



The existing walls were covered with the most basic flexible display infrastructure – the pegboard. By mounting the pegboard on the entire 5m high space, and lighting it from behind, this rough hardware store material turned into an ephemeral, lace-like dress that wraps around the space. Additional display fixtures, counter and fitting room were cut out of the peg board and “pulled” out of the yellow wall that was revealed behind it.



DELICATESSEN

CHANGEABLE DISPLAY INFRASTRUCTURE





ILLUMINATED PEGBOARD

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DISPLAY FIXTURES



VIEW FROM TOP

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COMMERCIAL

08

**DELICATESSEN 2**

Date: - Completion: 2008  
Client: - Delicatessen / Idit Barak  
Budget: - \$10,000  
Area: - 250 sq.ft.  
Location: - Tel Aviv