

SHOPS NOW

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Cover photograph © Marco Zanta

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# SUE Architekten

## dressroom

Photographs: **Hertha Hurnaus**

Location: **Vienna, Austria**

This new boutique has been inserted into what had once been a traditional old seed store in the heart of Vienna's center, and which closed down due to the owner's retirement. The boutique's central location, in an area full of shops selling designer clothing, is highly desirable. However, the challenge for the designers, Austrian studio SUE Architekten, was to create a suitably stylish, smart environment in a space with an awkward layout, a small ground floor area and a large seed storage space in the basement. The boutique is in the immediate vicinity of one of Vienna's most famous streets, Der Graben and central square, the Stephansplatz. The ground floor, which has been finished in dazzlingly pristine white, opens onto the street and towards these urban landmarks and is flooded with natural daylight and at night well illuminated with abundant ceiling lights. This space has been designed as both a stage and a calling card, attracting the attention of all those who pass by.

The display furnishings inside, dubbed 'Fips' during the planning phase, have been casually arranged about the interior of the store, in such a way as to create a relaxed atmosphere. The discreet boudoir on the ground floor is connected to the show stage on the courtyard side. The central location of the stairs and their function as a connection between the two levels have great significance. The staircase, which is easily visible from the Petersplatz, invites exploration and leads shoppers calmly and naturally down to the basement level.

The below grade sales area closely resembles an underground tunnel and has been conceived as a dark hull. The space generates a much heavier atmosphere, thanks to the black walls and ceilings and gray shag pile carpet. In accordance with the environment, the items on sale here are overcoats, boots and other less delicate products than the handbags, shoes and clothing on the ground floor. Display cases that permit the light to enter the dark space are embedded in the walls and ceiling. A large sculptural furnishing occupies the center of the space, on which the current collection is presented.

Architecture:  
**SUE Architekten**  
Structural analysis:  
**DI Margarete Salzer**  
Light design:  
**Designbüro Christian Ploderer**  
Contractor:  
**Peschek**  
Client:  
**dressroom GmbH**  
Floor area:  
**1,938 sqft (180 sqm)**



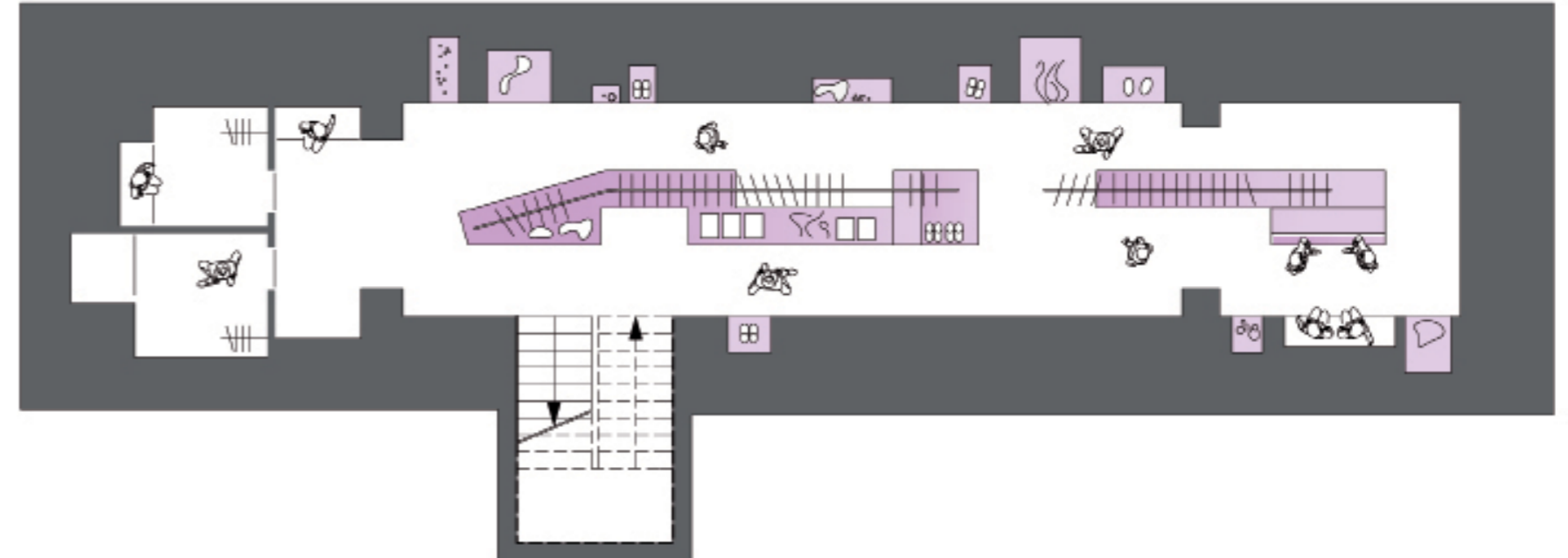


The basement level has been given a darker, heavier finish in accordance with the less delicate items of clothing on sale here, such as boots and coats.



Ground floor plan

The challenge for the designers, Austrian studio SUE Architekten, was to create a suitably stylish, smart environment in a space with an awkward layout, a small ground floor area and a large seed storage space in the basement.



Basement floor plan



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