

# FASHION SHOP “JULIE SOHN” NEW I

**AUTHORS:** Conrado Carrasco, Carlos Tejada.  
**CLIENT:** Julie Sohn 2004 S.L.  
**LOCALIZATION:** Diputación street. Barcelona.  
**PROJECT:** 2004.  
**BUILT WORK:** 2005.

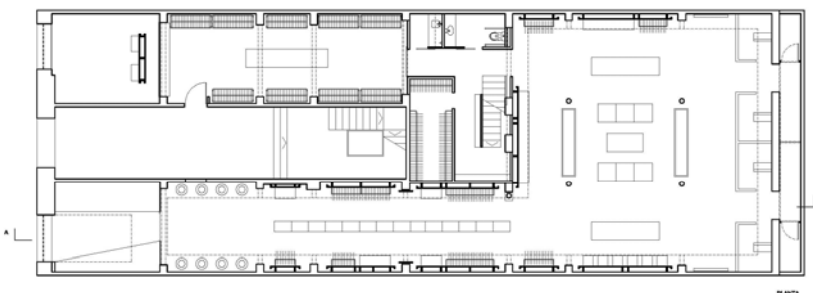
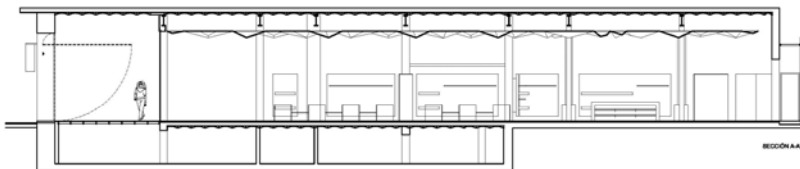
After the successfully achieved previous shops, a new phase begins in search for a new actualized look for the brand. For it new approaches are applied:

**1. “Cleaning” the space:** of the wide premises on the ground floor and attic of the “ensanche” in Barcelona. Demolition of false ceilings, leaving the structure (beams, lattices and iron pillars, ceramic vaults, paint of the epoch bearing walls of bricks with their “scars” and the original floor of imprinted concrete slab)

**2. Opening of the basement floor:** The premises dispose of a basement of low height, used only for storage. The project hollows the floor slabs in the zone of the shop window and entrance to achieve a greater spatial height. In the entrance a “footbridge” is planed above a pond with a transparent bottom from where the lighting springs.

**3. Exposition of the products:** For exposing the clothing articles white boxes hanging on the brick walls, like paintings are designed, where hangers and shelves configure different compositions. From these boxes also emanates indirect lighting that illuminates the whole space. Several pieces of furniture and expository stands are designed configuring the circulation in the shop.

**4. Reflecting ceiling:** Concealing all the installations of air-conditioning, sound and light system it is used as a reflective surface painted in white. Like a big “cotton fabric”, it unifies the space, directing the flows of persons while being a big lit amp in the space.



Plan and longitudinal section

