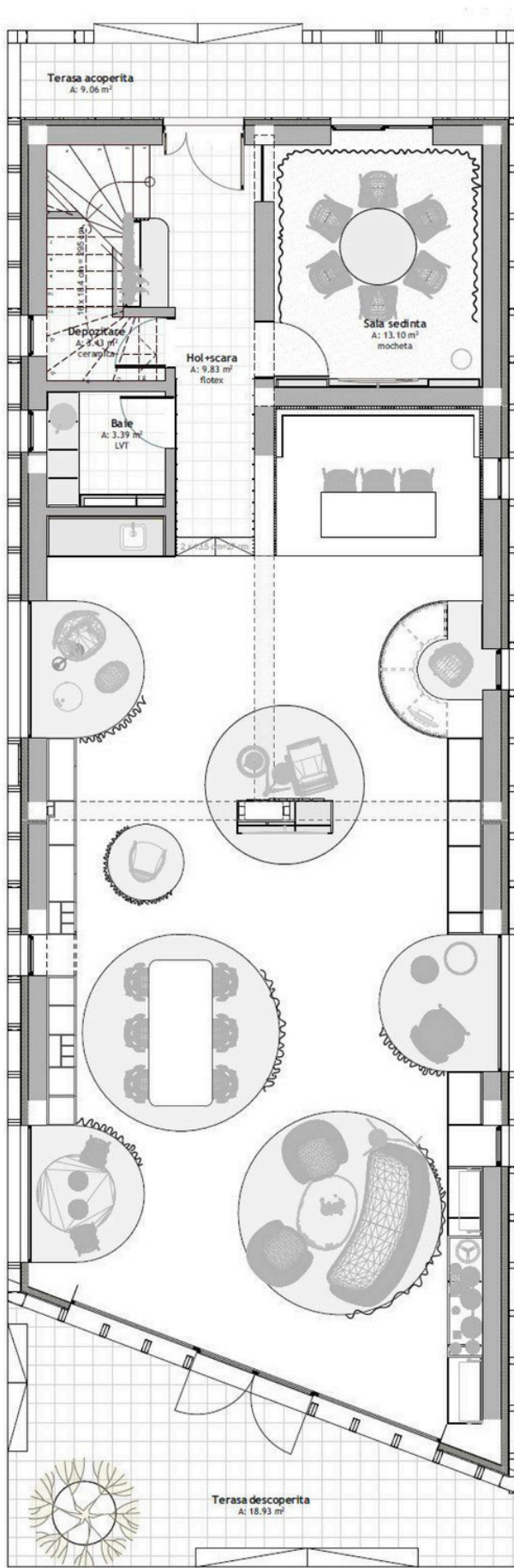


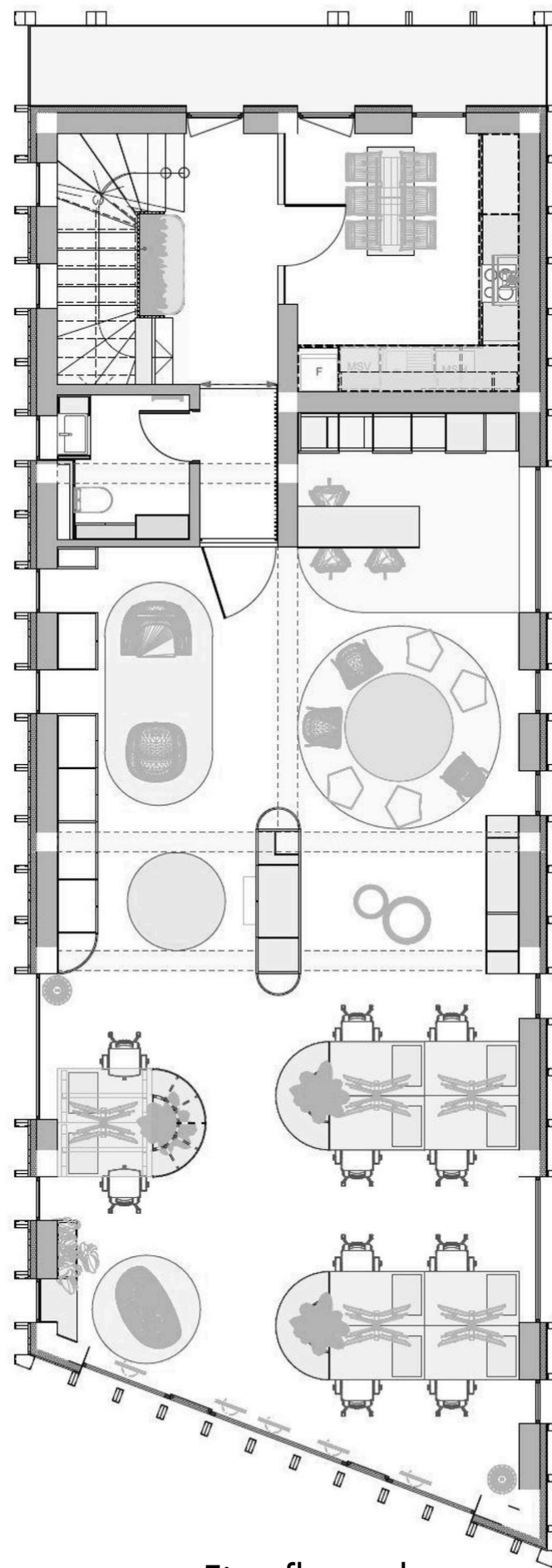
DACCA GROUP TRADE OFFICE & SHOWROOM  
Cluj-Napoca, Romania



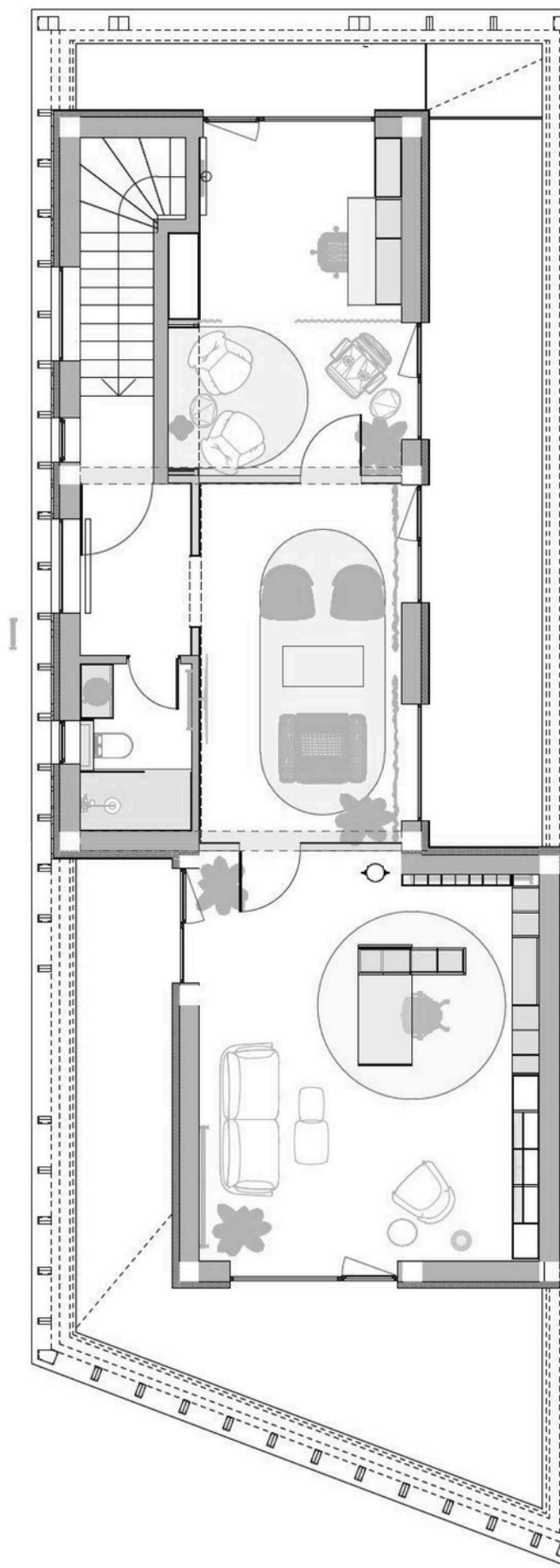




Ground floor plan



First floor plan



Hidden floor plan











### The story

A white exoskeleton—a dematerialized shell for an existing residence—unifies, creates coherence and balance, and generates a building with a rhythmic architectural silhouette of subtle elegance, harmonized with the scale of the urban context. The project was carried out under the coordination of architect Sergiu Tîrziu and involved changing the function of the original building to become the headquarters of the DACCA company in Cluj-Napoca.

The mixed-use building, serving as a showroom and office space for Dacca Group Trade – Brands Furniture, is located in a semi-central area in the southern part of the city, characterized by low density. It came into being through the transformation of an existing single-family house, by extending and adding floors, thus acquiring the volumetric proportions necessary for the proper functioning of the new intended use.

The overall concept of the project revolves around an integrative vision, drawing on the archetype of white, purist volumes that are gradually revealed through various perceptual distances, in a successive unfolding of details. The idea of a "white box" housing a versatile, dynamic interior alludes to neutral, color-free exhibition spaces that do not compete with the interior but instead highlight it through contrast.

The architectural language is defined by the presence of a white, metallic exoskeleton—coherent and unifying—which expresses itself through volumetric minimalism and chromatic neutrality. The three-dimensional composition of the façade, marked by the sculptural presence of vertical metal slats superimposed over a subtle Cartesian stereotomy, creates dynamism and sensory richness through the interplay of light and shadow.

The successive layering of the façades, with varying degrees of transparency and materiality, adds depth to both old and new glazing, integrating the existing elements in a unified manner for an urban impact carefully scaled to the surrounding context. The rhythm of the slats changes according to the position of glazed or opaque areas, access points, or loggias and terraces, while the permeability of the dialogue between interior and exterior varies accordingly.

The stratification of interior functions is clearly differentiated horizontally through the registers defined by the rhythmic white envelope: the ground floor and first floor accommodate the showroom area and spaces that can serve as work zones for discussions between architects, designers, and specialists; the recessed upper floor houses the individual and private offices of the developers—a level that becomes a volumetric accent and assigns compositional axiality to the building through its material contrast. The interior benefits from abundant natural light and was conceived as a sequence of versatile spaces that maintain visual connectivity while also offering privacy. These areas are designed to foster creativity, inspiration, and the exchange of ideas, and are personalized using the materials and products provided by the host.

The stratification of interior functions is clearly differentiated horizontally through the registers defined by the rhythmic white envelope: the ground and first floors house the showroom and spaces that can serve as work areas for discussions between architects, designers, and specialists; the recessed upper floor contains the individual and private offices of the developers. This level acts as a volumetric accent and lends compositional axiality to the building through a contrast in materiality.

The interior benefits from abundant natural light and has been conceived as a sequence of versatile spaces that maintain visual connectivity while also offering privacy. These areas are designed to foster creativity, inspiration, and the exchange of ideas, and are customized using the materials and products provided by the host.

















