

VE-20/Fashion shop/brescia/2006

In a thirty's FIAT car showroom and garage is located VE-20 clothing shop.

The project is located in a "gallery" space with a strong industrial character but at the same time rich of precious details (the large wooden windows), the heating and electric system is exposed and fixed to the high ceilings, the large loft space is divided into zones from tall and inclined white walls. A continuous metal hanging system follows the space and the niches all the way around and the new walls are pierced with box elements in different materials: wood, plastic laminate, mirror.

The shop is divided in four main areas: entrance, exhibition, bar, changing rooms.

The entrance area on a lower level creates a space in which the display windows merge with the circulation system. A concrete ramp is positioned to access the main shop level alternatively the customer can step on the open drawers of a chest that looks stolen from the wonderland of Alice.

The counter desk in shiny rosewood and light blue laminate combines echoes from the past with pop hints and hosts a glass display niche upholstered in yellow velvet to show the most precious items.

The shop can be explored walking through the tall inclined walls that define different products areas each of them framing one of the large windows.

A dark green tunnel intersects the main space and hosts a vintage bar counter ideal for shopping breaks. From the green grotto into a room full of light and reflections dedicated to the changing rooms. Two walls completely covered with mirrors are facing each other and hide six changing rooms, six different and astonishing worlds, each of them defined by a colour, a décor and a themed furnishing.