Magnum Opus

We step inside the latest wonder from Zaha Hadid Architects
EDO
Spain

EDO is a shoe shop located in the municipality of Sitges, a coastal town close to Barcelona that is linked to fashion, tourism and leisure, but above all is a very characteristically Mediterranean town. The store is located in the historic centre, in the heart of one of Sitges busiest streets.

When designing the interiors for the store, Cream Estudio wanted to return the premises to its original state, removing all extraneous decoration and including only the essential elements, blended with the warm, raw materials of the traditional construction.

The objective for Cream Estudio was to create a unique, attractive image for the store, in harmony with the materials used, bringing a certain degree of intimacy and sense of home for the client. Galician wood panels were used throughout, only treated with vegetable dyes, complementing the custom-made furniture. The store is illuminated by a combination of linear fixtures embedded into the furniture and shelving, alongside Grupo MCT’s Kadux multidirectional spots in the ceiling. Elsewhere, Astro Lighting’s Chios 150 black texturised downlights wash the dramatic cross artworks that adorn either side of the entrance to the store.

The open façade offers passers-by a sense of respite from the busy street, the store acting as a hiding place, with its peaceful interior. As customers enter the store, the goal for Cream Estudio was to create the feeling of suddenly being enveloped by the warm interior.

www.creamestudio.com