

Fluid lines and volumes throughout the space are set off by striking angular elements.

Göske Project showcases high-end fashion as *objets d'art* at CAPSULA.

Located in a historical building in Budapest, the recently opened Capsula store offers shoppers a select collection of high-end fashion labels. Two Hungarian architects, Eniko Korompay and Sander Gocsei of Göske Project, tackled the difficult task of creating an integrated look while individually showcasing Tom Ford, Givenchy, D&G, Armani, YSL, Blumarine and Cesare Paciotti. They opted for a calm yet bright interior with vast flowing forms and lustrous surfaces.

"We aimed for distinct forms and a pure palette that would allow the clothing in these hand-picked collections to stand out," says Korompay. "We could have designed a more stunning environment for Dolce & Gabbana, but it wouldn't have been suitable for the more classic pieces in, say, an Armani collection. We had to find a way to present the merchandise in a

subtle but sophisticated way. The solution was to avoid bright colours and go for black and white, always a winning combination."

Korompay and Gocsei chose to keep not only the original proportions of the space intact but also two eclectic pairs of columns that had been part of the interior as they found it. They enlivened the vast unadorned surfaces of the free-flowing retail environment with several striking details. Walls with sweeping curves inject the space with an interesting dynamic while housing niches of various sizes for displaying clothes and accessories.

The architects were also responsible for the logo, a single letter 'a' in the form of a fat teardrop, which turned out to be such a typographical success that its shape became the basis for a whole wall irregularly patterned with dozens of display niches for bags, shoes and other small items.

All in all, the gallery-like interior of Capsula – with its aesthetically designed display solutions, dramatic lighting and fascinating focal points – can be compared to an exhibition venue for works of art.

göskeproject.hu

Words Brigitta Bugys

A wall of teardrop-like display units is based on the store's logo.