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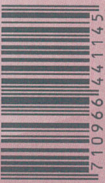
EVENTS
rewrite the rules
of engagement

WAYNE
MCGREGOR
dances
with drones

OMA and FOSTER
+ PARTNERS
handle new ways
of working

Design for the
DISPLACED

What's next for the
FASHION-RETAIL
formula

RETAIL

ZOOCO updates traditional wine references in a historical corner of Spain

VALLADOLID — Over the past decade or so, the Spanish wine industry has embraced contemporary architecture: Norman Foster, Santiago Calatrava and Frank Gehry have all completed emblematic bodegas for the country's top producers. On a much smaller scale is De Vinos y Viandas, a retail store that emphasizes the social side of Spain's wine culture. The shop is situated on a pedestrian street in the historical quarter of Valladolid, the capital of an industrious, though perhaps not internationally known, wine region. Visitors to De Vinos y Viandas find a range of brands and are invited to try a glass — along with a bite of local cheese or charcuterie — before they buy.

'The owner is a wine lover, but he left the visual concept up to us,' says Miguel Crespo Picot of architecture and design studio Zooco. 'Our references were the materials and shapes you find in an ancient bodega: ceiling vaults, arches, and metal and oak vats, all of which feature rounded forms.'

Zooco's concept saw the length and breadth of the 35-m² interior filled with a series of laser-cut wooden panels that would fit together like the pieces of a puzzle. The exacting implementation of this plan proved to be the most technically challenging aspect of the project. A sequence of curved panels, intended to simulate a course of arches when viewed through the store's glass façade, act as ribs. Positioned 15 cm apart, they serve as a display and storage system that allows bottles to be arranged either horizontally or vertically on both sides of the aisle they form. The architects placed a number of circular mirrors on the walls and ceiling to add an extra dimension to the space. The mirror glass is distorted to achieve a liquid effect, yet another reference to the merchandise. — SW

zooco.es

Rocío Romero