK 1991, 1992, 1993 • FIRST PRIZE EUROPEAN AWARD, IDI FAIR | AMSTERDAM 1992 • **BIENNALE D'ARCHITECTURE, PAVILLON FRANÇAIS | VENISE 1992** • NEW DESIGN, LONDRES 1992 • FIRST PRIZE URBANISME SPACE DESIGN, TOKYO 1991 • **NOUVEAU DESIGN EN EUROPE, CENTRE GEORGES POMPIDOU | PARIS 1991** • ALBUM DE LA JEUNE ARCHITECTURE, MINISTÈRE DE L'EQUIPEMENT | PARIS 1991 • **40 ARCHITECTES DE MOINS 40 ANS, I.F.A | PARIS 1990** • ARCHITECT'S ART GALERIE OF FONCTIONNAL ART, SANTA MONICA 1990 • FIRST PRIZE DESIGN CONCEPT, ID MAGAZINE | NEW YORK 1989 • **30 DESIGNERS DE MOINS DE 30 ANS, STEEL CASE COMPANY | NEW YORK 1989** • OFFICE DESIGN COMP, PROJET PRIME, EIMU MILAN, ORGATEC | COLOGNE 1989 • **PREMIER PRIX OBJET 2000, MINISTÈRE DE LA CULTURE | PARIS 1987**

2020

1987

THE CLIENTS



• ACCOR / ACTIFS MADELEINE / ADIDAS / ALL SEASONS / APSYS / ARCHICREE / ARMANI / ATOMIC / AXALTO • BATHROOM GRAFFITI / BDDP & FILS / BLEECKER GROUP / BOUYGUES / BOUYGUES TELECOM • CANAL+ / CHANEL / CASAFOA / CHIVAS / CINEMOVIDA / CITY-CODE / CLAHM / CLUB MED / CNET / COTE CINE / COTE CINEMA / COURIR • DAPY • EDITIONS RUE D'ULM / EDM / EL GALPON / ESPACE EXPANSION / ESTHEDERM • FCB / FEIYUE / FNAC / FRANCE TÉLÉCOM / FRANCK / FULTON • GARRICE / GAUMONT / GECINA / GEDA EPURE / GEMALTO / GEMELLI / GIADA • HEAVENT / HOGAN • IBIS / ICE TO ICE / INES DE LA FRESSANGE / INFOWAY / IP CONVERGENCE • JW THOMPSON • KHALU / KIABI / KLESLO* / KOOKAI • LADY-SOUL / LE MAJESTIC / LE METROPOLE / LE MINISTÈRE DES AFFAIRES ÉTRANGÈRES / LE PALACE / LE RENOIR / LES 3 SUISSES / LES GALERIES LAFAYETTE / LE SHOP / LOUIS VUITTON / LUMIANCE • MARTINE VIP / MERCURE / MICHELIN / MTOP • NOVOTEL • OYYO • PATHÉ / PARIS-EXPO / PERIPARK / PERNOD RICARD / PIERRE GAGNAIRE / PORTICO USA / PRÊT A PORTER PARIS / PREVIEW • RATP / RODAMCO • SAGEM / SAWAYA & MORONI / SHIBUYA / SIF / SILVERSCREEN / SISEG PROSEG / SOFITEL / SQUALT / SSP / SUZANNE ERMANN • TACOMA / TARSUS / TECLA / TECNO / THALIE / THE BOX / THE TRAIN / TISSOT / TOMO • UNIBAIL / UNICO / UNILEVER • VIRAGE / VIRGIN / VIS PATHÉ / VIVARTE • WANDA / WAXA / WHO'S NEXT / WYBOROWA •

30 YEARS OF GLOBAL DESIGN



MARCELO JOULIA

naço

WWW.NACO.NET

Naço [Paris] 66,Bd Diderot 75012 Paris, France T : +33(0)1 4345 0666 M : paris@naco.net

Naço [Shanghai] 2:F, No. 240 Bei Jing Dong Road Shanghai, China T : +86 21 6137 3437 M : shanghai@naco.net