

Aston Martin creates bespoke garage space for car enthusiasts

Iconic luxury British sports car manufacturer Aston Martin has revealed the design for a new bespoke car garage for car enthusiasts and collectors that takes car ownership to a new level.



All images courtesy of Aston Martin.

Revealed at Pebble Beach, Monterey, California, the company announced the launch of a new design service for car collectors and lovers. The service, called Automotive Galleries and Lairs, will enable people to create the perfect space for their car.

In a new project, Aston Martin chief creative officer Marek Reichman's team created a new interior design for the 66-storey Aston Martin Residences in Miami and his team also collaborated on the design of Aston Martin's first global brand centre, the House of Aston Martin Aoyama, in Tokyo, as well as designing the interiors of numerous Aston Martin dealership centres.

"Automotive Galleries and Lairs is an opportunity for clients to work with the Aston Martin design team but also with renowned architects, focusing on those with local knowledge and an excellent understanding of the specifics of the brief," said the company in a press release.



All images courtesy of Aston Martin.

Reichman's team is also embarking on a number of exciting design projects relating to private residential developments. "Imagine a home or luxury retreat built around your car," said Reichman. "Picture creating the ultimate space to showcase your own automotive works of art. This is now achievable with this new offering."

"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."



All images courtesy of Aston Martin.

Entire luxury homes or retreats can be created where the car takes centre stage. As an example, Obermoser arch-omo architecture has produced a stunning architectural design concept for an automotive lair that could house works of art including the Aston Martin Valhalla and the iconic Aston Martin DB5, in a subterranean circular space.

The chosen car sits at the centre of this extravagant design that focuses attention on the car, whilst providing entertainment and leisure areas, along with living space for guests.



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"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 Aston Martin partnerships director Sebastien Delmaire. "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. 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," added Delmaire.

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