

STORE - GONGO SHOWROOM/ ARQUITECT: CHRISTIAN SCHLATTER

ARQUITECT: CHRISTIAN SCHLATTER

www.schlatter.com

LOCATION: Av. Recta Martinoli 6858 CÓRDOBA - ARGENTINA

AREA: 250 M² 1ª etapa / 130 M² 2ªetapa

ARQUITECT: Christian Schlatter

ARTIST: Mariano Cuestas

PHOTOGRAPHY: Gonzalo Viramonte

COLLABORATOR: Arq. Florencia Manzanel

MEMORY

GONGO IS AN EXCLUSIVE URBAN CLOTHING AND SHOE BRAND. ITS BRANDING PROJECT CONSISTS OF IMPLEMENTING A BRAND REARRANGEMENT FOR ITS EDGY, DINAMIC AND IN CONSTANT TRANSFORMATION CUSTOMERS.

GONGO'S FIRST MEASURE WAS TO DEVELOP A STORE THAT BRINGS TOGETHER BOTH, DESIGN AND CONTENT SPACE, MORE ORIENTED TO THE "EXPERIENCE" THAN TO THE REAL ACT OF SHOPPING.

THE PROPOSAL WAS TO CHANGE THE WAY OF DISPLAYING THE STEREOTYPE.

THE COLORFUL AND EXTROVERTED FRONT WAS BUILT WITH COLOR SUNSHADES ORGANIZED AND DISPLAYED IN DIFFERENT WAYS AND DIRECTIONS IN ORDER TO GENERATE DIFFERENT TONES ACCORDING TO THE ANGLE OF SIGHT. THE MAIN DESIGN PREMISE IS ACHIEVED THROUGH THIS CHROMATIC GAME: TO GET PEOPLE'S ATTENTION IN A VERY BUSY AVENUE. WE LEFT A CLEAR SPACE AT THE ENTRANCE TO INVITE THE PEDESTRIAN TO COME IN AND LOOK. THE INNER PATIO WAS LIT UP WITH AMAZING ZENITHAL LIGHTING, FIXED FURNITURE AND A VERY IMPORTANT MURALIST ART INTERVENTION. LOYAL TO THE AVANT-GARDE CONCEPT, THE EXHIBITION FURNITURE WAS THOUGHT TOWARDS THE POSSIBILITY TO CARRY OUT SEVERAL CONFIGURATION OPTIONS, THE FURNITURE WAS DESIGNED SO THAT THE MODULES CAN BE MIXED AND COMBINED, ACCORDING TO THE REQUIRED NEEDS IN DIFFERENT OCCASIONS. THIS, GENERATES INTO A LARGER EXHIBITION SURFACE.

THE SPIRIT OF "GONGO" NEW AREA IS TO BECOME AN APPROPRIATE SPACE FOR THE PRESENTATION OF ITS EXCLUSIVE IN-STORE AND LAUNCHING PRODUCTS.