

touch



decor

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Armani 5th Avenue:
The Latest Addition
to the Eminent
Armani Name

**Perforated Concrete
Exteriors:**

Varied Selection of
Unconventional Structures

Eco Touch:

Sustainable Architecture...
A Reinvention of Urban Living



The Conde Lumiares Farmacia:

Unconventional and
Contemporary Transformation



When the masterminds at MOBIL M studio decided to update the traditional Conde Lumiares Farmacia, they had everything but tradition in mind. Situated in Alicante, Spain, this complete makeover of the pharmacy gave it a very modish and spectacular look.



Everything from the logo design to the last details were closely chosen and creatively executed. The first essential change was expanding the ceiling from two meters high to a space enhancing five meters high. In this way more light and space was achieved benefiting not only the employees but also the customers. Also, a second floor was installed allowing separated areas for the laboratory, the warehouse and the professional training. Perfectly coordinated with the architectural design, the graphic identity played an essential role introducing the grey ranges and magenta to contrast the white walls and furniture.



The incredible transformation of the pharmacy impacts the viewer even before entering because of the single pieced five meters high shop window gives a fabulous perspective of the interior from any angle on the street. Adding more personal identity for the Conde Lumiares pharmacy, suspended cylinder systems two to four meters long, which consist of 256 tubes, enrich the central gondola.

The MOBIL M studio successfully achieved a perfect contemporary space with great harmony between the graphic work done and the unconventional architectural concept. ●