RECONSTRUCTION OF “IMOD-SA” BUILDING

Retail

Architect:	Adest Architecture
Location:	Bucharest, Romania
Total gross area:	3,000 sq-m
Client:	Colbert Europa S.A.
Services:	Schematic Design

The IMOD SA building, in Louis XVI style, built on 3 floors and an attic, was a well-known Fashion House in old times. Adest Architecture has proposed a complete reconstruction (structural reinforcement and extension), keeping and revitalizing the valuable elements, while the non-valuable elements will be replaced with new ones realized in a contemporary style. The transformation will be achieved at all the floors where the space will accommodate a variety of luxurious fashion brands. The third floor will have a new metallic structure, while the attic, rebuilt on a metallic structure as well, will host a restaurant. The façade will keep all the decorative elements while the missing ones will be remodeled after photographic documentation. A palette of modern materials will be used to be faithful to the original scheme of the building. The transformation into a new luxury multi-story retail building may impose it as a major architectural landmark within the city centre.

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