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N. 576 NOVEMBER 2007 DESIGN SURFACE

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THE CENTRAL THEME:
MIRRORS AND DECORS

DESIGN PROJECT:
MARTI' GUIXE'

REPERTORY: CONTAINMENT

INTERIOR ARCHITECTURE: SPACES OF BOOKS AND LOFTS



The first floor of the boutique is for accessories only. The display fixtures are floating islands with glass tops, similar to the forms of icebergs.



Balenciaga store

*project Nicolas Ghesquière with Dominique Gonzalez-Foerster
lighting Benoit Laloz photos Alberto Ferrero text Valentina Lugli*

After Paris and New York, Milan now hosts an exclusive outlet for the historic brand created in 1918 by Cristobal Balenciaga and directed, since 1997, by the young Nicolas Ghesquière. The shop is on two levels, for a total area of 400 sq meters.

The design of the boutique skillfully mixes natural, artificial and raw materials. The result is a composite landscape inside a historic building, where the painted wooden ceilings go well with the Indian marble floors formed by slabs with different shapes, and with the sophisticated lighting systems based on the robot arms of a shuttle, developed by lighting designer Benoit Laloz.

The design has been personally supervised by the artistic director of the maison, and by the French artist Dominique Gonzalez-Foerster.

The imprinting of all the Balenciaga stores is the configuration of a futuristic, luxurious environment, based on a series of graphic elements and high-tech features, in perfect tune with the innovative, experimental fashions offered by the brand. The ground floor displays the collections, hung on structures in painted metal tubing.

The accessories, on the upper level, are displayed like sculptures on plastic fixtures with irregular geometric forms, something like icebergs, positioned at the center of the spaces in an obligatory itinerary through rooms connected to each other by doors in painted wood. The most precious accessories are placed in glass display cases that echo the same forms. Large mirrors on the walls visually multiply the space.



The ground floor. This floor presents the prêt-à-porter collection of the maison.



The ground floor, where the entrance is characterized by a ceiling with lights for a starry sky effect.