ROOM WITH A VIEW FASHION STORE
RETAIL PROJECT

ARCHITECT
Helium GmbH, Interior design, Salzburg | Plan B Architekten, Local site supervision, Salzburg

PHOTOGRAPHER
Yuri Catania

Project Description

The intention behind the conversion of an old office building in Salzburg to accommodate a fashion retailer was not to give the impression of a lavish expensive renovation, but to allow old and new to complement one another in seemingly relaxed improvisation. This was easier said than done, because the conversion had to be completed from start to finish in just four months due to the extreme time constraints.

The fact that the rare feat of a masterfully incident arrangement succeeded in spite of this is to the particular merit of the architects, who almost completely gutted the existing building. All the interior walls were demolished down to the load-bearing structure, and only the existing envelope and basic facade arrangement were retained. Showrooms, offices, and a lounge area for employees and customers were accommodated over three levels, with the original industrial use of the building being adopted as the basic idea for the redesign. A muted palette of colours and materials was chosen for the showrooms to allow for variable and flexible presentation of the products. Vintage pieces of furniture and decorative objects such as wall bars enable the presentation of each label to be seasonally adjusted specifically to match the respective collection. In order to facilitate the greatest variety of lighting arrangements, the classic product lighting system (three-phase rails with corresponding spots) was supplemented with basic showroom lighting that can be operated as required. While the product lighting in all the showrooms is of the same design, the basic lighting is provided by line light (corner luminaires placed in where the wall meets the ceiling) and pendant luminaires (various models from the Vela series). The lighting was additionally supplemented by vintage luminaires from the client's own stock.

Related Products

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Corner 65 system
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