

# detail 06. 5. deep purple e

'Colour is central to the identity of the space, whether it is used to convey the brand identity or to create a specific atmosphere,' says Swiss architect Herbert Bruhin. 'It is the visual signature of the room.' Inspiration for the dark violet shade permeating the shop he designed for Urech Optik in Aarau, Switzerland, came from a painting by Swiss artist Elisabeth Arpagaus, who works with natural pigments from plants and stones. 'We wanted to create a relaxing, almost lounge-like environment, which called for warmer tones than are usually encountered in an optician's practice,' says Bruhin. Deep-violet Blitz fabric, a product by Kvadrat, covers one wall and acts as a backdrop for consultations with customers. The slightly shimmery fabric displays subtle variations in tone, depending on the light and the vantage point of the observer. In contrast, eyewear is presented primarily in recessed backlit shelves running the length of the opposing wall, which is coated in varnish. Purple returns in a cushion of light beneath the upper section of a display case that cuts the narrow space in two. Passers-by get a taste of the interior from a purplish glow in the shop window, provided by light sources beneath a glass base. Basking in the glow, suspended display cases featuring extra-white etched glass give the people of Aarau a glimpse of the latest eyewear. Bruhin's violet venue makes selecting a new set of specs feel similar to relaxing in a friend's living room.

Eron Witzel

Photography: Peter Tillessen

