



Wide Angles for Boutique Shops

Design Vision International Publishing co., Ltd (HK)

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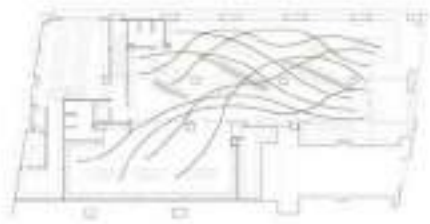
Arpel Store 2010

Designers: Archited Architecture, Barbara Margareto & Carmelo Tundo
 Company: Archited Architecture
 Barbara Margareto & Carmelo Tundo
 Location: Italy
 Area: 620 m²
 Main materials: Concrete, glass, steel
 Photographer: Moreno Maggi

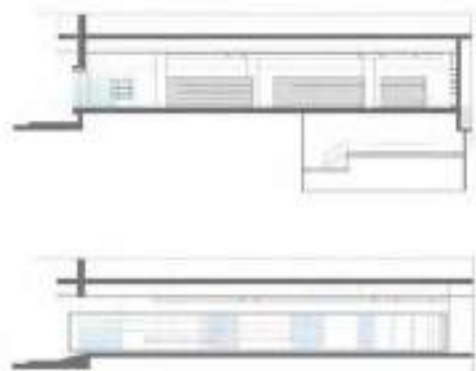
Located in a shopping street between the center and the periphery, this large store is a typical architectural approach to the subject of construction of interior spaces for sale. The designers then designed a device architecture, a real building that fits on the ground floor of a ten-story building, featuring external façade through the use of large windows placed without interruption for the prospects of the store. The entrance to the store is located on one side of the prospectus and the shop windows; on the left side a little ordinary element, a wall of concrete is suspended on the front steps, this wall starts a large portal in concrete and the material itself contrasts with the permanent and provisional character of the commercial layouts. This portal, canopy frame, is the measure of the depth of the shop through its linearity and defining a path of internal distribution to various areas for sale. Entering on the left you will find the largest mobile case; on the right a series of concrete walls with approximately 2.40 meters tall, slightly more than half of the total environment, are placed in delimiting the diagonal sales areas as well as providing support for the exhibition.

















DESIGN VISION

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Specific times, specific place and specific cultural custom achieve unique atmosphere of every boutique shop. The unique design is achieved only by dedicating to the perfect match of space and the sense of atmosphere.

