

"Too often, architecture is just an end to itself. I believe design always has to express emotions, but it needs to start from a different basis: the individual, with his needs and his eternal but deadly quest for well-being."

Arch. Carla Baratelli

Architect and designer Carla Baratelli was born in Varese.

Her early works took into consideration all the aspects of creative working, from the study of forms and balance to psychophysical well-being, always using the light as a geometrical and aesthetic element. Carla's passion for light and shadow effects paved the way for a series of collaborations with renowned Italian companies such as **Leucos**, **Luxo**, **Egoluce**, **Valenti** and **Aldabra**, for which she designed new lighting fixtures. She also shared her experience in several urban and engineering projects, experimenting with the use of new materials. She wrote on prestigious magazines such as "Design" and "Luce", and was member of AIDI (Italian lighting association).

A monograph on her work and the projects managed with Studio Asia is being published by **Die Gestalten Verlag**.

Carla creates design items, furniture, lamps, as well as interior spaces, installations and expositions, and cooperates with several international companies as a design consultant. She taught in Milan's Istituto Europeo del Design (international design institute), and started holding a workshop on the architecture of SPAs in the Istituto Marangoni (Milan) in early 2012.

In 1987 she operated through **StudioAsia**, while in 1995 she launched **Asia-Design**, a new business that offers project, products and art direction to leading companies in the design industry such as Trend Group (Vicenza), Salvini Marmi (Brescia), Aldabra (Concorezzo, Milan). The projects she supervised while working with these groups received the "Best design" award in the **Covering (Orlando, USA)** and **Mostbuilding (Moscow)** international exhibitions.

She then launched StudioLight, a new department specializing in lighting design, a core activity that perfectly matches her idea of "working with light". From 2006 until 2011, she worked as creative and art director for the **Luxury & Yachts** fair (managed by Luciano Coin).

StudioAsia is also the mind behind **Salus per Aquam**, a travelling exhibition which is also part of the **Wellness World Exhibition** in Milano-Rho and **Salone del mobile** in Milan.

A concept about living that, over time, became a reference model for SPAs on an international level.

Studio Asia has been working in Africa (Ghana and Equatorial Guinea) for five years. A new branch, **Studio Asia GE**, has been opened in Malabo.

Arch. Carla Baratelli





HOTEL BAGLIONI - SPA GUERLAIN

She designs and implements the first GUERLAIN SPA in the luxurious CARLTON HOTEL BAGLIONI in the heart of a trendy Milan . 260 qm of pure relax where beauty blends with the architecture. The concept of the Spa is about the rediscovery of the 5 senses: touch, sight, smell, taste and hearing. Each sense has guided the development of the project, to create a sensory trail where the center of it all was the individual and his welfare. The study of geometric forms and how energy flows in an area interact with the architectural elements incorporated into the environment, has been characterized by a sinuous curves, warm colours, soft and indirect light.

2009 SPA GUERLAIN - conception, planning and creation wellness center inside of the HOTEL BAGLIONI: entry, reception, wellness hall, cabins, guests hall - Street Via della Spiga, 8 - Milano. Project Spa HOTEL BAGLIONI office in Bologna and Rome - Conception and planning.

HOTEL 1711

2009 SPA - preliminary planning for the hotel's complete renovation - Graphical Study and furnishing



ACQUA DI PARMA BLU MEDITERRANEO SPA

For a more fresh and youthful ACQUA DI PARMA, leader in the world of perfumes and essences, Studio Asia has formed in May 2008 a new concept. The first SPA MEDITERRANEAN BLUE took lives in the heart of the Yacht Club Costa Smeralda in Porto Cervo for a single, ambitious, indiscreet stated goal from the beginning: to demonstrate to visitors the same feeling felt after a day spent relaxing on the banks of the "mare nostrum". Another challenge brilliantly won thanks to a judicious mixture of sensory and emotional stimuli.

2008 SPA YACHT CLUB PORTO CERVO - conception, planning and creation.



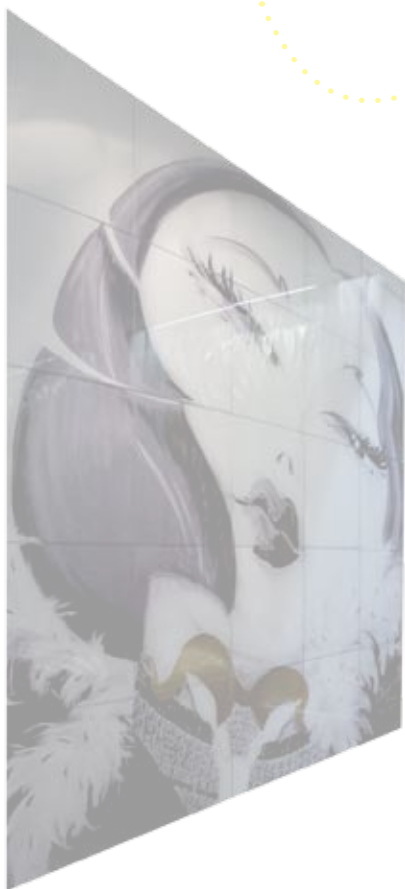


WELLNESS WORLD EXHIBITION - 2007

Twelve months after its debut to preview, SALUS PER AQUAM is again the main entrance to the national festival dedicated to the well-being with a totally renewed verve. It is a complete concept, articulated. Besides offering unique tastings of a thousand issues that a Spa can dress, the anthology format labelled Studio Asia is enriched in contents: design and precious materials, but also exclusive treatments. The ideal environment where to indulge a pure relax and take in short, intense life literally.

FUORISALONE - 2008/2009

In April 2007, between the exclusive corollary moments of the Salone del Mobile in zone Tortona, Milan, blossoms for the first time the SALUS PER AQUAM. "It the first stage of a novel ever traveling exhibition, an anthology of format that has many original models of a Spa. "Emotional Rooms" is the subject (ranging from the Fire Spa to Spa Light, from the Spa Art to Spa Jewelry), of which Carla Baratelli signed construction and concept. One must, today, for architects and contractors in the sector determined to discover what the market offers in terms of materials and ideas suitable to achieve a Spa experience.



2007 Fair 19-22 october - **WELLNESS WORLD EXHIBITION** - collaboration with **MY EXHIBITION PROGETTAZIONE E REALIZZAZIONE:** and creation: conception, booth -Rho Fair, **MILANO GRAPHIC,** communication, video.

2008 2008 **FUORI SALONE - MAGNA PARKS 2008 FUORI SALONE - MAGNA PARKS**(Zone Tortona) and Fair - **WELLNESS WORLD EXHIBITION** (Rho Fair) Fair Conception, exhibition plan project logo and image coordinated, companies invitations, communication (conference file, invitation cards, thanks, publicity pages, pliants, plates, displays, signals), planning and progressing events and conferences, photographic service for the partners - **ASIADESIGN** division.

2009 Fuori Salone - **MAGNA PARKS** (Zona Tortona) e Fair - **WELLNESS WORLD EXHIBITION** (Fair Rho) progetto fuori salone, , exhibition space, coordination, joinings, graphic, catalogue, communication, meeting subjects, communication folder, news letter, artists. **PARTNER WELLNESS WORLD EXHIBITION** for 2007-2008-2009: **ALDABRA, ADEANI, ANTOLINI, ARCLINEA, ARTEGGIANDO, BEAUTY COUNSULENCE, BENCORE, BUILDING AUTOMATION, CERAMICA GLOBO, CORPORUM, ELETTROIMPIANTI, FISIOSPHERE, GESSI, GRUPPO FABBRO, JACUZZI, LAGART, LASER SERVICE, LUXURY, LE GROTE, NILO, MALIGNO, MARTIN, MOSAIQUE, MOVIE-MOTION, NADIR, OESSE, OIKOS, PORCELLANOSA, RICRAEE, SALVINI, SAMSUNG, SOFTUBE, SITIA, STUDIOART, TAGINA, STARPOOL, TDA PARIS, TAULETO, TECHNOGYM, 3FORM, TREND, TONINI, TREA, WELLFEEL, ALDABRA.**

Sponsorship: **ISPLAD** (INTERNATIONAL ITALIAN SOCIETY OF PLASTIC REGENERATIVE AND ONCOLOGIC DERMATOLOGY), **SKINECO, ISTITUTO NAZIONALE SCIENZE DEL BENESSERE, FIERA MILANO EXPOTCS.**



MY SPHERE YOUR SPA - COSMOPROF - GTS GROUP - 2009

Studio Asia of Arch. Carla Baratelli and FisiOSPHERE presented at Cosmoprof 2009 MY SPHERE: an innovative and versatile SPA concept that has its force point in the personalization. The first step to realize a SPA is the "Concept Development" that comes before the design. Each SPA should be different to the other and, in its way, unique, MY SPHERE is the representation of a place where everything is "tailor made", the design is related to the "background", to the target and to the location; the software is the last generation one and places are futuristic using domotic technology in order to guarantee the best functionality.



IL CHIOSTRO SIA GUEST - CONCEPT SPA 2008

Four architects, four different interpretations. Carla Baratelli, together with the distinguished colleagues Apostoli, Marzorati and Pediconi has reinterpreted the environment of the Benedictine cloister at Sia Guest of Rimini, in November 2008, resulting in a multiplicity of sets "of and for the welfare" through vanguard technologies and materials. The current concept of wellness simplified into the essence, to rediscover an ancient balance between spirituality, care of self and nature. White, light, water, purity, elegance in a relaxing time and without boundaries welcome the visitors in the Convivio, where the arch. Baratelli wanted to convey a new interpretation of luxury: "to have time to devote to themselves and the ability to interact with others."

PRINCIPE DI SAVOIA - SPA

- 2009** Conception and Spa project **ACQUA DI PARMA** - Piazza della Repubblica, Milano.
- 2011** 2011 Conception and Spa project **ACQUA DI PARMA** - renovation Club10.



ART DIRECTION

TREND

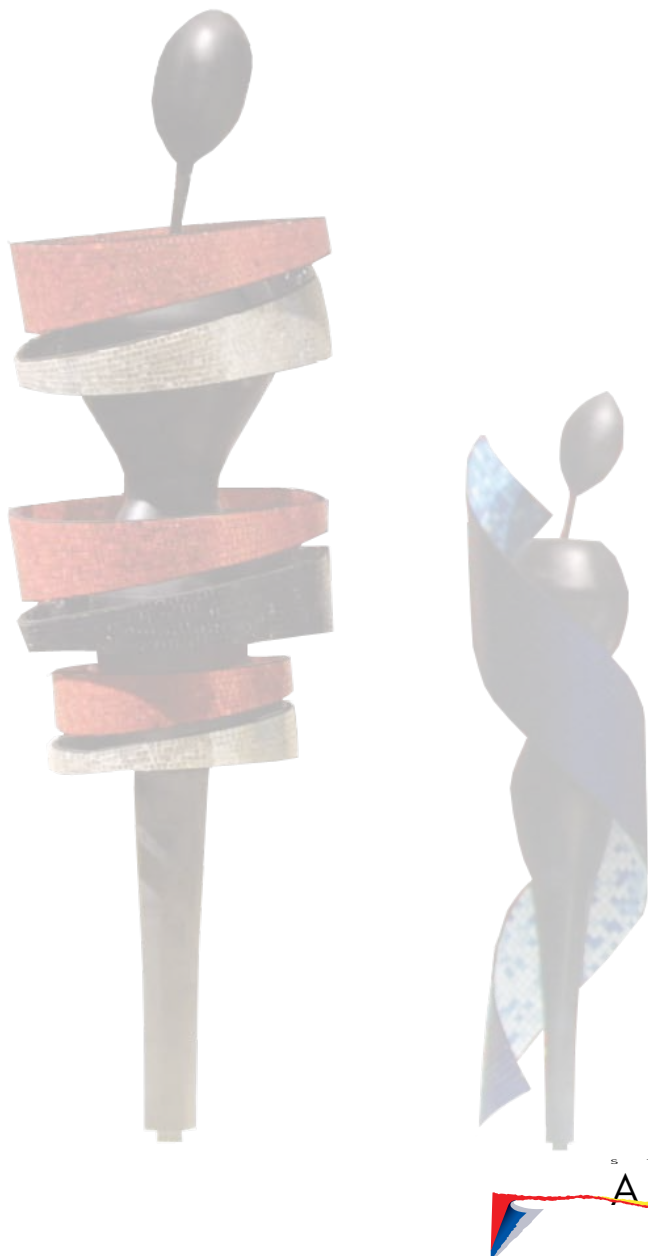
Trend art director since 2001. In particular, has renewed the concept of "mosaic", giving new shape to new lines. She designs Trend Stands for the most popular fairs in the world, like CERSAIE of Bologna Covering of Orlando (where won the prize for best stand), Mostbuild in Moscow, Farmalac in Casablanca. Designing the showroom Trend in Miami (USA) and Milan.

CERSAIE - 2011

The joint-venture between Trend and StudioAsia gave life to one of the most interesting, innovative and spectacular spaces of the 12th edition of CERSAIE, International Exhibition of Ceramic Tile and Bathroom Furnishings, which took place in Bologna from 20th to 24th September 2011.



- 2001** StudioAsia and **TREND** group are signing an agreement for the artistic management of the company that predicts the planning of all the fair booths, product lines, showroom all over the world.
Fair **CERSAIE** - conception project and creation exhibition booth, mosaic compositions - Bologna.
- 2002** Fair **CERSAIE** - - conception project and creation exhibition booth and mosaic composition mosaics - Bologna.
ALBERGO ORSONI - project study and creation of a hotel room in Venezia. **Batimat** - conception project and creation exhibition booth and mosaic composition - Porte de Versailles. Paris (75), France.
BATIMAT - conception project and creation exhibition booth and mosaic composition - Porte de Versailles. Paris (75), France.
- 2003** Fair **CERSAIE** - conception project and creation exhibition booth and mosaic composition mosaics - Bologna.
- 2004** Fiera **CERSAIE** - conception project and creation exhibition booth and mosaic composition mosaics - Bologna.
COVERINGS - Orlando - U.S.A. - **TREND VILLAGE** - conception project and creation exhibition booth - Bologna: project, exhibition, study walls and floors compositions, support and catalogue.
- 2005** **FIERA MOSBUILD** - Mosca - exhibition, study walls and floors compositions.
COSMOBELLEZA & WELLNESS - **FIERA DE BARCELONA** - conception, planning and creation booth. Showroom **Trend** - projects for Miami, Mosca, Indonesia, Barcellona, Finlandia. Study and creation for Italy - Milano, Roma.
- 2006** **MOVAWAD JEWELLERY** - floor conception and planning - material and graphic planning for the clock face - Emirati Arabi - AsiaDesign division.
- 2007** Study and Research for materials - AsiaDesign division.
- 2008** Concept showroom in the world for **TREND GROUP** - conception planning and creation.
- 2011** **FIERA CERSAIE** - conception, project and creation.



SALVINI STILE

IL NUOVO SHOWROOM - 2009

New Showroom of SALVINI STILE is born from its solid leadership in stone 's manufacturing and from the long-term experience of Studio Asia of Arch. Baratelli Starting from the entrance, you can find a path composed by a touring settings from the bathrooms to living areas that reveals marble as a furniture element; everything is enriched by exclusive complementaries and pieces of art, designed by the best partners in the market. Combination of tops, sinks, shower's plates with different shapes, colours and surfaces and surprising walls, carpets and sleeves are combined. The result of four years- collaboration between Salvini and Studio Asia doesn't fear to show itself with suggestions of medium-high level related to exclusive bathrooms, hotels' spaces, restaurant and exclusive wellness centres.



- 2004** **MARMOMACC FAIR** - Graphical study for a products presentation brochure - Verona - AsiaDesign division.
- 2005** Graphical Study for advertising material : brochure, flyers, depliant, catalogue - AsiaDesign division
Restyling Logo - divisione AsiaDesign.
Fairies: **CERSAIE** (Bologna), **LUXURY & YACHTS - LUXURY FAIR** (Verona), **ORLANDO FAIR** (USA), **FUORI SALONE** (Milano): exhibition spaces planning, booths creation, lighting study. Planning ornamental tiling, graphical processing for marble and onyx plates. Sculptures and art works planning for occasional exhibitions and private use residences. Plannings and arrangements for Postumia Hotel.
- 2006** **SALONE DEL MOBILE** - planning and creation exhibition booth - Rho FAIR, Milano fairs **CERSAIE** - planning and creation exhibition booth. Bologna.
Graphic study for brochure, catalogue products, companys coordinated immagine.
- 2007** Minicatalogue - Company's presentation.
Creation exhibition boards.
- 2008** Graphical planning and communication for the design world (coordinated immagine) - AsiaDesign division.
Progetto project for residences and private villas (Roma).
Graphic book for the american markets achieving (Miami) - AsiaDesign division.
MARBLE AND ART - project with the artists for bath ceramics collections.
- 2009** Graphic Study for: website, Corner catalogue, Salvini catalogue - AsiaDesign division.
Project for: **CIOTOLETTI** (bathroom), **CASA GHELFI**, **CRA2**, **MONTENEGRO**, **SANTACROCE SHOWROOM VARSAVIA**, **SIMONELLI**.
Showroom and corner for different clients.



ALDABRA

LIGHT & BUILDING FRANKFURT - 2010

Aldabra' space has been trusted to Studio Asia of Carla Baratelli, that have expressed the innovative spirit of the company. In the 200m² space, where the alternating black and white, are presented the new collections. The long exterior wall, is painted in brushstrokes of red light, thanks to the Kuma that create a particular atmosphere Recalling the "A" red of Aldabra, the symbol of the company. A great "emotional box" of 6 metres, all white, rises above the stand; outside is wrapped of "Kaleydos", LED light panel with dynamic system transmit emotional images of many colours. Inside the "great white cube" is staged the light, absolute star!



- 2001** **STUDIOASIA E ALDABRA** signed an agreement for the artistic direction of the company predicted to the planning of the fair's booths, product lines, showroom all over the world. Starting 2001 all the brand-identity and catalogs are treated by Asia Design division.
EUROSTAND - conception, planning and production lighting system- Milano.
- 2008** **FIERA LUXURY&YACHT** - booths conception, planning and design, Verona.
FIERA LIGHT&BUILDING - booths conception, planning and design, Frankfurt.
SHOWROOM - booths conception, planning and design, Milano.
- 2010** **FIERA LIGHT&BUILDING** - booths conception, planning and design, Frankfurt.
- 2011** **PROFESSIONAL LIGHT DESIGNERS CONVENTIONS** - booths conception, planning and design, Madrid.
SHOWROOM - conception, planning and design, India.
- 2012** **FIERA LIGHT&BUILDING** - booths conception, planning and design, Frankfurt.



LUXURY & YACHTS

She's the first artistic director of the LUXURY & YACHTS, the popular exhibition initially from Verona, from 2008 from Vicenza, dedicated to luxury and sailing. In 2006, instructed by Luciano Coin, patron of the exhibition, she renews the look of the event, enhancing the visual identity through the design and the skillful use of innovative materials. To confirm the quality of the project, the task was also confirmed for the editions of 2007, 2008, 2009 and the two editions of 2010.

- 2006** Art director - event, Verona.
- 2007** Art director - event, Verona.
- 2008** Art director - event, Verona.
- 2009** Art director - event, Vicenza.
- 2010** Art director - event, Verona.



KRISTAL YARN

- 2006 **PITTI FILATI** - conception and booth project, Firenze.
BRAND IMAGE - conception and graphic tendence - AsiaDesign division.
LIGHT DESIGN - conception and booth project, Firenze.
- 2007 **PITTI FILATI** - conception and booth project, Firenze.
KRISTALL - logo e declinazioni grafiche per la nuova divisione.
ROSSELLA MAGLIFICIO - divisione AsiaDesign.
- 2008 **PITTI FILATI** - conception and booth project, Firenze.

A2

- 2005 **FIERA LIGHT&BUILDING** - conception and products planning - stage management - booths study and graphic illustrative materials for Frankfurt Fair.

NEXTEP

- 2007 logo, catalogue and publicity page for **CASAVIVA** - AsiaDesign division.



S T A N D



- 2005 **BOOTH CASA PIÙ** for **LUXURY & YACHTS** - conception, project and creation.
Booth Venux Marmi per **LUXURY & YACHTS** - - conception, project and creation.
- 2006 Fair **LUMVILLE** - conception, project and creation booth - artistic management and catalogue - AsiaDesign division.
Fair **LIGHT & BUILDING** for Cariboni stand - Francoforte. Artistical management and catalogue - AsiaDesign division.
Showroom di illuminazione per: **GINETTA** (Milano), **FOGLIANI** (Gallarate), **OVERLIGHT**, **ANIMOSI** (Merate), **SFORZIN** (Paderno Dugnano), **BRUSSOLO** (Meda)
- 2007 **BOOTH BONACINA** - for **LUXURY & YACHTS**, project and booth creation and graphic collaboration for the materials development - Verona.
- 2008 Mostra "IL CHIOSTRO" - Stand fiera **GUEST WELLNESS** - Rimini.
- 2009 Booth for **ESTETIC SUN** - **FIERA COSMOPROF** - conception, project and creation booth **GTS** - fair **COSMOPROF** - conception, project and booth creation - Bologna **FISIOSPHERE SPA** - conception and presentation.
- 2010 Bo0oth for **ESTETIC SUN** - fair **COSMOPROF** - conception, project and creation - Bologna.



SHOWROOM



ELETTROSERVICE

Planning and work for the sale space of ELETTROSERVICE, a supplier of components for lighting. The area, once finalized, will be the largest exhibition for sale of the Lazio region and will be based on an intuitive design that can facilitate the end-customer service.

2008 SHOWROOM - lighting products - ASIALIGHT division - Monterotondo, ROMA ADVERTISING - progetti grafici per la comunicazione - divisione ASIADesign.

2009 UFFICI - project and realization, interior design, Roma.

MANNA

2003 Showroom spot lights - ASIALIGHT division - Torino.

2005 ADVERTISING - communication graphic projects - ASIADesign division.

2006 Offices - planning and creation internal design, Roma.

ROSSINI ILLUMINAZIONE

2000 Showroom spot lights - ASIALIGHT division - Segrate.

FOGLIANI

2002 Showroom spot lights - ASIALIGHT division.

ANIMOSI

2003 Showroom spot lights - ASIALIGHT division.



ARCHITECTURE



CITIZEN KOFI ENTERTAINMENT CENTRE - 2009

It has been inaugurated in the heart of Ghana's capital city, an élite entertainment-building of Italian taste. It is an exclusive pearl in the centre of Accra and it has been designed on five floors by Arch. Carla Baratelli on commission of the important financier and businessman Dott. Kofi Amoah. Studio Asia has designed a building totally dedicated to luxury, amusement, refinement, by inspiring to four senses Studio Asia has given shape and body to a new architecture which was unknown to Accra: a fashion building that Dott. Kofi Amoah has decided to be present in Osu's district as crystalline symbol of modernity.

LUXURY PRIVATE HOMES

2005 BRUXELLES - conception, planning, creation and labour management.

2006 VARESE - conception, planning, creation and labour management.

AGRATE - internal design solutions for the vintage villa residences and lofts development.

SIRMIONE - Luxury villa residence - internal design.

2007 CASALE LITA - VARESE - renovation of a dairy farm for a private residence use.

CERNUSCO SUL NAVIGLIO - conception, planning and execution villa and shop HAIRCENTER WELLNESS CENTER.

UDINE - private residence - internal design, study and planning lights project - division ASIALIGHT.

2008 COMO - luxury private residences - conception, planning, creation and labour management.

HAIR CENTER

2006 Shop - study, planning and creation, Monza.

CLASSICO

Luxury means excellence in craftsmanship, and originates from the Italian architecture motifs that shone from the Renaissance until the end of the 19th century. Beauty, utility, history and freedom from today's trends are the keywords that inspired our residential projects, based on the prestigious model of the Italian villa with its magnificent gardens.



STUDIO ASIA'S OFFICES EQUATORIAL GUINEA - 2011

Studio Asia is present in Africa, in Ghana and Equatorial Guinea, since five years. In 2011 Studio Asia Ge was born placed in Mongomo.



EQUATORIAL GUINEA

- 2 PRESIDENTIAL BUILDINGS- internal design.
- Preliminary project - Round on the (Oceano Atlantico).
- Preliminary project - Commercial Center.
- STUDIOASIA GE - base - internal design.

2012

- Project HOTEL 5 stars along the seaside (56.000mq) conception and planning.
 - Private Discotheque - Preliminary project.
 - Presidential Residence - Preliminary project.
 - STUDIOASIA GE - sede - interior design.
- MONGOMO**
- Internal design for 3 presidential buildings.

DESIGN



CLASSICAL DESIGN

Studio Asia faces the theme of "classical design" giving particular attention to details, studying the redevelopment of the space the object was designed for, and analyzing the lifestyle of the user. Another core activity is the materials choice, an essential element in architect Carla Baratelli's researches.

DESIGN

Studio Asia is specialized in the design of exclusive, innovative and artistic products. It cooperates with artists, painters, sculptors by creating pieces of art where material, light and shape unify themselves in order to become a unique product.



PACKAGING



Studio Asia works in graphic field since long time, both as consultant and as creator and developer of services and products linked to visual communication. By understanding the different needs, Studio Asia is able to suggest the necessary tools for the customer in order to choose the most suitable ways for project's progress.



- 2006** **STUDIOASIA E ALDABRA** Rome Chambers Union to promote TOP Italian Companies in Tunisi- Study and realization book - AsiaDesign division
CARIBONI - graphic catalogue FIVEP and the project - Asia-Design division.
- 2007** **LAGART** - by Laura Gadda - study and brand-identity - Asia-Design division.
ALDABRA - projection and production spot light LIGHTEX - Asia-Light division.
PACHAMAMA - artistic direction - catalogue and graphic - AsiaDesign division.
- 2008** **LINEA SNELLA** - conception and projection for an office base - Milano.
OFFICINA ITALIA - logo study - AsiaDesign division.
- 2009** Office Brand **SALUS PER AQUAM** - logo, related image and catalogue, invitation, brochures, and advertising.
- 2010** **ACE** - logo study - AsiaDesign division.



CONCEPT

- 2001** Light Competition - competition promulgated by Municipality of Milan.
- 2006** Punto Vendita - Ottica - conception, planning and preliminary.
LIGHT CONCORSO - lighting project for Navigli Canal - Milano - AsiaLight division.
HOTEL BAGLIONI - Spa complete project - Budapest, Bologna e Roma.
- 2007** **ESTEL** - conception and project Showroom Verona e Milano.
STARDUST jewellery - study and shop planning, display, inside of the hotel Paris di Montecarlo.
- 2008** **FESTIVAL DI SAN REMO** - Tenso Struttura - Consulting and Conception to project a place for a collateral photographic exhibition - AsiaDesign division.
- 2008** **SEGWAY CAFFÈ** - conception and planning coffee bar. Artistical management and graphical study for the brand-identity and **ENERGY DRINK SEGWAY**.
- 2009** **MERVILLE** - SPA - concept progetto - lesolo.
HOTEL SHERATON - conception and internal design project - Dubai.
- 2009** **GESSI** - Format espositivo - conception and planning for the wide ranging brands products exhibition.
- 2009** **COIN EXCELLSIOR** - competitive tender- conception and renovation project.
Hotel Reale - Spa preliminary project - Lurisia.
HOTEL GIRASOLE - Spa GTS preliminary project - Bormio.
WIKY SPA - Spa preliminary and project inside of a Shopping Center - Graphical study and furnishing - SPA spaces - Alessandria.
- 2010** **HOTEL TIBERIO** - conception and project for SPA Acqua di Parma - Capri.

WORKSHOP AND TEACHING

- 2007** Architecture and wellness concept - **IED - ISTITUTO EUROPEO DI DESIGN**.
- 2008** **LIGHT DESIGN** - "La Luce" frequencies, wellness, between technology and interior design - Milano.
- 2012** SPA - full creation by Studio Asia -Marangoni Institute - Milano.

WORK IN PROGRESS

- 2012** *The city as a gather space* - seminary in collaboration with La Triennale Public University - Milano.
- 2 **PRESIDENTIAL BUILDINGS**- internal design.
 - Preliminary project **Round on the** (Oceano Atlantico).
- MALABO**
- Preliminary project - Commercial Center.
 - **STUDIOASIA GE** - base - internal design.
- 2012**
- Project **HOTEL 5 stars** along the seaside (56.000 mq) conception and planning.
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- BATA**
- MONGOMO** • Internal design for 3 presidential buildings.

