

## Castañer Store Barcelona, Spain

It was already the middle of January when we decided with Cristina Castañer that this new shop on Calle Rosselló will not be designed, but will open in a friendly and informal way, making some adjustments in the existing shop, like a 'Pop Up' store!. But a 'Pop Up' conducted with care, observing each day alongside the craftsmen, what could be taken and conserved, or transformed.

Like this, we began to take out furniture, and scrape walls without a single drawing. With only the desire to create a Cristina Castañer shop which reflects some of Cristina's personality intuitive, enamoured with art and beauty, kind, colourful, grounded and, above all, chic!. Each day the idea of the store transforms, and with our architects' infatuation of following the moods of settings, designing in space, we begin to propose possible solutions.

A continuous floor of mixed materials, woods in different directions and ceramics with the corporate colours. The logo is captured within the floor at a grand scale. Subtle metal structures could support future shelves and drawers, hangers and fitting rooms. Some waves had to guide the products and the clients through the walls of the shop.

Client: Cristina Castañer  
Date: Dec 2013 - May 2014  
Status: Built  
Typology: Interior Design, Retail

Architect: Benedetta Tagliabue  
Project Director: Josep Ustrell  
Design Team: Adolfo Puche Díaz, Alessandra Magnetti, Almudena Rodríguez, Daniel Combariza Méndez, Derya Uzal, Esther Eskisabel, Gabriela Cruz, Nil Corominas Faja, Susana Sousa.

Ceramics: Ceramicas Cumella  
Furniture: Esteve Miret  
Gross floor area: 100 m<sup>2</sup>

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Miralles Tagliabue EMBT