

MARCELO JOULIA

naco



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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 Nimes, France.

Today, 30 years after, Marcelo Joulia Naço 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’Equipement
- Professeur De Tao Master, Architecture & Design Shanghai
- Etoile 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**
- **Etoile de l’Observateur du Design le Club Med Gym**
- **A.P.C.I, Paris, 2003**
- **5 Projets nominés pour les Etoiles 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
EXHIBITIOS
STANDS

THE AGENCIES

AMERICA



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

EUROPE



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

ASIA

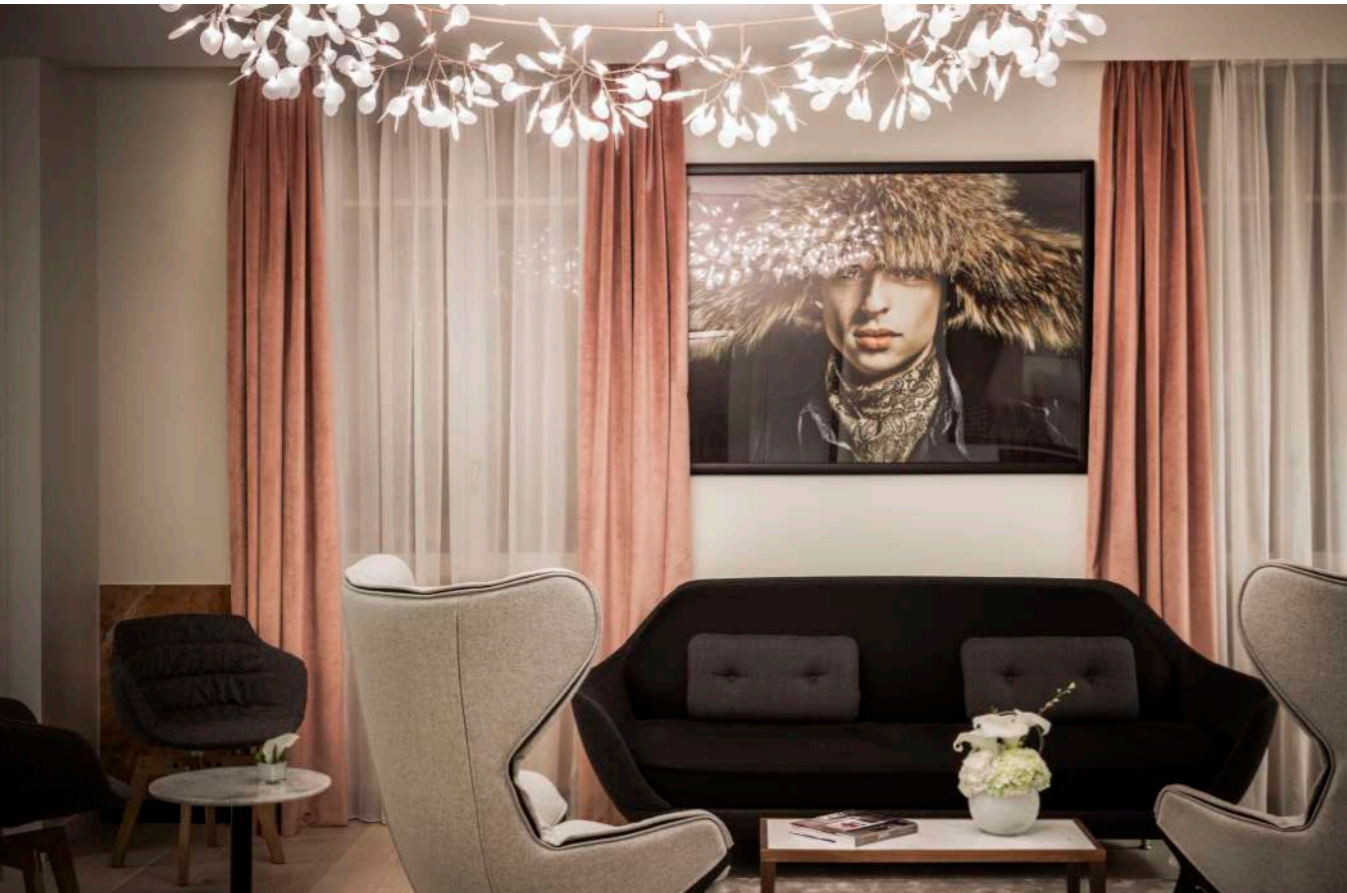


Naço [Shanghai]
2:F, No.240 Bei Jing Dong Road,
Shanghai **China**

THE SKILLS

F Food Concept	O Offices	R Retail	M Maisons	E Events	D Design	C Cinemas
G Graphic Design	H Hotels	B Building	A Arts Events	L Lab	G Gallery	

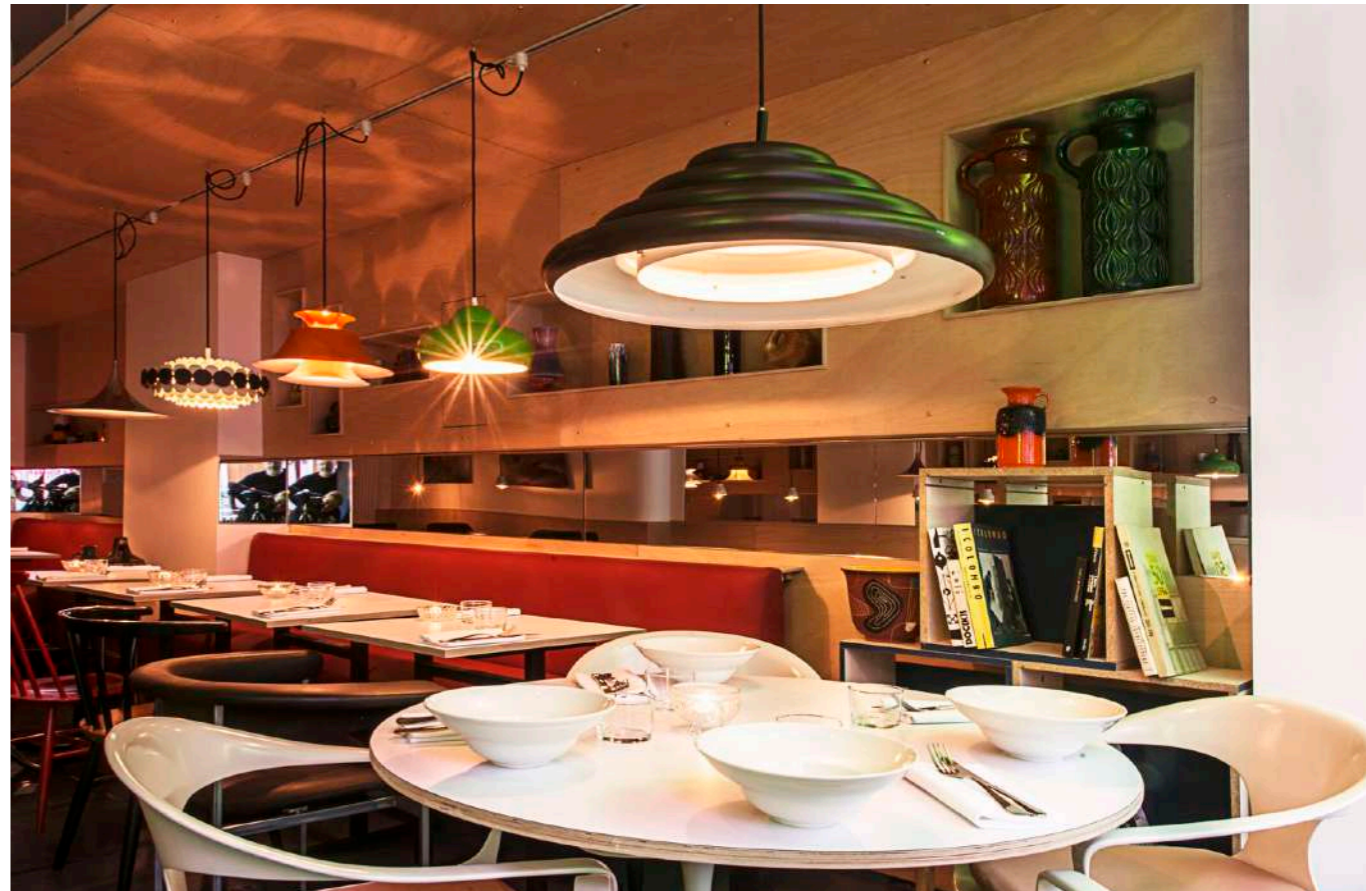
HOTELS



BUILDINGS



FOOD CONCEPTS



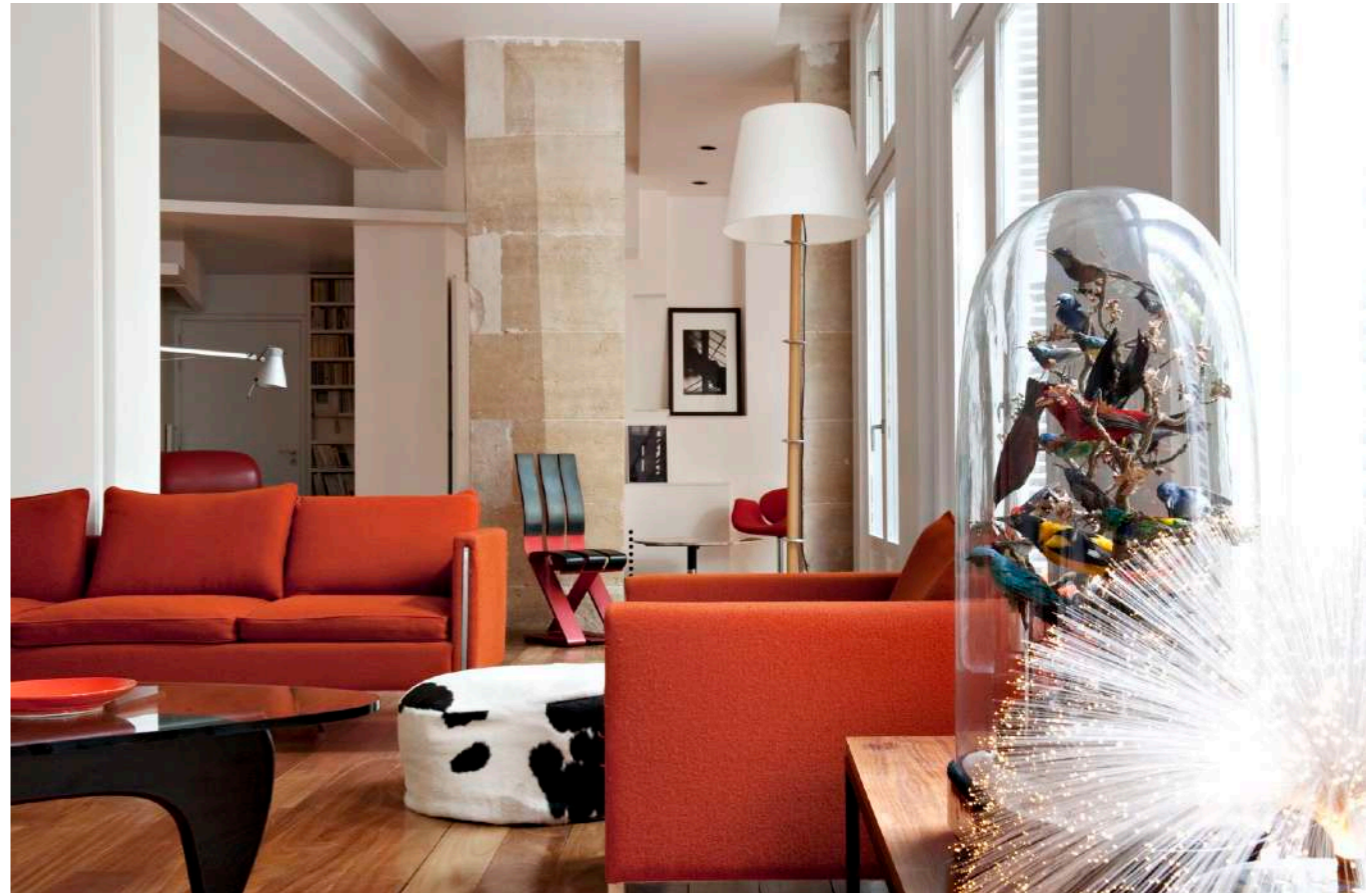
OFFICES



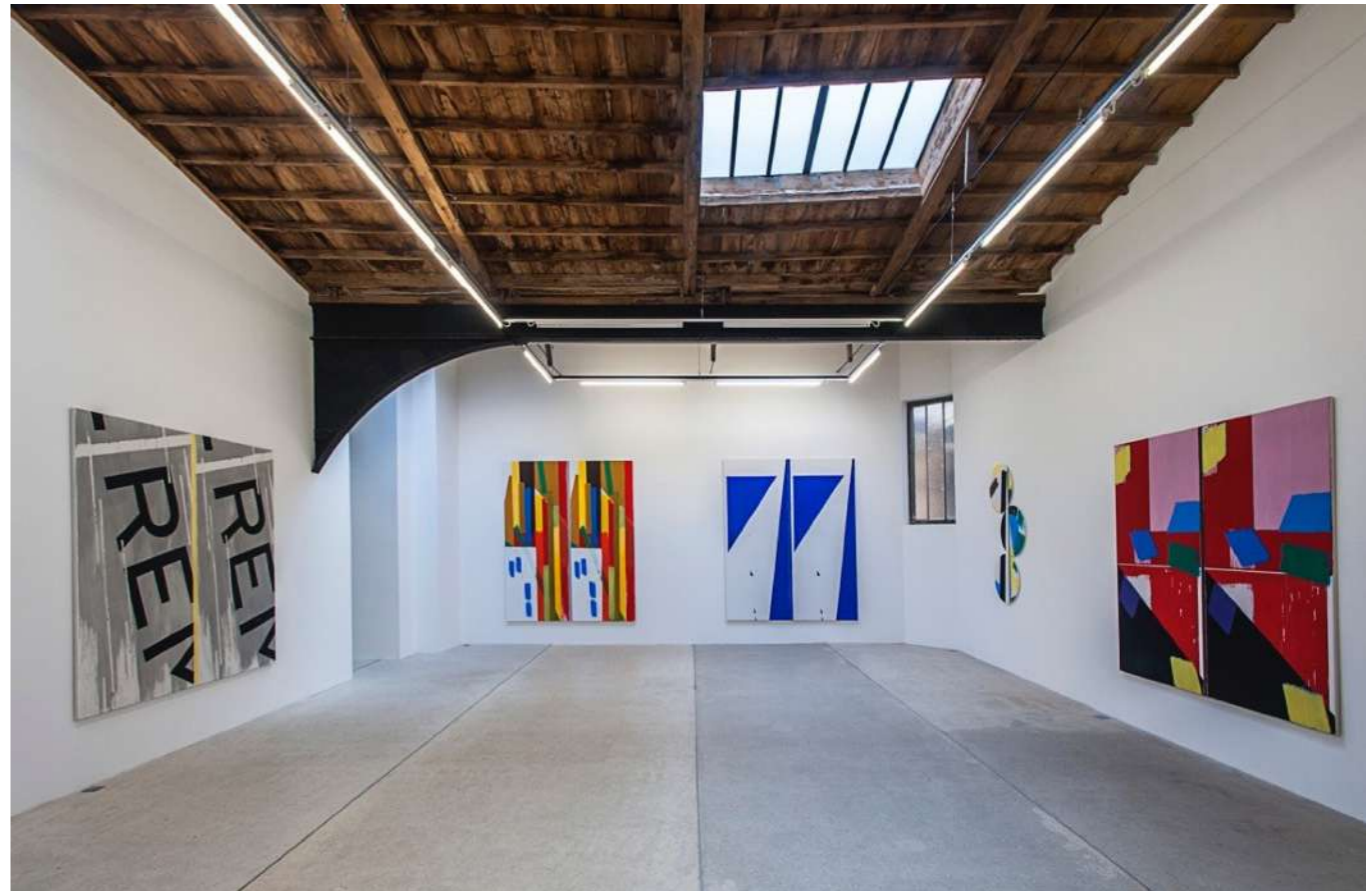
CINEMAS



MAISONS



ARTS



RETAILS



DESIGN

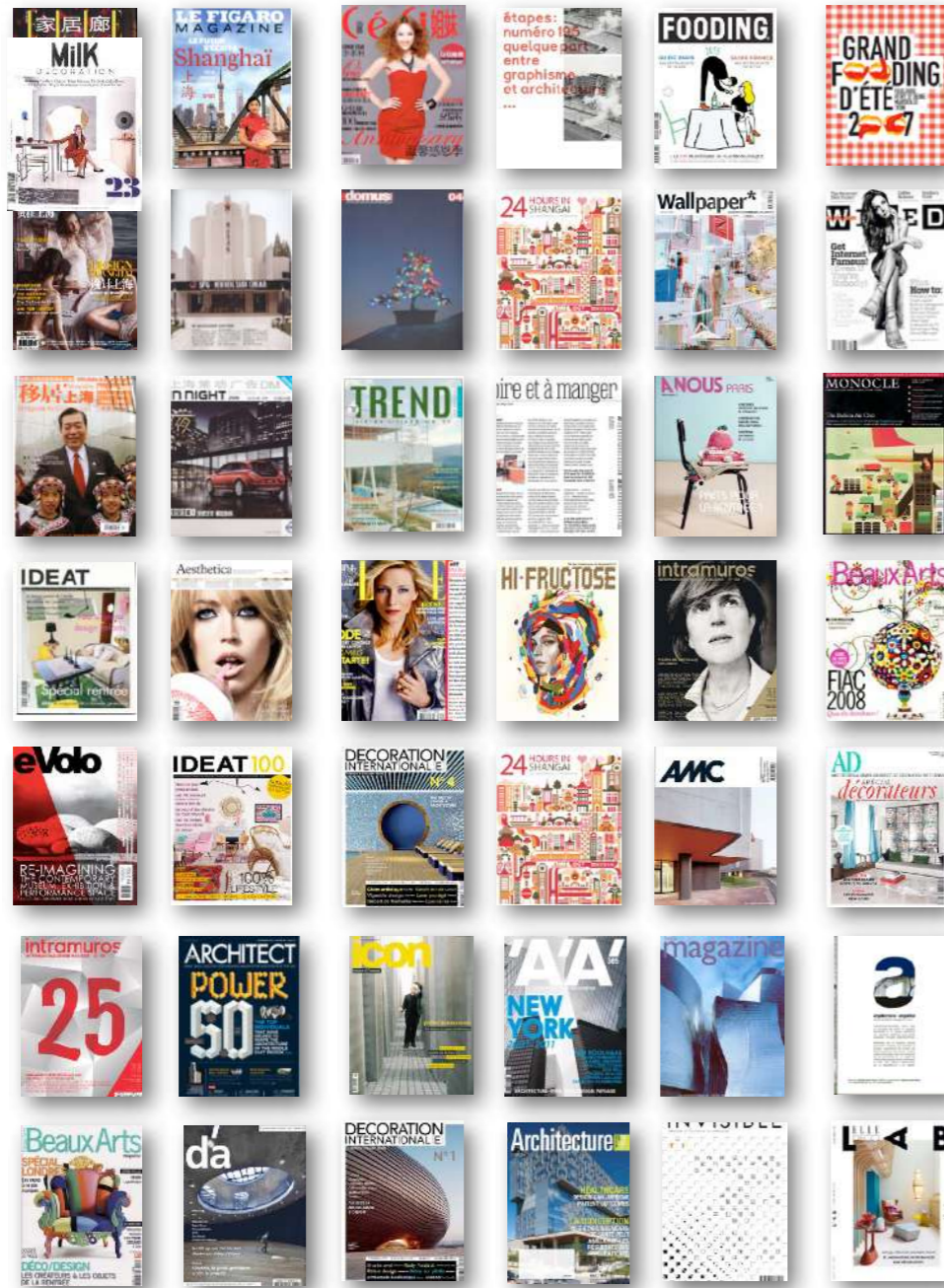




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 ARCHITECTURE magazine | AA | ICON | Da' | AD magazine | AMC | EVOLO | HI FRUCTOSE | ITREND
 WARE D | PARIS | CAUSETTE | PAULETTE | A NOUS | ELLE LAB | VANTAGE | INSPIRE | HOUSE |
 ETAPES

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

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



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