

TAIL design

INTERNATIONAL



sunglass hut

DOICE GABBANA

tyd eslogue

CHANEL



The heart of the store—the focal element—is the bar that fills the central area. The over 14 ft. long bar is finished with high gloss oak veneer and the front is padded and quilted with black vinyl. The back bar is black glass and the central area is illuminated with red neon that points up the selection of liquor bottles. The high upholstered bar stools, in black with silver thread embroidery, is reminiscent of the wallpaper used on the opposite wall. The materials used in this area are the same as those in other areas of the space but appear in different ways.

The design has successfully blended the two concepts into a single effective space that is a draw for young and trendy shoppers/stoppers and sippers.





“The idea was to transform the experience of buying jeans into a wild and sexy party—not unlike choosing a drink in an exciting, sultry bar.” That was what Michael Azulay of Madesign of Tel Aviv thought when challenged to create a new look for a chain of clothing stores that sell an international selection of jeans and accessories. The result is Jeans Bar located in the Ramat Aviv Mall in Tel Aviv, Israel, a trendy, dynamic, contemporary bar/shop.

The bold, black pylon entrance creates a dramatic frame for the shopper’s view of the space beyond. Following the line of the long, rectangular space is the sweeping and snaking chandelier made up of over 300 suspended lights and crystals that dominates the airspace of the shop. “The snake accompanies the customer from the moment he or she steps into the store and until the shopper reaches the back mirror at the far end of the space where the path of the chande-

lier is reflected.” The lighting in the store, according to Azulay, was a key concern since it not only had to be bright and focused enough to point up the merchandise but also reserved enough to create the desire “bar” ambiance. The blacked out ceiling and the unique chandelier helped to bridge the two requirements.

One side of the long space contains shelving units decorated with cornices and styled drawers for the presentation of the assorted brands of jeans. The open shelves are backed up by a black wallpaper with a silver floral pattern. The opposite wall is finished with lacquered parquet wood panels and here the shelves are cantilevered out and ornate framed mirrors, along the top, reinforce the desired “opulent bar” feeling. The rear wall of the shop is covered with mirrored panels and green/gold satin drapes that separate the dressing rooms from the shop proper.

JEANS BAR

Ramat-Aviv Mall, Tel Aviv, Israel



DESIGNER: **Madesign**, Tel Aviv, Israel

Michael Azulay

PHOTOGRAPHY: **Courtesy of M. Azulay**

