

DESIGN DETAIL

By Carly Hagedon, Managing Editor



Ver

BUENOS AIRES, ARGENTINA

Concept: Hoping to entice customers beyond its typical demographic, this Latin American retailer implemented a Scandinavian spa ambience.

1 SPELL IT OUT

This social media hashtag-turned-signage is directly related to the retailer's marketing campaign and translates to "real women." According to Daniel Botner, architect principal, Botner – Pecina Arquitectos (Buenos Aires, Argentina), the company began using "realistic" women in its ad campaigns and in-store graphics, looking to appeal beyond an older crowd, to which it previously catered.

2 SHED SOME LIGHT

Due to its large mix of apparel meant for a wide age range of 20- to 60-year-olds, Ver's product collections are organized and highlighted using varying lighting fixtures and furniture pieces throughout. The challenge, according to Botner, was unifying all of the disparate material and elemental styles to create a cohesive look.

3 SMOKESCREEN

Because of its compact corner real estate and smaller square footage, the store felt cramped inside. To visually expand the space, the design teams opted to install a 1-foot-thick lightbox, giving the impression that a patio or backyard lay beyond it. The faux window is also meant to add some warmth and strengthen the spa concept.



GUSTAVO SOSA PINILLA, BUENOS AIRES, ARGENTINA

4 EYES TO THE SKY

Strategically placed slats across the heritage building's ceiling help lower its soaring height and make the area approachable. "We wanted to make it more human-scale," says Botner. "In the middle of the space, we deducted [the height]... The choice of wood here gives warmth, as well as a homey, spa feel."

5 BACKLIT BEAUTIES

In another move to give the small space a larger feel, fixtures and displays are backlit to add visual depth and further frame the separate apparel collections. The fixtures themselves are minimal in order to give center stage to the apparel.

PROJECT SUPPLIERS

RETAILER
Ver, Buenos Aires, Argentina

DESIGN AND ARCHITECTURE
Botner - Pecina Arquitectos, Buenos Aires, Argentina

CEILINGS
Grupo Comercial, Buenos Aires, Argentina

FIXTURES
Sassi, Buenos Aires, Argentina

FLOORING
SBG, Buenos Aires, Argentina

FURNITURE
Carpintería Integral, Buenos Aires, Argentina

LIGHTING
Eurolamp, Buenos Aires, Argentina
Parana 201, Buenos Aires, Argentina

SIGNAGE/GRAPHICS
Perot, Buenos Aires, Argentina

GLASS
Vidrio Pleno, Buenos Aires, Argentina