



ANOTHER STORE IS

Born

PHOTOGRAPHY BY: ALAN SMYTH TEL: 087 6073951



Having designed the interior of one of Galway's most prestigious buildings Abhainn an mBradán, Grainne Hull O' Neill was asked to design and fit out, the sister shop of 'Born' in Athlone town.

As you can see the fresh, bright airy environment and exuberance and luxury of the Galway store was translated to the Athlone Store. Vibrant colours and whacky yet practical display areas is where Grainne shows her style and quality for interior design. Getting to know her clients needs and ideas and translating them into the projects is very important to Grainne and her Architectural Spaces Team. Her brief was to design a funky yet practical shop interior that would attract clients of all ages. Customers had to feel comfortable not intimidated, in the store. The problem for Grainne was, that the customers come from every age bracket, so the young teenager had to be as happy to shop in 'Born' as the girl in her thirties and the ladies of an older vintage.

The interior of born speak for themselves. The funky areas for the young blend in very well with the luxurious and plush seating areas for their sisters and mums.





Grainne designed a very spacious layout, using vibrant and dynamic wallpapers. Similar to the Galway store she uses the stretched reflective metallic buttoned fabric on the counter of the Athlone "Born". The bright spacious changing rooms in both stores make shopping and changing a pleasure. She brings the luxurious and classic look with the large gilded mirrors together with the funky youthful look with the shaggy rugs adding a splash of colour. Walls with ultra modern wallpaper and suspended furniture are used as a back drop for many of the display areas.

As always Architectural Spaces have excelled themselves again with these 'Born' projects. In the first Store - Abhainn an mBradan Grainne definitely got the 'Born Identity' going and continued its success in the 'Born Success' that is 'Born' Athlone.

Fabrics and Wallpaper supplied by Architectural Spaces,
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