

FLAGSHIP T-COM STORE CVJETNI

LOCATION

Cvjetni trg, Zagreb

PHASE

preliminary, main and detailed design of reconstruction and interior design

USE

retail

SIZE

approx. 200 sqm

AUTHORS

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CLIENT

HT Hrvatski telekom d.d.

YEAR

2014

The store has been conceived as an open space providing as much interactive experience for the buyer as possible. Internal ineffective gallery has been removed and the basement and ground floor have been connected by an elevator in a glass shaft and as a result an open space has been created. Deutsche Telekom Group standards have been used for the interior design but historical elements have been preserved in the space. Renewing the long-hidden brick vaults, exactly what makes Cvjetni store unique among DT stores, has proven to be the most challenging part of the preservation of historical elements. Removing the aluminum canopy and the grid façade managed to remove the barrier between the outside and the inside space which made the lively scenery and atmosphere of Cvjetni trg an integral part of the store.

