

JEWELLERY SHOP “MAJORAL”

AUTHORS: Conrado Carrasco, Carlos Tejada.
CLIENT: Enric Majoral S.L.
LOCALIZATION: Calle Consell de Cent. Barcelona.
PROJECT: 2002.
BUILT WORK: 2002.

The shop is in Consell de Cent street of Barcelona, it has a rectangular shape with an area of 29 m²., and an opening on the street of 1.95 m. The Project answers the program of necessities and the desired image for the brand that required the client.

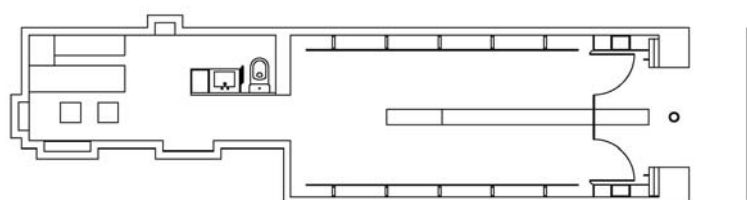
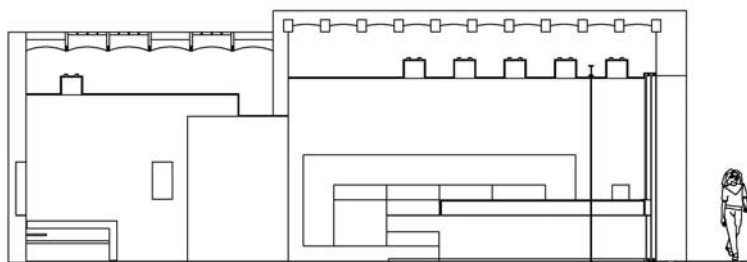
It is about giving an architectural shape to a neutral space, a market strategy to the creative work of the jewellery designer Enric Majoral. To answer the requirements of the client it was decided:

1.- Clean the premises. The attic in the interior is demolished unifying the space through a treatment of the ceiling, walls and floor.

2.- Displacing backwards the entrance to the shop, creating an exterior exhibition foyer.

3.- Place a central shop window that extends to the exterior of the shop offering the maximum of exhibition surface while at the same time organizing the interior circulation.

4.- Composing the service elements in one unique volume localized in the more personalized and private zone of assistance to the customers in the back of the shop.



Plan and longitudinal section

