



AI visual based on the project

02 — INTERIOR ARCHITECTURE · RETAIL

No Name store

Retail space for a sneaker brand

CONTEXT

No Name is opening its store in an 1845 building on rue Réaumur, between the Sentier and the Marais: 363 m² on two levels. The historic façade and the brand identity must be kept.

THE IDEA

A “non-architecture” approach: the space steps back behind the object. Neutral walls, sneakers suspended as in a gallery, a staged double height.

Site analysis

Before drawing: the Arts et Métiers district, a survey of the façade and its colours, which set the project's palette.



The Arts et Métiers district



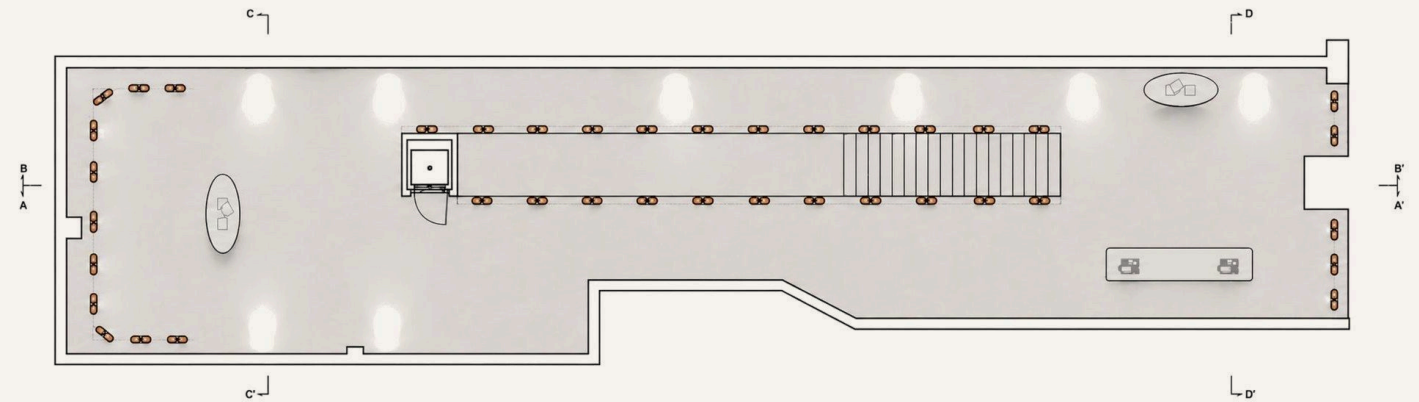
Colour analysis of the façade



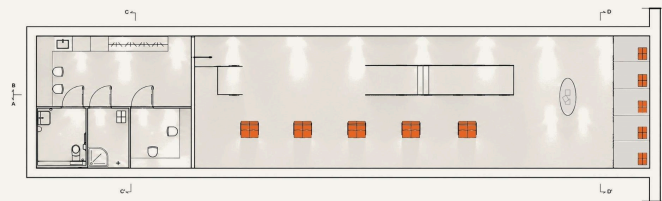
Façade survey drawing

Plans and sections

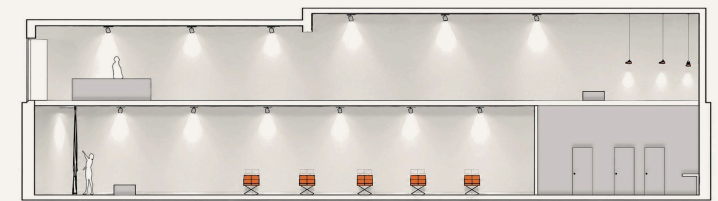
A linear route from the ground floor to the lower level, paced by the staircase and the suspended sneakers. The sections show the double height at work.



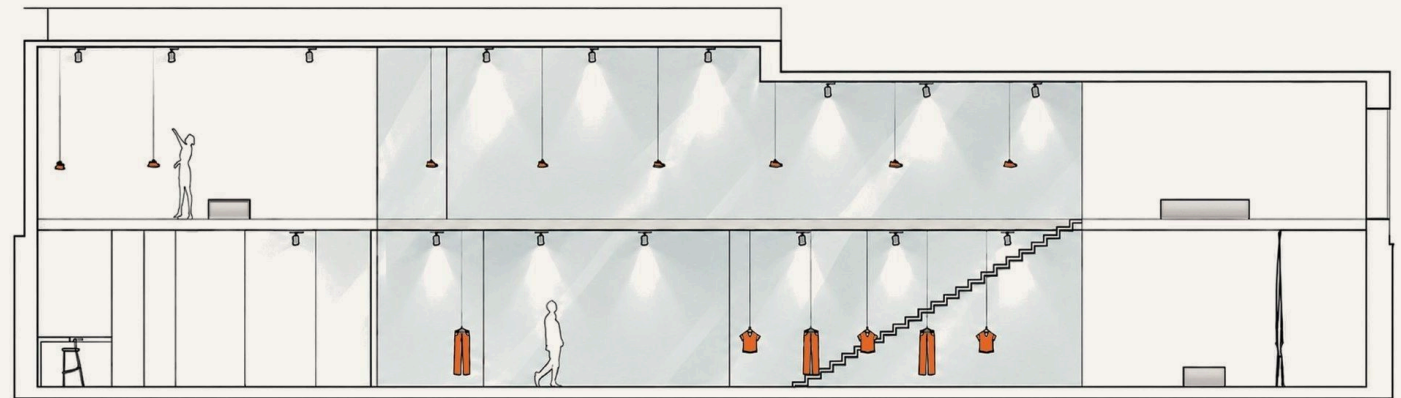
Ground floor plan



Lower floor plan



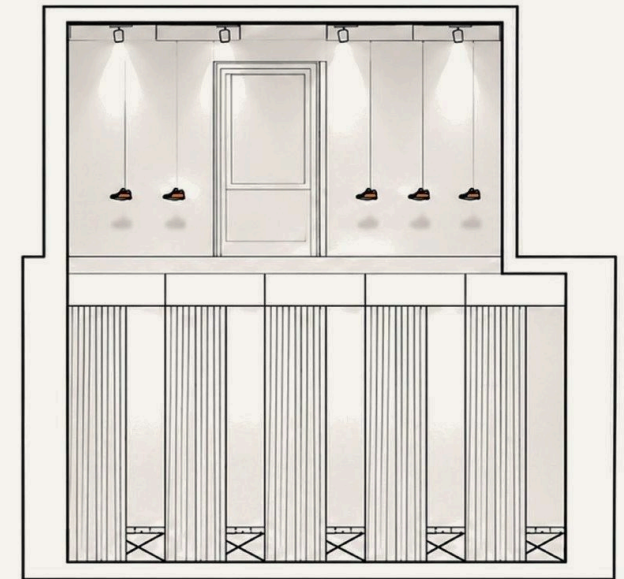
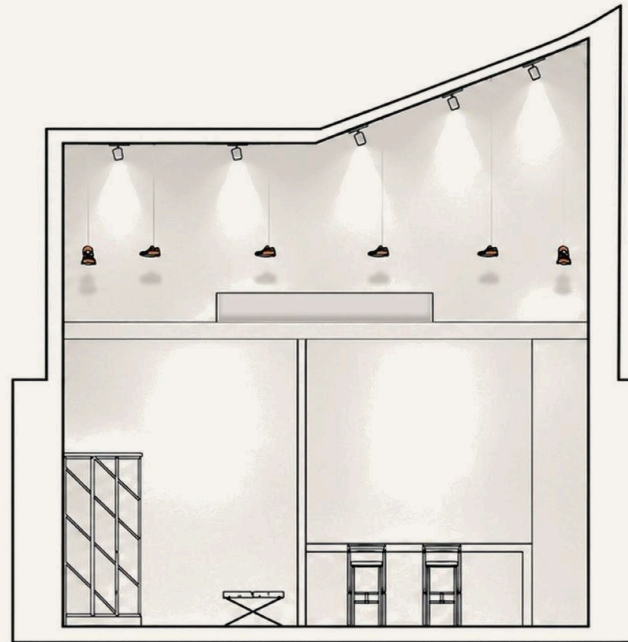
Section AA'



Section BB'

Cross sections

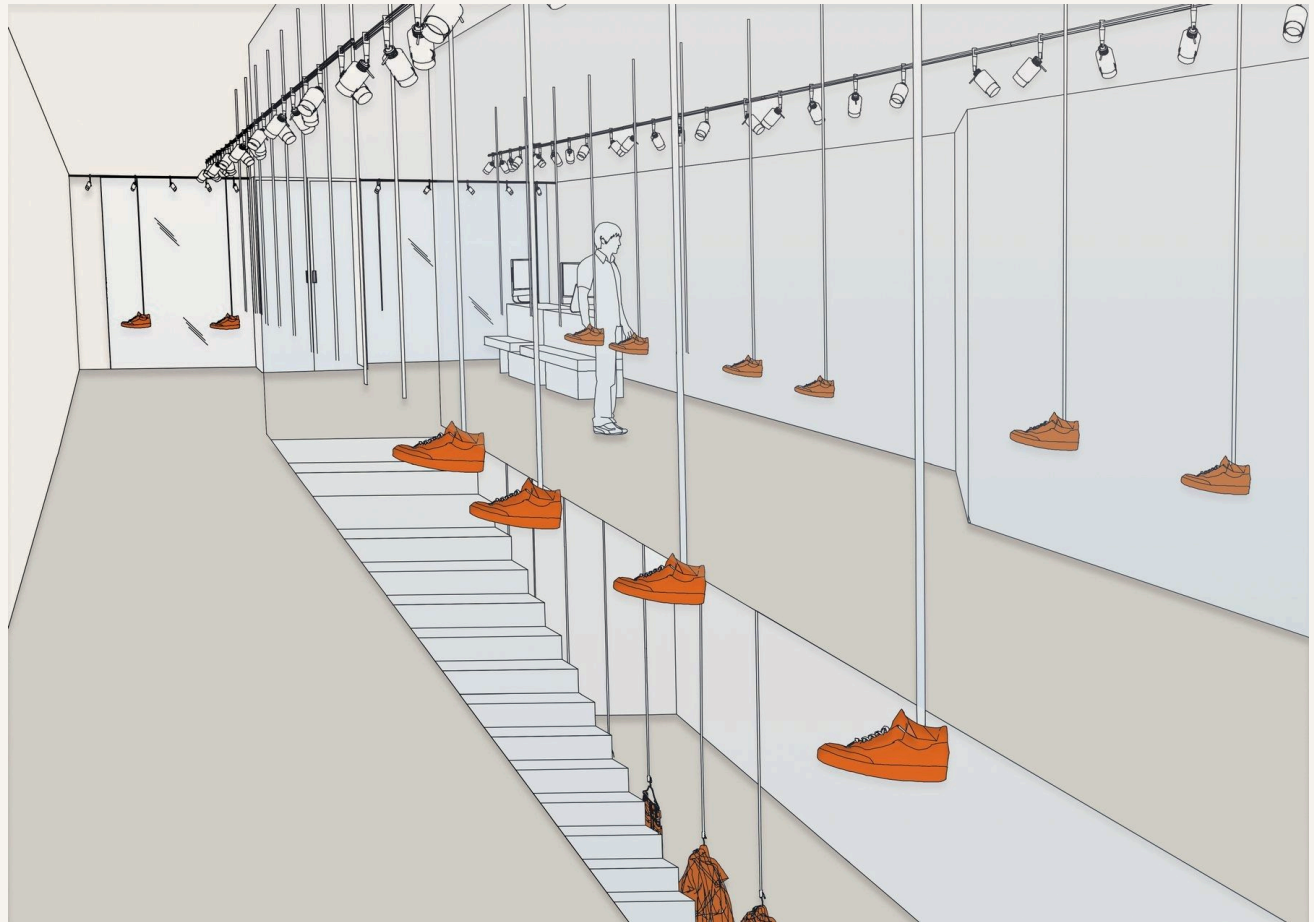
Fitting rooms and a seating area slip beneath the mezzanine.



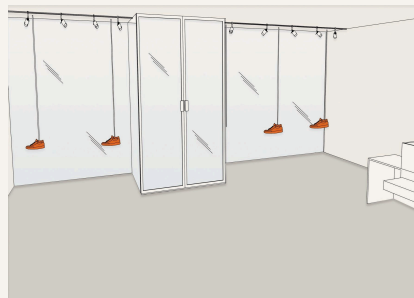
Sections CC' and DD'

Final design

A neutral palette of white, grey and glass,
where the orange of the products becomes
the only colour.



Staircase and double height



Entrance and shop window



Sales floor and glass partition



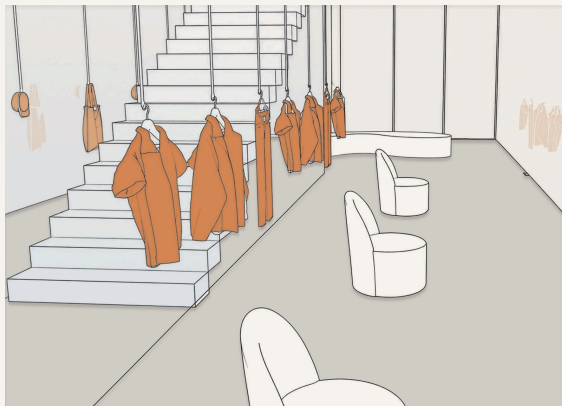
Suspended sneakers

Journey

From the staircase to the lower level:
hanging garments and a seating area.



Staircase and clothing



Seating area



Clothing suspended under the stairs

Let's open the door together.

Looking for a 3- to 6-month internship from April 2027 in a high-end interior architecture or design studio in Paris.

SCHOOL PROJECTS, NOT AFFILIATED WITH THE BRANDS AND PLACES MENTIONED.

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