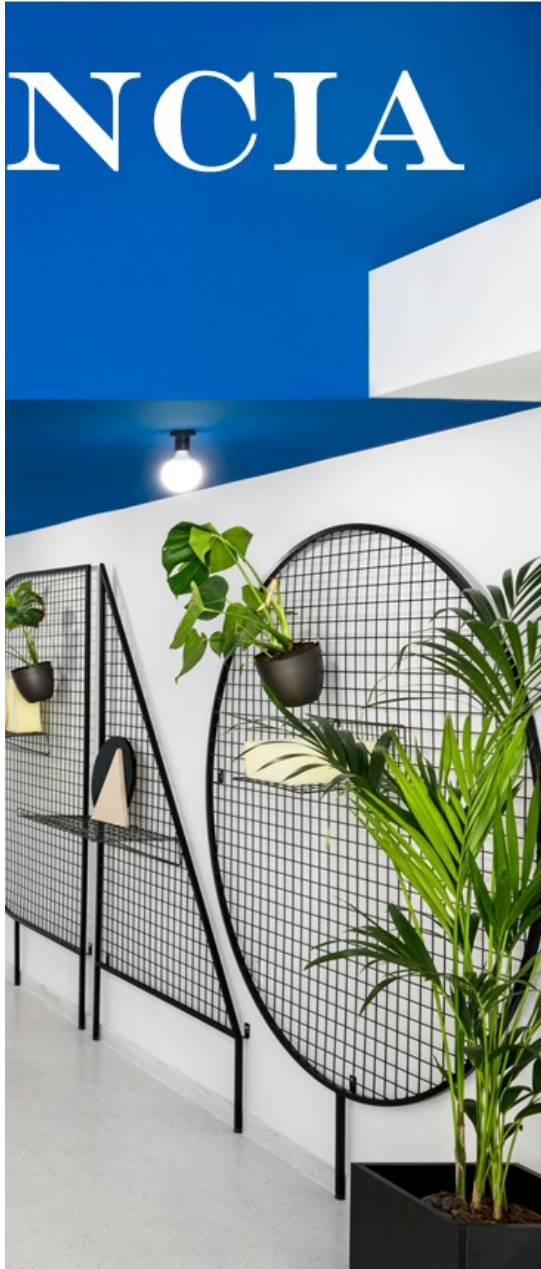


# LIFESTYLE

# SHOP IN VALE

Spanish interior design agency, Masquespacio presents its project for lifestyle shop Gnomo, situated in the well acclaimed quarter of the city - Ruzafa.





The project has its departure from the store specialized in objects and decoration that decided to open in Valencia as an ode to design and a particular lifestyle that seeks for originality and beautiful things as told by the owners.

In first case the design team decided to maintain the eighties aspect from the space, adding a contemporary touch to it. A granite floor with a smooth color was added, together with white walls and a touch of blue and green to create a cheerful and amusing feeling to the lifestyle shop.

Ana Hernández, creative director of Masquespacio: "Taking in count that Gnomo sells different kind of objects from a wide set of brands, it was important to create a funny and happy feeling, but without creating a visual disorder."





Talking about the product exhibition, a serie of tables and display elements easy to move were custom-made. That way the intention was to offer Gnomo's store the possibility to change the product exhibition at any time depending on the actual type of products on sale. As for every project all the elements were designed exclusively for Gnomo, with exception of the counter desk.



"In this space continuously reinvented, above selling design objects, stories are gifted. More than a store, for us Gnomo is a space to share experiences. All the objects we sell have their own history. Sometimes its the history of their brand, sometimes its the history we are living and most of the time it is a history told by our clients."

Álvaro Zarzuela & Esther Martín,  
founders of Gnomo

