

# STUDIO ARTHUR CASAS

## ARCHITECTURE AND DESIGN

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## FACTSHEET

Project	Natura Paris
Author	Arthur Casas
Dates	2004 - 2005
Built area	220 m <sup>2</sup>
Location	Paris - France
Photos	Tuca Reinés

## ABOUT

The Natura European flagship store, located in Paris / France, follows the concept of bio-diversity and sustainable development. To attain these objectives the store design combines various natural certified materials by the Brazilian Environmental Agency (IBAMA) such as banana fiber partitions or vine.

Distributed in two stories, the store offers an authentic sensorial tour through textures, colors and aromas. This is the first store for the largest Brazilian cosmetics manufacturer and it also has the objective of teaching the consumer the origins of the raw material used in manufacturing the goods sold there.