

# Delicatessen

**Location:** 4 Barzily Street, Tel Aviv, Israel

**Date:** March 2005

**Design:** Guy Zucker Architecture

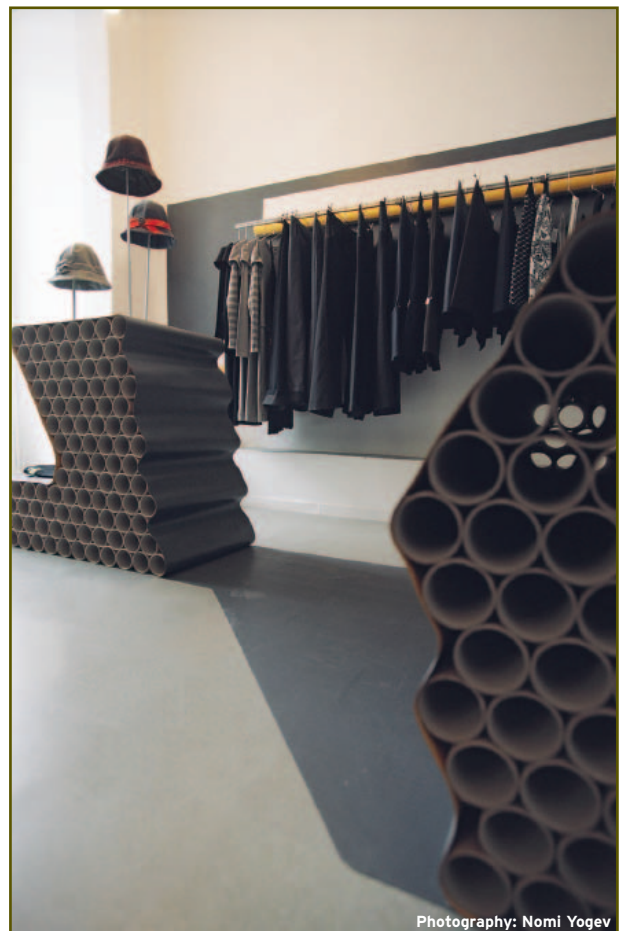
**Size:** 90sqm

**Client:** Idit Barak (fashion designer)

**Budget:** \$3,000 (£1600)

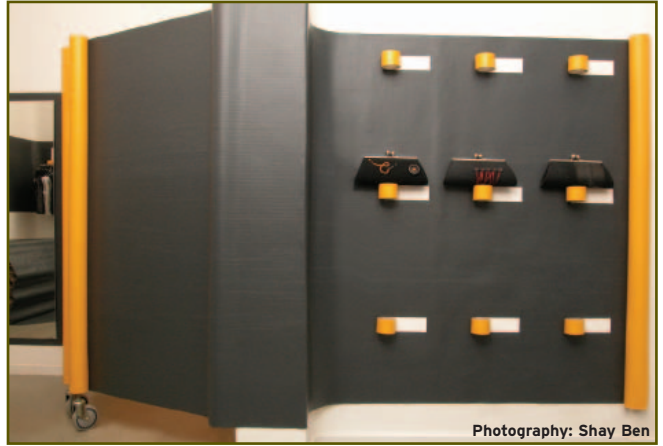
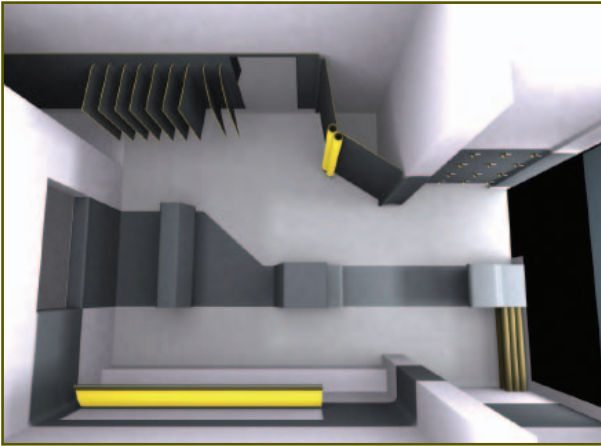
The design of this fashion boutique is based on the observation that in the fashion industry the investment in design exceeds the funds invested in quality; and in architecture the balance of investments is reversed, the cost of materials far exceeds the investment in design. The design for the Delicatessen fashion boutique follows the economical logic of fashion design in an attempt to invert this typical condition.

Two main strategies were brought from the world of fashion and introduced into the spatial design. All the elements in the store are made of two types of ephemeral and readymade materials: yellow and gray double-sided linoleum and cardboard tubes. By cutting, folding, rolling and wrapping, the original purpose of the material is transformed to create the display elements, fitting room, desk and storefront. The space is dressed with a thin layer that can be peeled off and replaced on demand. Redesigned each season, the interior design becomes a commodity consumed on a regular basis by the returning customer.



Photography: Nomi Yogev

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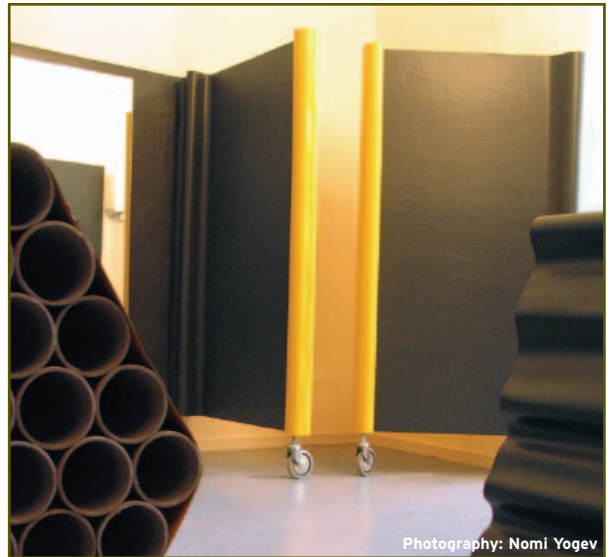


Photography: Shay Ben

Three linoleum strips stretch and wrap around the cardboard tubes, enhancing the physical connection between the production studio of the fashion designer at the back and the store space in the front.



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