

Alcázar de San Juan Tourist Office / PKMN Architectures

A Tourist Office is like a travel agency with only one destination. This trip only starts when you step inside.

A Tourist Office is the gateway to a territory. All entrances have a Welcome Sign, ""Welcome to Fabulous Las Vegas" or "Turismo Alcázar".

Alcázar de San Juan Tourist Office is just a storefront.

Without posters, without any kind of duplicate images of city monuments, without fake traditional products, without clay pots, without ploughs, without Quijote's busts. Only a storefront and that sign reminding "T-U-R-I-S-M-O A-L-C-Á-Z-A-R". The extrusion of each one of its letters turns the sign into a three-dimensional lure inside and outside the Tourist Office. Marking out the area of the workspaces inside, and becoming a dynamic sign outside.

A Tourist Office is only an interchange between people. Little wooden steps make this kind of chats, stories, anecdotes or suggestions possible. A Tourist Office is a place for exchange, the entrance into a context, the storefront of the whole territory...

Technical Data

Author: PKMN architectures [www.pkmn.es]

Collaborators: Carol Linares / Alessia Mansutti / Elena Cantoni / Alicia Coronel

Client: Ayuntamiento de Alcázar de San Juan

Photography: Javier de Paz García [www.estudioballoon.es]

Builder company: Construcciones Gómez SL

Carpentry: Rivas Sánchez Carpinteros.

Metalwork: Sdemetal

Date: January/June 2015

Location: Alcázar de San Juan, Spain.