

# DESIGN TODAY

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SPACES ETCETERA



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## Retail Spaces

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# VINTAGE STYLE

HARPF'S WIDE RANGE OF FOOD AND BEVERAGES IS IMPECCABLY SHOWCASED WITHIN A HISTORIC BUILDING IN Bruneck, Italy. Monovolume Architecture + Design preserved precious details of the building and fashioned the store in the spirit of 'the new love for the old'



In its new 170sq m area the 'harpf Drink Shop', offers a vast selection of fine beverages, accompanied by a variety of perfectly matched, hand-produced foodstuffs. Located in Bruneck—a town in the Italian province of South Tyrol—the shop is a new attraction on the city's main commercial thoroughfare, where the foundation stone of the firm was once laid in 1919.

The goal of the project was to bring back the store to its place of origin and create a space where the pleasures of the palate and the Italian cultural vibe can coexist. Monovolume Architecture + Design decided to emphasise the significant details of the old building located at the historic core of Bruneck, thereby infusing a regional flair through the vintage style of the store.

Given that it is a protected building, the exterior appearance was changed only minimally and the Gothic facade now stands spruced in renewed splendour. The central pointed arch, the largest among the three in the front, serves as the main entrance to the store. The entrance door is framed by decorative glass with a vine motif in the shape and colour of the company logo. The LED illumination,



**The two sections of the store are in distinct styles—intricate details in the front while tradition meets modernity at the rear**



which can be controlled to emit any combination of RGB colours, casts a pale purple light, bleeding the colour of the logo onto the facade at night.

The new store was designed to allow customers to get a taste of the liveliness and the inner workings of the business from the outside, even before entering. Just behind the window one can see sorting and packaging work, while in the background the glory box is visible—housing the bottles of champagne and sparkling wines.

The front part of the store is different stylistically from the rear. The entrance area was transformed into a traditional corner shop where the passion for detail appears, while in the rear area old architectural treasures have been combined with modern ideas. Used and worn-out furniture were artfully staged, imbuing the impressive ruins with an extraordinary atmosphere.

At 'harpf-and-Friends'—the connection between the food and beverage area—a library invites one to stop and learn about the history of the company. Photos from the past tell its story founded in 1919. The consistent presentation of the products runs like a 'purple thread' through the store; brilliantly demonstrating the overall concept behind it.

—Text compiled by Geeth Gopinath





Purple—the colour of the brand's logo—runs like a thread through the entire store tying the different spaces together. The entrance door is framed by decorative glass with purple vine motifs while LED lamps bathe the facade in a soft purple glow at night (right). The display areas within the store are also dotted with elements in purple such as the stained glass partition (above)

