

PROYECTO DE INTERIORISMO Y DECORACION DE LA TIENDA DE PASHMINAS Y  
COMPLEMENTOS **SYMPATIQUE**  
C/Lagar, 3. **Sevilla**.

## **SYMPATIQUE:**

Sympatique is a project born of a couple passionate about pashminas. In their search of new projects and adventures they decide to found this shop with original pashminas, with unique prints and exclusive fabrics.

The small shop is situated in the center of Sevilla in a classic house of 3 floors that in a future will shelter events and showrooms of the brand.

Sympatique wanted a good concept that would be able to make well understand the character and personality of the brand with the decoration and the design of the shop. For them we designed a colorful shop made with threads of colors that weave the props of the shop turning them into protagonists. Thanks to them we can see how hundreds of threads create beautiful combinations of colors crossing walls and ceilings. All this is a nod to the pashminas and their tissues.

The exclusive furniture designed to measure allows the exhibition of hundreds of scarves; so we can see their prints, sizes and touch their fabrics. Pieces in oak wood and metal structure in gold with open drawers, closed, mirrors and storage of various types.

The lighting is another of the protagonists details. A circular neon like the graphic image in the middle of the arches painted of golds brighten the space.

Wall lamps and suspended lamps with filament bulbs provide a warm and a welcoming atmosphere.

In the facade we wanted to give a funny and cheerful touch painting the wall of navy blue generating a huge circular label.

The new identity and branding was also designed by Piedra Papel Tijera. A minimalist but very cool logo that looks like a "nice" smile reminding the name of the shop. Cards, bags, boxes and other details make any purchase in SYMPATIQUE even more special.

# PIEDRA PAPEL TIJERA

interiorismo

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**Fotografías:** Veronica Marín. [www.veronicamarin.es](http://www.veronicamarin.es) (Autorización concedida)

**Constructora:** Absolutte comunicación. Agencia de eventos. [www.grupoabsolute.com](http://www.grupoabsolute.com)

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