

on

Diseño

173

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Obras finalistas de
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de Arquitectura
e Interiorismo 1995

Informe especial:
sanitarios, griferías
y complementos

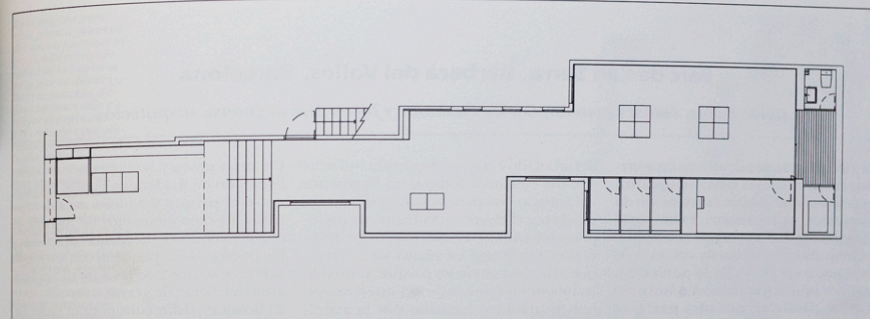
Bajo estas líneas, el pequeño patio de luces situado en el sector más interior del local. El tratamiento más rústico: de sus cerramientos, en particular el muro de mampostería del

frontal, contrasta con el mayor refinamiento de los acabados interiores del local.

Junto a estas líneas, detalle de la tienda en una fotografía

realizada desde el sector más interior. En la página siguiente, planta general del local. La gran irregularidad del espacio en el que se desarrolla la actuación no ha permiti-

do el desarrollo de un mínimo esquema geométrico ordenador, lo que ha trasladado al nivel de tratamiento de suelos y paredes el papel identificador del nuevo local.



The ease of identification, functional efficiency and versatility of adaptation, all necessary in its condition of pilot shop of a future franchise, are the starting data in the planning process. The resources of an architectural order, which are difficult to adopt in this case because of the irregularity of the premises in which the work takes place, give way to solutions on a lesser scale but which ensure a good final result.

The intervention has taken place on premises occupying the ground storey of a building situated in the Barcelona Ensanche—with a total surface of one hundred and twenty square meters, great built-up depth and irregular perimeter—previously occupied by a pastry shop. In its primitive configuration, the premises featured four basic areas: an entrance space in immediate contact with the exterior façade, for receiving the public; behind it, the set formed by the pantry and the cold rooms, followed by the work area; the sequence of spaces ended in a small exterior courtyard occupying the deepest sector of the premises. The first area was kept at the level of the street, while the three back ones were on a higher level (+1.20 meters).

The commission proposed the design of a pilot store of what will be a future franchise for the sale of intimate mens/womens wear.

The new proposal for organising the interior space is broken down into three fundamental areas. A first entrance area, coinciding with the one playing the same role in the primitive use of the premises, integrating the façade, the show window

box and displays; inside are the display area, fitting rooms, and a small office, while the old courtyard is partially maintained as a decorative element and also incorporates a small toilet and the machinery room.

The considerable irregularity of the perimeter of the container, featuring a linear sequence of spatial contractions and expansions, gives no option for homogenising the geometry of the architecture or even the establishment of certain arranging guidelines to facilitate its perception. In view of this, the ambient unity and the identifying capacity of the premises must be entrusted to resources of a different order: the almost exclusive use of a single material in the cladding of the interior vertical facings—ash wood—and the insistence on the use of the same geometric rhythms, whether in the break-up of this material or in the display system mentioned previously.

In the shop area, the vertical facings are clad in matte-varnished ashwood veneer, also serving as the support for the display system by means of a grid of small holes arranged in accordance with a network of a ten-centimeter base holding the display supports for the products and the occasional labeling. In turn, the inside of the fitting rooms is clad in the same ashwood, and they are equipped with a small wooden bench, a wall mirror covering the front facing and divisions formed by a glass with a chamber, inside which is a horizontally-pleated curtain.

In the entrance area is the counter, understood as an elementary prism in two-shade lacquered wood, resting on the low

screen serving as background to the show-window area. Behind this element for receiving the public, is a piece of furniture with drawers and doors, also clad in ashwood. In the two sides of this first space are two large photographic reproductions over which is the identifying sign of the establishment.

The general flooring of the premises is in woven wool carpeting, reproducing the blown-up pattern of lace on feminine intimate apparel, and which covers even the stairs leading to the inner areas of the premises. For the lighting of the interior space a double system has been used: ambient light produced by floodlights embedded in the ceiling, painted in a dark shade in contrast with the lightness of the ashwood, and direct light on the displayed products, emitted by small spotlights installed on perimeter electric rails.

The small courtyard occupying the deepest sector of the premises has a glazed front to facilitate the view from the shop, the paving is in floating boards of teak wood and the front facing conserves the original rubblework. This small area is partially covered with a canopy of reinforced glass.

LOCAL LOVE STORE. BARCELONA
Emplazamiento: **Rosselló 259, Barcelona.** Promotor: **Tintarell-la Colorata, S.A.** Autor: **Fernando Salas, para Summa.** Colaboradores: **Ester Balañá**, interiorista, y **Stefano Colli**, arquitecto. Contratista: **Luis Parés, S.A.** Fotografía: **Jordi Sarra.**