

## Press Release

# AUTO ROSELLÓN: #NOTAG interior design by BÁRBARA AURELL

The Espacio en Blanco interior designer creates an eclectic space with no tags

**Bárbara Aurell**, the soul of **Espacio en Blanco** interior design studio, is the ideatress of the new restaurant **Auto Rosellón**, an eclectic space based on the innovative #NoTag idea: a place where food, people, feelings and decor are untagged and authentic. Everything in the premises can be seen, touched, tasted and experienced, it can even be explained, but it is difficult to categorize with a particular "tag" as each element has its own personality. The set is a spontaneous mix of styles, tastes and perceptions that make **Auto Rosellón** a different and unique restaurant.



AUTO ROSELLÓN restaurant (Barcelona)

With more than fifty years as part of the urban landscape of the Eixample, **Auto Rosellón** was formerly a car repair facility. **Aurell**, along with **Max Altés - The Thing Thinks** (branding and corporate image studio) - have taken advantage of the soul and history of the space to create the image and brand concept, preserving for that purpose the name, the facade and even the old business sign, and the demeanour and the way people relate to each other: **Auto Rosellón** is a place where customers are personally known and where close relationships reign.

### More than a restaurant, a diner

**Auto Rosellón** is more a diner than a restaurant. Naturalness, both in flavors and space, is the key element of attraction of the new premises, which lacks a particular style: personality and soul create this quirky environment.

# ESPACIO EN BLANCO

**Bárbara Aurell** manages to capture the philosophy of an eating house in the interior of Auto Rosellón, with a casual and relaxed style, creating a direct and close dialogue between the client and the place, feel like at home. One of the resources that **Aurell** uses to achieve this warmth is the innovative chef's table: it's frontal and welcomes the premises. It is a real working table where the chef prepares dishes and invites people to eat. Exactly like in a normal home, it is full of fresh foods that are consumed and replenished throughout the day.

Another highlight of familiarity that **Auto Rosellón** has accomplished is the space distribution, which allows customers to take a seat at a large table with others to mingle, and share the dining experience.



AUTO ROSELLÓN Table's Chef

## A tour Auto Rosellón

In contrast with the very characteristic blue facade, which respects the original sign and structure of the old **Auto Rosellón**, the interior is an austere place, with concrete floors and white walls. And a out of place parking line in gray tones: It hides a wink to the original **Auto Rosellón** also present in small elements of the space and even in the logo, bold and chic: the subtle use of golden tones.

The furniture, designed specifically for the space, consists of an eclectic mix of elements. Again, it is the union of the elements which characterizes #notag space.

**Auto Rosellón** in four defined areas: the kitchen, the dining room, the bar and the outside space. The kitchen, in full view and welcoming, is the boldest element of the layout of the place, and in charge of representing warmth and closeness.



AUTO ROSELLÓN (Barcelona)

On the side, and an opening to the outside, is the bar, designed especially for the local by **Espacio en Blanco**. It's made of wood and marble, with a retro flair that simulates a 50s coffee shop. This is the most versatile area **Auto Rosellón**; during the day offers homemade pastries, sandwiches and coffees La Marzocco and at night it transforms into bartending space.

# ESPACIO EN BLANCO

Opposite to the bar, a series of round tables, acquired in an antiquarian, enabling mobility in space, conform the dining area. As seating we find a mix of coconut fibre stools with Dutch industrial office chairs, all in pastel colors and structures of different types of wood. This mixture of elements highlights the idea of authentic personality #notag.

Finally there is the outside area which begins at the very facade. This is fully opened by an accordion window that integrates outside with inside of the premises. Opposite the window, a large table to share with a retro look again. Once outside, coconut fibre stools allow you to enjoy the cookout. It should be noted, finally, the daring bathroom, commissioned to an extreme proposal: fully decorated with graffiti by **Lucas Milah**, the catalan artist, who was given total freedom to create his work.

The uniqueness of the elements forming the space, and the care and skill with which **Bárbara Aurell** has mixed these, are the key to the success of the interior of **Auto Rosellón**.



## About of Bárbara Aurell (ESPACIO EN BLANCO)



Bárbara Aurell from  
ESPACIO EN BLANCO

As a study in constant evolution, Space in White has a team of professionals and innovative, dynamic partners with extensive experience in the sector. Barbara Aurell, the leader of Space in White, has a long career whose evolution has led to a different way of working with interior design. Attitude, exclusivity, soul and passion are lent to define spaces as unique as the people who live in them.

Multidisciplinary, restless and always in the know of the latest trends, Aurell also heads MOVEMENT IN WHITE, a laboratory of ideas and new trends that conducts samples of painting, photography, sculpture and literature, in order to bring together the experience of artists and designers on the current scene.

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