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The main idea of the design for this optician's shop was based on the function of the eye as a sensor, one that generates form and also has a voyeuristic element. The interpretation of this idea is reflected in the design of the shop window, the display cases and the arrangement of the functional work stations, such as the optician's work area, the fitting area and the waiting area.

The window projects out from the store front and onto the street, hovering above the pavement. Made entirely of glass, the window box represents the „eye into the city“ and opens up the view into the long and narrow interior of the store. Along with an adjacent small ramp, the transition between public and private space is thus achieved. Customers pass by the exterior extension of the display case as they enter the store by way of this ramp.

The frames of the eyeglasses are displayed suspended on aluminum tubes in front of Plexiglas panes covered in yellow fabric and illuminated from behind. Moveable mirrors enhance the voyeuristic idea, as does an oval opening which allows peeks of the displays positioned at the back. Counteracting the linear form of the main display case, all objects not attached to the walls are mobile and have a free flowing form. Mounted on sandblasted steel tubes, they can be moved in all directions on rubber wheels.

The rear part of the store is defined by two ellipses. Materials used for the back rooms include revolving steel tubes with truck tarps stretched between them and Canadian

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Am Stadttor 4
7000 Eisenstadt, Österreich

ARCHITEKTUR
HOLODECK architects

BAUHERRSCHAFT
Franz Nechansky

FERTIGSTELLUNG
2000

SAMMLUNG
Architekturzentrum Wien

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walnut for a curved wood shelf, underlining their respective functions as storage area and fitting area. The white varnished ceiling slopes up, counteracting the narrowing perspective of the space and relativizing it for the eye. (Text: Otto Kapfinger)

DATENBLATT

Architektur: HOLODECK architects (Marlies Breuss, Susanne Schmall, Michael Ogertschnig)

Mitarbeit Architektur: Christine Schmauszer

Bauherrschaft: Franz Nechansky

Maßnahme: Umbau

Funktion: Konsum

Planung: 1999

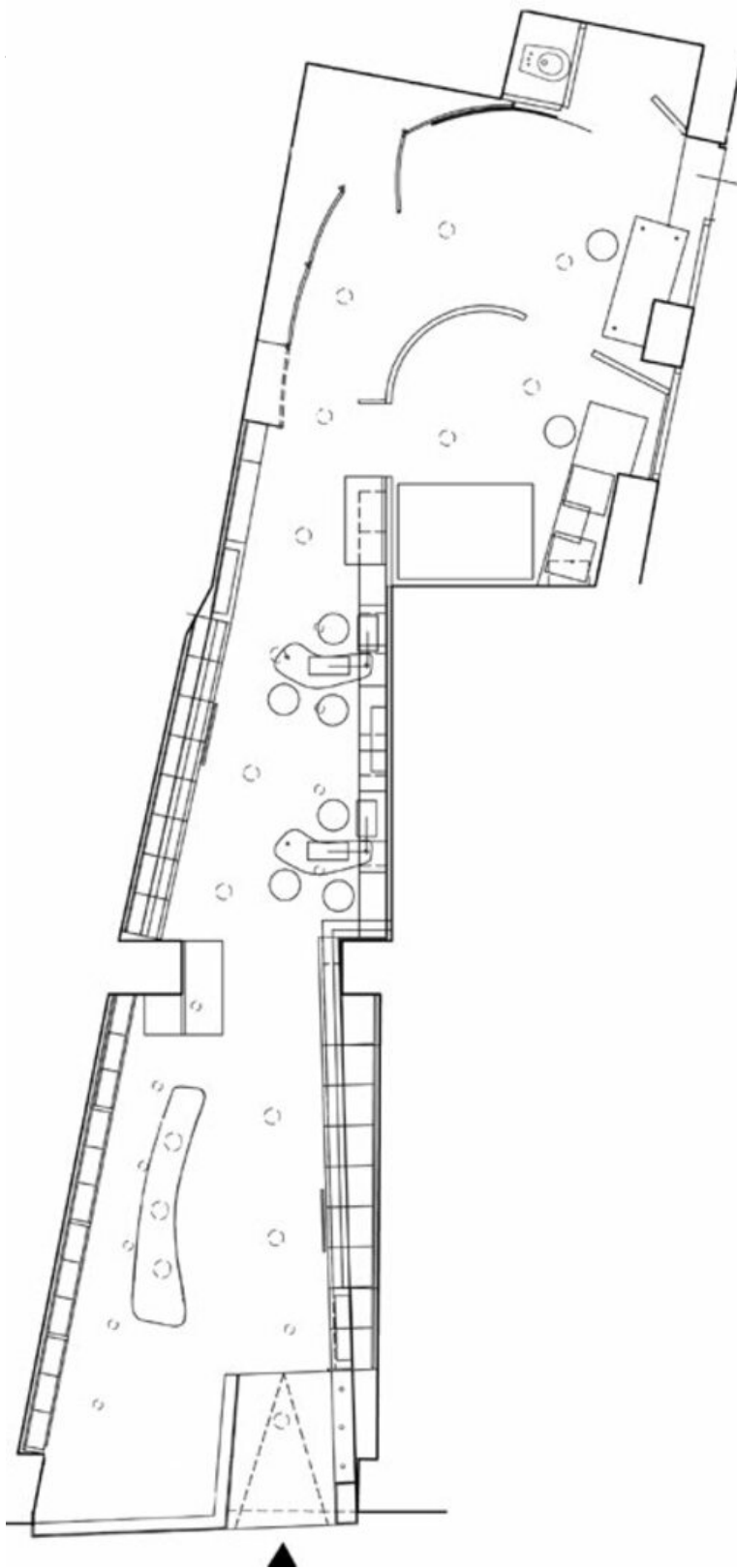
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