

## **Goods/Temporary store/Franciacorta outlet/march 2010**

*“Nothing is lost, nothing is created, everything is transformed.”*

The project's brief was to create a temporary store aimed to guest different typologies of products on a rotation base, in a way the purpose was to sell everything: clothes, accessories, home decoration, guitars, hats, books... The project's location was a large empty space in a outlet village on the skirting board of Brescia.

How to display the possible products without knowing their characteristics and identity was the main issue to be resolved and the whole final projects it's deeply shaped by this problem.

The absence of product's identity is transformed in a floor to ceiling surface painted in a common grey colour revealing trough many different opening systems a yellow pop interior.

Door's hinges, sliding guides, pivoting systems, counterweighted panel, accordion doors, roller blinds and drawers are only few of the tricks used to transform grey into light to reveal countless and flexible display opportunities.

The introduction of video and led panels is done to support the continuously changeable in-store communication, together with a series of fluorescent tubes that can be switched on and off to create writing.

A series of trolleys with different dimensions and possible accessories (hanging tubes / shelves) can be used to occupy the central space and when not in use they can be stored in the small back stockroom.

Outside a large movie-screen signage is the support to inform about the temporary hosted commercial activity and in a side window a board with re-positionable numbers becomes the “countdown” for the days missing to the closedown.

“Goods” is a project that plays with common, almost banal elements and with the typical stereotypes of the retail's world, creating a precarious and slightly disturbing space.