

# FEATURED PROJECT



The inspiration for Godiva's latest prototype design truly reinvents the chocolate experience. Incorporating cerused, rich **hardwoods** throughout as a "delicious" backdrop, and **gold tile elements**, the brand's long standing opulence is evident everywhere Godiva is sold: flagship locations, mall stores and shop in shops.



Godiva, Istanbul, Turkey – dash design

Linda Lombardi, VP, Global Store Design and Visual Merchandising, Godiva Chocolatier led the vision for this 90 year old chocolatier who's artisanship, innovation and passion have delighted generations of chocolate lovers around the world.



*"Architectural Systems understands our challenge and takes the design aesthetic to the next level. ASI provides materials that are always fresh to market, allowing us to create unique environments globally."*



Godiva, Macy's Herald Square, New York, NY – dash design

Photo by Richard Cadan

Working closely with David Ashen, Partner, dash design and collaborating with Architectural Systems this timeless treasure of truffles and sweets is as engaging an environment today as when the new concept was developed.

*"Architectural Systems has been an amazing resource for us in developing the Godiva concept. We loved the combination of the ebonized wood and cream color cerused into the grain, which provided a delicious background for our chocolate store. ASI arranged for seamless, timely and affordable delivery to each job site spanning different continents!"*



Godiva, New York, NY – dash design

In honor of Lady Godiva, all of us at ASI wish you a Happy Valentine's Day full of love, joy and chocolates! ❤️❤️❤️