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# Arpel Store 2010

Designers: Architrend Architecture, Gaetano Manganello & Carmelo Tumino  
 Companys: Architrend Architecture,  
 Gaetano Manganello & Carmelo Tumino  
 Location: Italy  
 Area: 420 m<sup>2</sup>  
 Main materials: Concrete, glass, etc.  
 Photographer: Moreno Maggi

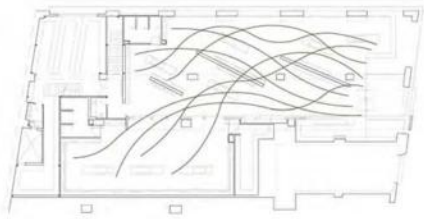


Located in a shopping street between the center and the periphery, this large store is a typical architectural approach to the subject of construction of interior spaces for sale. The designers then designed a device architecture, a real building that fits on the ground floor of a ten-storey building, 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.



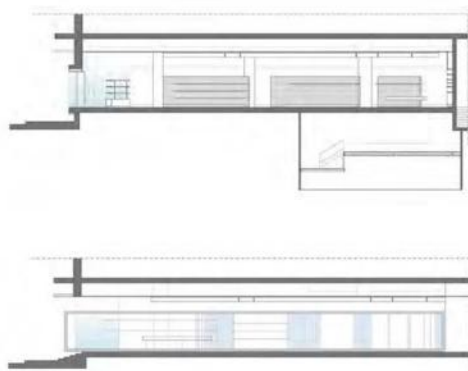






















## DESIGN VISION

Design Vision International Publish Co., Ltd mainly engages in domestic and international interior design-related quality book editing and publishing, dedicated to provide the latest, best design reference books and information for designers. The publication of excellent quality book depends on the organization of excellent content. The company has established extensive contacts and cooperation with renowned designers at home and abroad, domestic firms, design agencies and institutions of higher education, as well as famous experts, authors, photographers. With a group of competent professionals who are specialized in collecting works, editing, publishing and translations, excellent and practical contents are always timely planned, organized, edited and published according to market demand. We seek to introduce outstanding designers abroad to China and Chinese designers to the world to boost design ideas exchange, to enhance and broaden the designer cause, and to promote the overall Chinese interior design industry standards, and better development of the Chinese interior design. Our company aims to be a international, high-quality, innovative publishers.

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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.*

