

Strange Beauty

Pedro García opens his first store in Madrid

Modern, luxurious, strange and yet somehow inviting. That's the feeling you get when you step into the first ever Pedro García store in Madrid. The store, located on the callejón de Jorge Juan -- a rare oasis for pedestrians in Madrid's barrio de Salamanca --, is modest in size, barely 50 square meters. But behind its brilliant black facade is an interior carefully conceived by Belgians Koen Meersman and Kris Scheerlink of Aubergine studio to please "true fashionistas".

"It's the perfect premises, in a fortunate location, and opening at the right moment," says Pedro García when asked what inspired him to open a store of his own. It's almost as if the store's opening were due more to a favorable alignment of the stars than a preconceived plan. "For a long time we've been wanting a space that would allow us to position the brand in its homeland and explain our product to the public," García says.

And so it is. The store reflects the universe of Pedro García perfectly. The interior reviews and updates classical references, combining repetition of industrial elements with the use of noble materials mixed with construction components. As with García's shoes, the result is a "mélange explosif" -- cultivated and contemporary luxury for the initiated. You only need a couple of minutes and you're addicted!

In general, the interior design project plays with the coexistence and density of the textures. An astonishing wall, literally covered with innumerable industrial rails lacquered in black, magnificently counterbalances the other wall, itself covered with ornate plasterwork that takes inspiration in the classical mansions of Northern Scotland. Both face a mural consisting of irregularly placed beveled mirrors, which makes the space more expansive.

To round off, the furniture and display stands combine the hard and texturized OSB (Oriented Strand Board), with which the ceiling has also been covered, with the black glass and mirrors. The floor covering, a thick black wool carpet, provides warmth, as does the lighting system, globe-shaped spotlights arranged in a spike layout reminiscent of traditional parquet flooring.

The bevel, a classical finish traditionally used on glass, provides coherence to the project and has been used not only on mirrors and glass, but also for the rough OSB and bathroom tiles. Both the bathroom and the stock room, which is visually integrated into the store, have been treated with the same care as the rest of the establishment.

The final detail and finishing touch on the interior are seven perfectly preserved 60's era chairs, discovered by the renowned Belgian interior designer Gert Voorjans. The chairs fit so well within the space, it is as if they had been conceived to find their definitive place a half of a century after their creation.