

DESCRIPTION

THE BODEBO STORE

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BODEBO is a traditional corner store situated in the Farró old quarter which for many years has been selling loose, locally-grown ecological products to local residents. It stands on the corner of Sant Hermenegild and La Gleva Streets, and boasts a characteristic and highly permeable front with 5 large windows.

The project for the transformation of these premises is based on the idea of enhancing the store's visibility and making it more attractive to a younger buying market, whilst ensuring that it retains its character as a traditional local store.

In order to meet these objectives, the initial ideas centred on making better use of the display area and shop floor, reorganising the existing furniture and creating a series of display elements that provide solutions for the sale of loose goods and enable customers to move easily around the store.

The first big decision was to reorganise the sales area so that the inner area could be used for storage, thereby enabling the entire front to be destined for sales. The two windows that had been cancelled out in the original storage space are now part of the main sales and display area, inviting customers to look around.

The other early decision was to reuse existing elements as a sure-fire way of retaining the store's essential character.

The "cartabón" (triangle) tiles, featured on the counters and walls of the original store, have again been used for the display units for the loose products and the sales counter, although this time they combine white glazed and unglazed sections revealing the terracotta biscuit in a break from the classical layout.

In addition, the new tables are illuminated by a series of skylights made from reused jars that once held sweets, chocolates and other products.

The pinewood shelves – which were originally positioned in a haphazard fashion - have also been recycled and rearranged. Now they have been placed next to one another, forming a wall display of products positioned parallel to the store front, highlighting the new open space, enabling customers and sales assistants to view the products on sale quickly and easily.