

# COMMERCIAL SPACE

• Shop Design • Restaurant & Bar Design • Exhibition Design

As a book specializing in the exhibition and display of space, it includes the works from design firms and designers all over the world.







### Selection Estado Puro

Paco Roncero's sensitivity towards the new Spanish cuisine was the starting point for James & Mau in their search of a concept that would reinterpret the typical Spanish image, uniting tradition with innovation while cleverly avoiding kitsch or fashion botox. The objective was to allow both Spanish and tourists to identify themselves to the Spanish culture in a modern, sophisticated and fun way.

The architects had to maximize on the extraordinary location of the restaurant (in front of la Plaza de Neptuno and the Prado Museum). They enclosed those monuments in the project itself by accentuating, amplifying and directing the space towards the axis between Neptune and the Restaurant, effectively integrating the terrace area at street level into the overall concept.

This explains the uniformity of walls and ceiling under the same material, much like a skin that will generate not only a directional tension with the axis, but also a sensation of continuity. The skin had to be formed by an element that would repeat itself following a determined proportion that could adopt a variety of forms and like a lattice, play with lighting while creating a subtle movement towards that axis of tension.

The architects saw the possibility to give a new life to a legendary Spanish folklore object; the barrette (Spanish comb), transforming it into a fun, yet elegant and sophisticated element. 1000 barrettes were used to create a retro illuminated skin covering ceiling and wall (also serving as an acoustic membrane and a light diffuser).

While the barrettes are the essence of the restaurant, they do not take away from the influence that the other elements have in the space. Grey color on floor and walls gives a general neutrality to the base, allowing the leading elements to find more visibility: an imposing piece of Macael marble in its purest state, reinterpreting the traditional bar of Spanish cafeterias. Tables made of natural 'iroko' wood that reflects light throughout the space. Stools and chairs in red include a subtle note of color reminding the roses Spanish women put in their hair. Golden metal shelves were inspired by the baskets used in the Spanish markets to expose fruits and vegetables. A transition doorframe between the restaurant and the NH hotel, is composed of various strings of thick black bars like the hair of a woman. You may caress it in order to cross it. The Vegetable gardens on the terrace and inside in a glass box, remind how Paco Roncero's cuisine is based on traditional Spanish ingredients and flavors. The image of the Spanish beer brand Mahou (sponsor), had to be integrated in the space without breaking its coherence. The architects reinterpreted a 1961 picture of a Mahou advertising campaign so that it perfectly integrates the space in a powerful and surprising way.



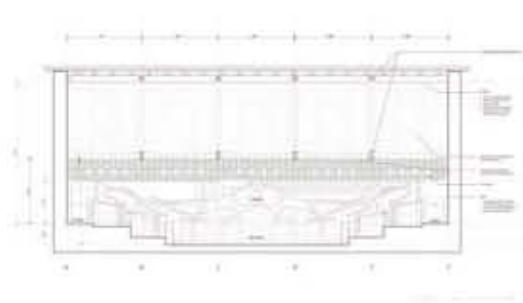








Blue Frog Acoustic Lounge  
Serie Architects



Blue Frog Acoustic Lounge

A large north lit industrial warehouse within the old mill district in Mumbai is to be converted into a complex of sound recording studios and an acoustic lounge. This lounge will consist of a restaurant, bar and a live stage. Beyond this amalgamation of provisions, Blue Frog seeks to stage an acoustic experience par excellence.

