

SHOPLIFTER!

New Retail Architecture
and Brand Spaces



LA MELGUIZA Store

In a creation that suspends products in plexiglass boxes against a backdrop of honey-toned hues, ZOOCO ESTUDIO's intriguing design for La Melguiza in Madrid offers a whole-room visual representation of the exotic spice saffron.

When Zooco Estudio was asked to create the interior for a shop that would be entirely dedicated to saffron products, the designers came up with a retail concept that is inspired by the qualities of the spice. Its lightweight and delicate features have been translated in numerous jewel-like plexiglass boxes of different sizes that hang from the ceiling on delicate red filaments and display a sparkling light bulb or neatly packaged product. Set within smooth blond-wood walls, a series of amber-hued recesses display their wares. Here and there a simply framed photograph captures a scene from the harvest of the spice. The store façade is completely transparent. Peering through the glass, passersby catch a glimpse of the whole vision, as if looking into a box of saffron strands. The warmth and exoticism of saffron exudes from all corners of the store—in the honey-toned papers that line the recesses, the chestnut hue of the strip-wood ceiling, and the soft glow of the tungsten lamps. Just like saffron, the overall effect is at once precious and delicate. <



Across the depth of the store, red linear elements reminiscent of strands of saffron hang from the ceiling, suspending transparent boxes that are filled alternately with lights or the store's products.

