

AUTOMOTIVE

Aston Martin brings bespoke design to owners' garages

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Aston Martin is getting into garage design. Image courtesy of Aston Martin

By STAFF REPORTS

British automaker Aston Martin is helping its customers showcase their car collections with the launch of a service that will build custom garages or lairs centered around their vehicles.

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Through Aston Martin Automotive Galleries and Lairs, consumers can collaborate with the automakers' design team and architects to create spaces that treat cars as works of art. For brand loyalists and collectors, the garage is as important as the car itself.

"Imagine a home or luxury retreat built around your car," said Marek Reichman, chief creative officer at Aston Martin, in a statement. "Picture creating the ultimate space to showcase your own automotive works of art.

"This is now achievable with this new offering," he said. "For the car enthusiast the garage is as important as the rest of the house and a bespoke auto gallery designed by Aston Martin that either focuses on showing off the car or is part of a larger, integrated entertainment space with simulators and such like, takes Aston Martin ownership to the next level."

Automotive art

Aston Martin's design team has experience in interior design.

For the Aston Martin Residences in Miami, FL, the automaker is lending its design expertise to the interior of the residential tower, including communal amenity spaces ([see story](#)).

Along with the branded residences, the team worked on the House of Aston Martin Aoyama in Tokyo and a number of dealerships.

Now, Aston Martin is bringing its design capabilities to more residential projects.

The cars are the center of attention in these spaces. For instance, a design from architects Obermoser arch-omo features a subterranean circular lair with a car in the middle and spaces for entertaining and leisure.



Aston Martin's garages will treat the cars like works of art. Image courtesy of Aston Martin

"Aston Martin has decades of expertise in staging cars in order to present them at their absolute best but also understands the importance of storage and maintenance of these living, breathing machines," said Sebastien Delmaire, director of partnerships at Aston Martin, in a statement. "Automotive galleries can even be designed to fit the era if a customer has a heritage car.

"We are able to cover every requirement, whether it is to display single cars as pieces of automotive art or a full collection of cars in a private museum," he said. "These spaces provide an opportunity for people to create their own unique world where they can share their passion for cars with their guests. The opportunities are endless."

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