



INFORMATION

Project

Lock & Be Free

Author

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Project scope

Branding, Communication and Interior design

Location

Jardines 11, Madrid (Spain)

Execution

2016

Space of intervention

30 m²

Photography

Caulin Photos
www.caulinphoto.com

DESCRIPTION

Very early in the morning or very late at night. Crowded airports. An idyllic journey overcast with having to drag a heavy suitcase while grasping the last minutes in town... In Madrid this is history!

As travelers, we can shout our cry of freedom from the depths of our hearts: "We are free!" In the heart of the capital, in Madrid, the first Spanish chain stores of urban lockers have just opened: Lock & Be Free. Travelers can rent lockers with flexible hours, solving these impasses in which one is left hand in hand with his/her suitcase, with no place to leave it.

Lock & Be Free has opened its first store near the touristic street Gran Vía, in Calle Jardines, 11, and the other stores in Opera and La Latina are scheduled for early summer. In all of them, the travelers can store their hand luggage in lockers, weighing up to 25 kg, and also they will have access to a private storage room for larger luggage.

They also offer a range of services to make life easier for travelers: mobile chargers, immediate booking in-store or online (coming soon online), which are very affordable. The traveler also has access to free Wi-Fi and a printing service for boarding passes.

The atmosphere in the store radiates surprisingly good vibes: a modern urbane interior, yellow and white colors, exhaling freshness and joy. The challenge of our studio was to shape the brand concept, "Leave your luggage, live the city", and rejuvenate the image of the old and cliché lockers (with its poorly lit and narrow aisles full of gray lockers). The universe of the brand **Lock & Be Free** and its interior design scheme combines highly topical colors and materials: white peg boards, yellow lockers flanked by a circular font, a typical airport rubber floor and a powerful set of lights transmitting a lot of positive energy. The matte and glossy materials achieve the desired bulky look to an extremely small space, only 26 m2, but in which one feels at ease.

Everything in that place is reigned by dialogue and a pleasant atmosphere. For travelers who go through life lost in translation, **Wanna One studio** has provided a simple icon-based signposting so travelers can guide themselves on their own and can feel at ease at all times. At a glance you can check the weather of the day in the Spanish capital, the average time to get back to the airport and the prices for the provided services.

Thanks to **Lock & Be Free** we can say goodbye to travelers dragging trolleys through the cobbled streets of Madrid and welcome travelers free of baggage, extra weight and ties. Enthusiasts of making the most of a destination definitely appreciate it.

To book a locker in Calle Jardines, 11, in Madrid, call +34 914 557 537 or send an e-mail to jardines11@lockandbefree.com.

Shortly, it will also be possible to book online www.lockandbefree.com

Opening soon in: (Madrid)
Costanilla de Santiago, 2 .
Toledo, 41.