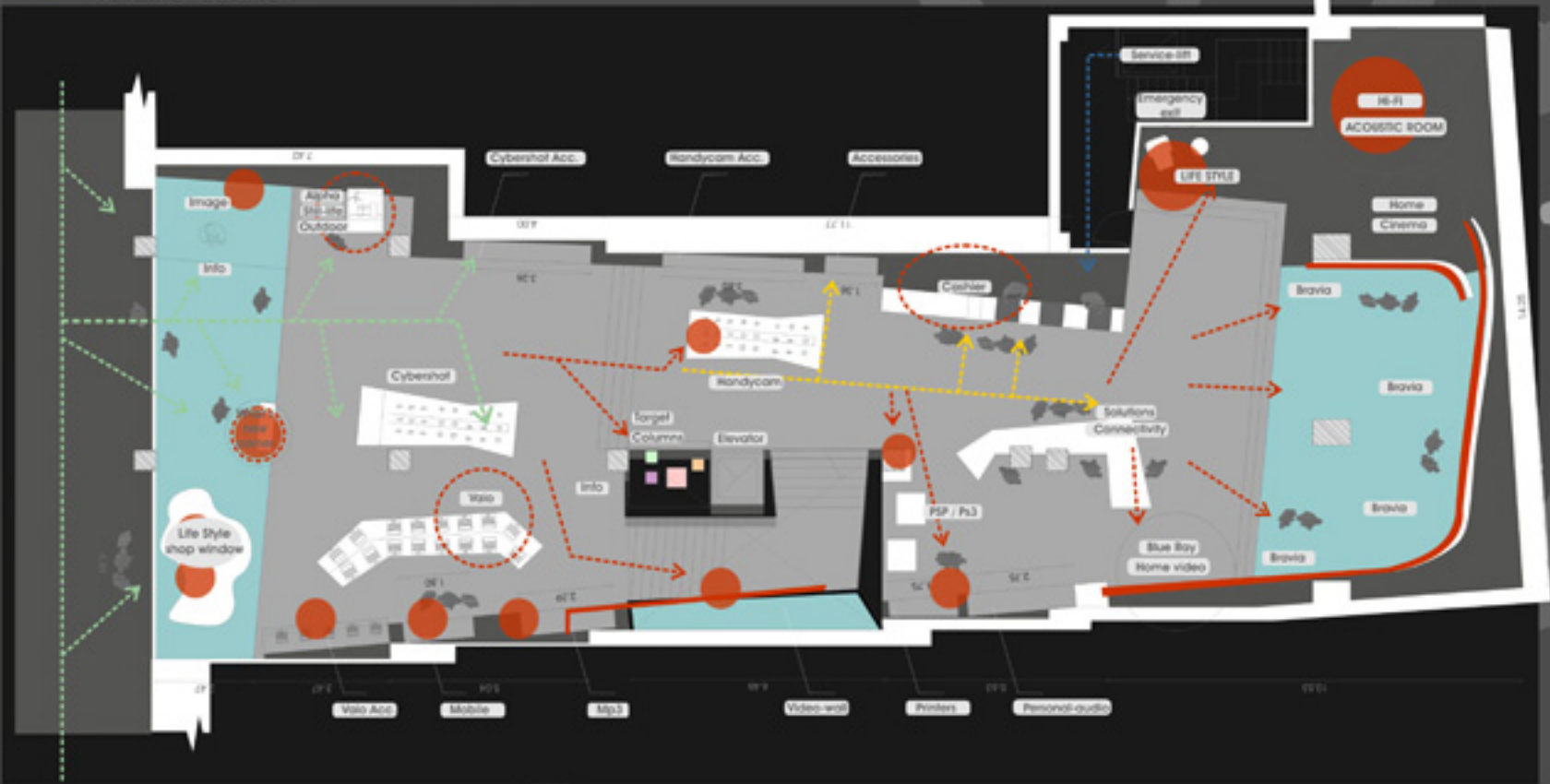


- > Main flow (natural)
- > Flow to induce
- > Flow to induce specially
- > Staff circulation
- Attraction point
- Destination Point



AREAS/CIRCULATION STREET FLOOR

STORE CONCEPT

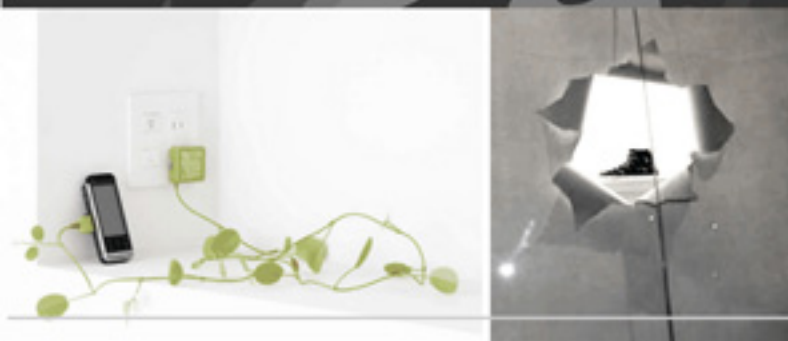
KEY WORDS



ELEGANCE
HARMONY
LIGHT & DARK



PATTERN



IMPACT
SUBTLETY & IMPACT

sony style

The technical ceiling will be only if necessary

The video wall helps the people to go downstairs

The central exhibitor will be located by the main way through the store and show a variety of products of each family. They will have a familiar and flexible shape. And variable chromatic.



-There will be two general exhibition areas (functional linear + artistic/curved). The back area with brava will be the most artistic wall. And also will contain various life styles.



The wall Display will show three levels:

- a lower level or starting board that lifts the product and it makes eventual product storage possible (in its area)
- an intermediate level or exhibition level - a flexible space to launch the product to show its application and its relation to the rest of the product family. It will also contain technical and/or descriptive information about the product.
- there is a higher level or cornice for the sub-brand information. This level is black and it is defined by the emptiness of the dark wall. This line is at 2.10 mts. And it has about 0.30 - 0.40 mts





FRONT VIEW



Accessory

INSIDE VIEW

■ REQUENA Y PLAZA



INSIDE VIEW