

Dana Harel Bridal Boutique

Design: Baranowitz & Goldberg Architects



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<https://www.danahareldesign.com/>

Area: 200 Sqm.

Project completion: October 2018

Design: Baranowitz & Goldberg Architects

Lead Architect: Tamar Lev

Lighting designer: Orly Avron Alkabes

Photography: Amit Geron

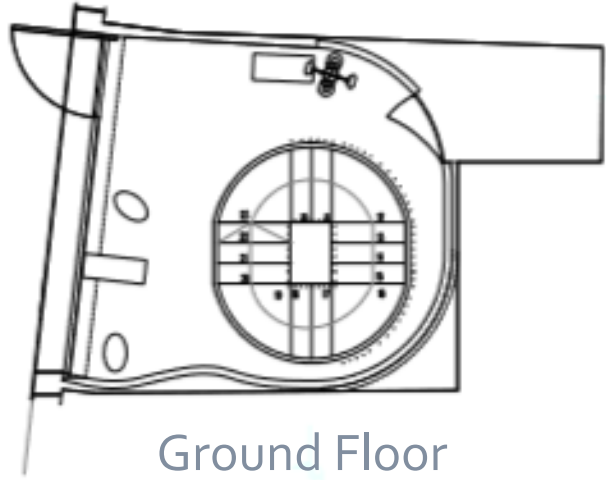
Dana Harel's wedding and evening dresses are characterized by clean lines integrating unique fabrics and breathtaking applications beautiful with elegance. These dresses became the inspiration for the store's design.

The boutique is located in the posh fashion district of Tel Aviv, *Kikar-HaMedina* and carried a unique design challenge. At street level the space is no more than 20 square meters while the actual boutique is located in the basement. The compact presence at street level called for a unique teaser requiring exposure to what is happening below, like a wedding dress train that is slowly revealed as one's eye follows the bride down the aisle.

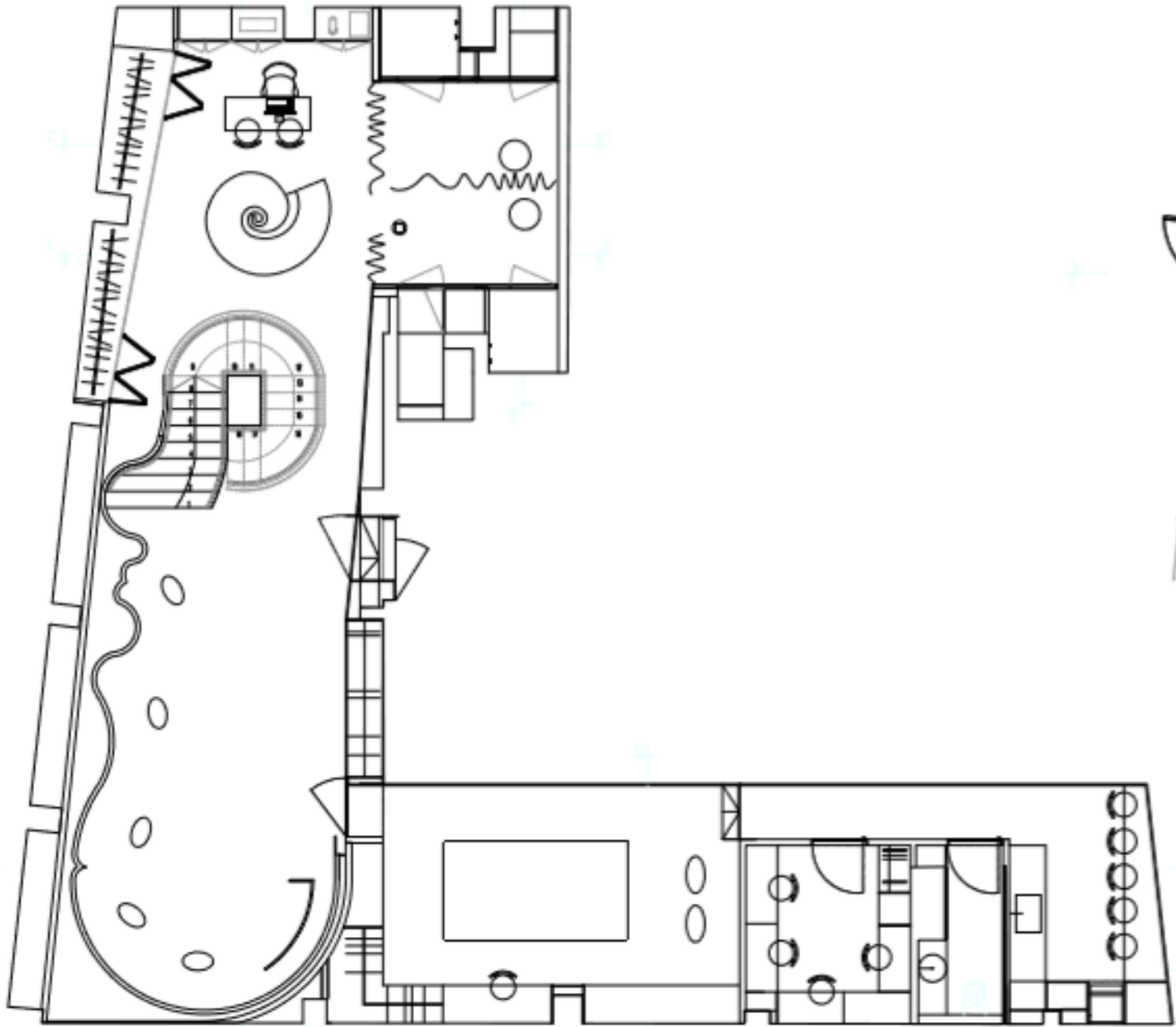
The street level space is white and pristine sculpted with round, feminine lines. Thin white rods stretching from floor to ceiling define the railing of the stairway leading to the basement. The handrail wall, like the dress train, starts on the main level following the stairwell until it reaches the basement where it spreads out in its full glory and turns into an elegant backdrop towards the mannequins on display.

Similar to a small jewelry box where the exterior casing is one and the interior is another, this boutique transforms from pure white at entry level and becomes a textured space entirely enveloped in delicate shades of powder with natural wood adorned with touches of blackened brass.

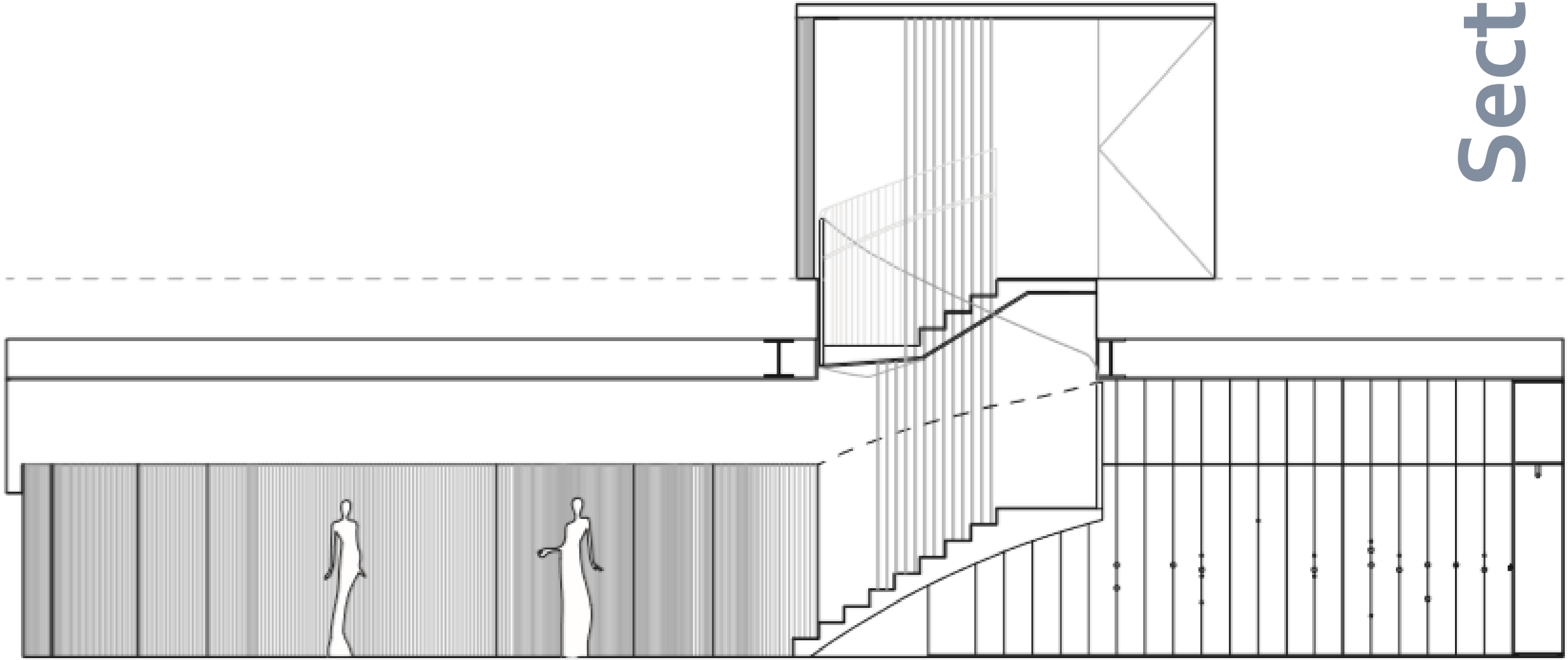
Plans



Ground Floor



Basement Floor



Section



