Project Description

Andrássy Street, one of Budapest's largest and most famous shopping streets, was declared a world heritage site ten years ago. The magnificent boulevard, surrounded by neo-Renaissance buildings in the heart of the Hungarian metropolis, has always been home to hot spots, from elite design to international top-class restaurants. The fact that such luxury brands as Tom Ford, Giorgio Armani, and Givenchy recently found a new contemporary home in a particularly attractive building must be attributed to two young Hungarian architects whose declared aim was to create a space that resembled a gallery, emphasising the uniqueness of the wares on display there. And sure enough: The unusual height and brightness of the store attracts the attention of passersby before they even enter. Once you are inside the store, a seemingly endless expanse spreads out before you. The historical substance was completely removed from the core of the building, creating a large space in which material, furniture, surfaces, and ornaments form a visual unity that captures the senses and that imparts an aura of airy luxury. The mannequins and the clothes they wear are presented to the viewers on simple cubic pedestals, displayed as if they were art objects – an impression that is amplified by the brilliant white ceilings and walls as well as the oversized black glass splinters that hang from the ceiling, tapering down to a sharp point. Recessed or completely hidden light sources were used in order to support a visual composition that focuses fully on the displayed products. Energy-saving metal halide lights combined with LED light bands and spotlights seemed like the perfect combination to the architects, creating the highest possible colour reproduction while consuming as little energy as possible.

Related Products

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CAPSULA MULTIBRAND STORE
RETAIL PROJECT

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Project Photos
CAPSULA MULTIBRAND STORE
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