

BLUE

COLOR COMPLEX



Inside Fashion Store

茵塞德时装店

Location / 地点: Austria (奥地利)
 Design Firm / 设计公司: Söhne & Partner Architects

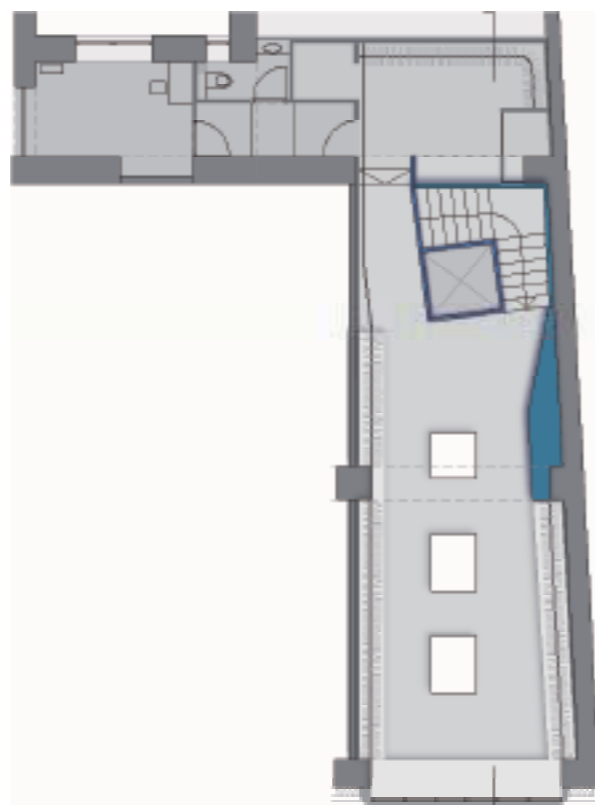
Completion Date / 竣工时间: 2011
 Photography / 摄影: Severin Wurnig

Client / 客户: Luyan Zhang

Turquoise directs the customers through the shop while the interior is mainly white and sober in order to present the fashion at the best.

蓝绿色引导顾客穿过店铺，室内的白色和素色背景将这种时尚呈现到极致。





This new Austrian store is located in Vienna's Neubaugasse. Inside Fashion Store presents fashion by international designers. Söhne & Partner Architects tried to design the interior in a discreet but appealing way. One challenge was the size of the new shop. Only 100 m² now appear to be much more extensive.

茵塞德时装店位于奥地利的维也纳，店内展示了来自各国设计师的时装作品。设计师试图在不打破设计常规的基础上，打造出更具时尚气息的时装店，而100 m²的室内面积，对于设计师来说是一个巨大的挑战。



The Neubaugasse in Vienna is close to the famous shopping street Mariahilfer Straße. Thus, the designers of Söhne & Partner Architects tried to implement the new shop into the appearance of the street. Moreover, it should be an eye-catcher and invite pedestrians to go inside. The main goal of the design is to create a straight and clear space since the fashion speaks for itself. Big mirrors make the space seemingly bigger. People who are passing by should be guided into the store. The colour turquoise directs the customers through the shop while the interior is mainly white and sober, in order to present the fashion at the best.

时装店与维也纳著名的购物街相邻。因此，为了更好地吸引客户，设计师们力求在时装店的外观设计方面出奇制胜。设计的主要目标是营造干净、简明的购物环境，因为时尚不需要多余的装饰。室内安放的大镜子，使得空间看起来宽敞了很多。店内天蓝色及白色的装饰设计十分夺人眼球，使客户心情倍感轻松与惬意，也更好地展现了店内的时尚元素。