



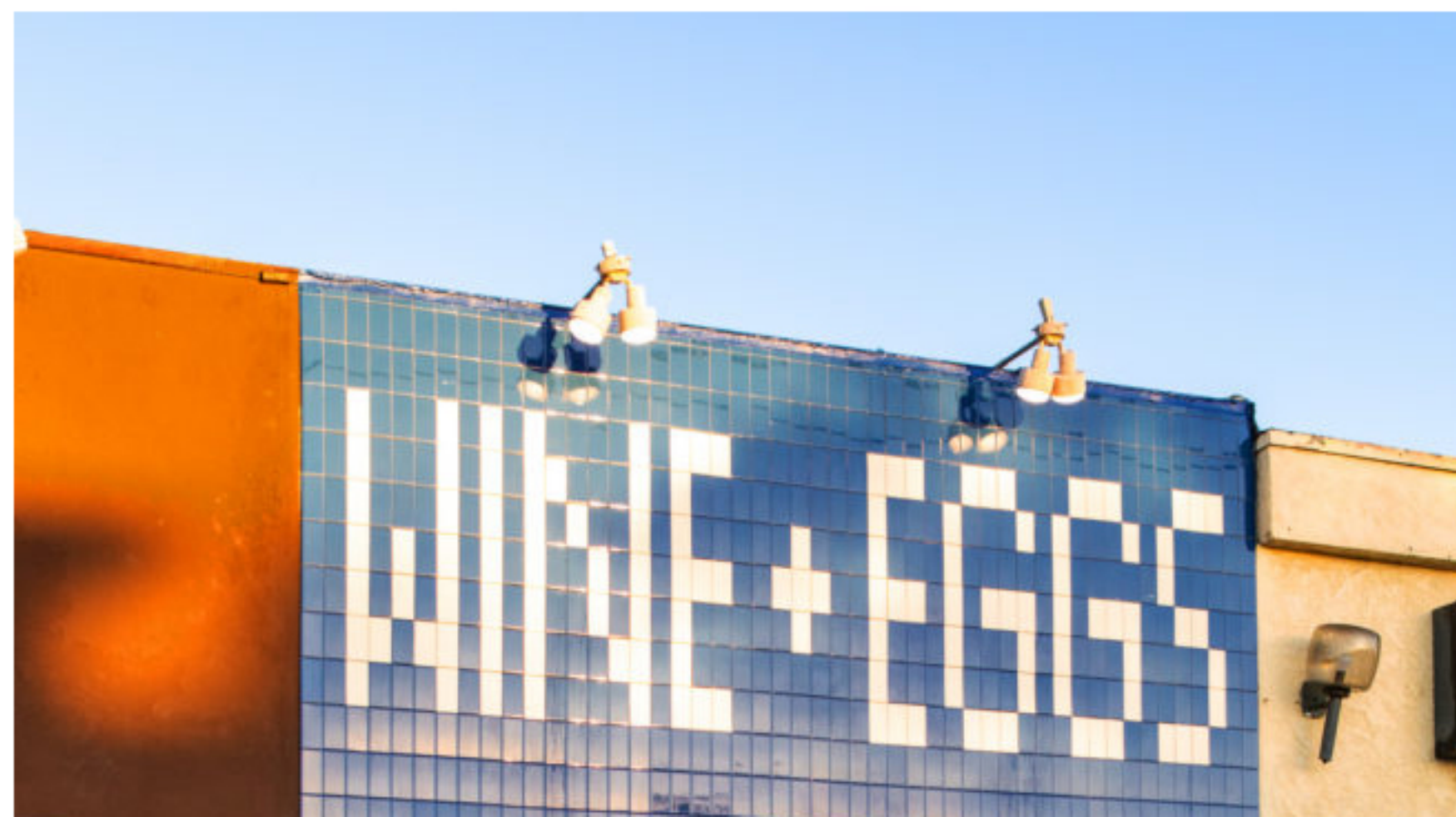
Store "from the past" in Los Angeles

Vibrant colors, contemporary wood fittings and a nostalgic mood in a project by Adi Goodrich from Sing Sing Studio.

INTERIOR 18 MARCH 2021

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Earlier this year, a new organic Wine & Eggs store opened in Los Angeles, targeting the local Atwater Village community. Local designer Adi Goodrich, known for her multi-color installations for Instagram and Dropbox, was commissioned by the owner of the store to find the right aesthetics and decorate the interior. Wine & Eggs is Goodrich's first interior project.



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The source of inspiration was the charming food stalls that the designer visited every day when she lived in France. Goodrich wanted to convey their hedonistic atmosphere, multicolor and a sense of abundance. "Most of those French shops were designed back in the middle of the 20th century, and little has changed about them," says the author. "They bear the imprint of the elegance of the era and at the same time a timeless sense of comfort."





First off, Goodrich and her Sing Sing Studio partner Sean Pecknold highlighted the store's façade with bright blue tiles and a large sign. The designer has built a panel with a round opening into the corner showcase, which allows you to look into the store from the street. It is painted blue on the outside, emerald green on the inside. The duet of these luscious shades became the leitmotif of the project: green walls coexist with a blue ceiling, the floor is paved with checkerboard tiles in both colors.





White side walls balance the palette, and natural wood fittings evoke beautifully aging mid-20th century interiors. At the window, the designer installed a small podium with vases and flowers, placed an L-shaped wine rack along the wall, and a grocery counter with retro-lines in the center. The wall behind the checkout counter is covered with corrugated wood panels to which wicker bread baskets are attached. The rounded shapes of the furniture, the chiseled wood of expressive texture and the complete absence of plastic transfer shop visitors to a time when purchases were wrapped in paper, bottles of soda were folded into woven string bags, and sellers greeted each customer by name.

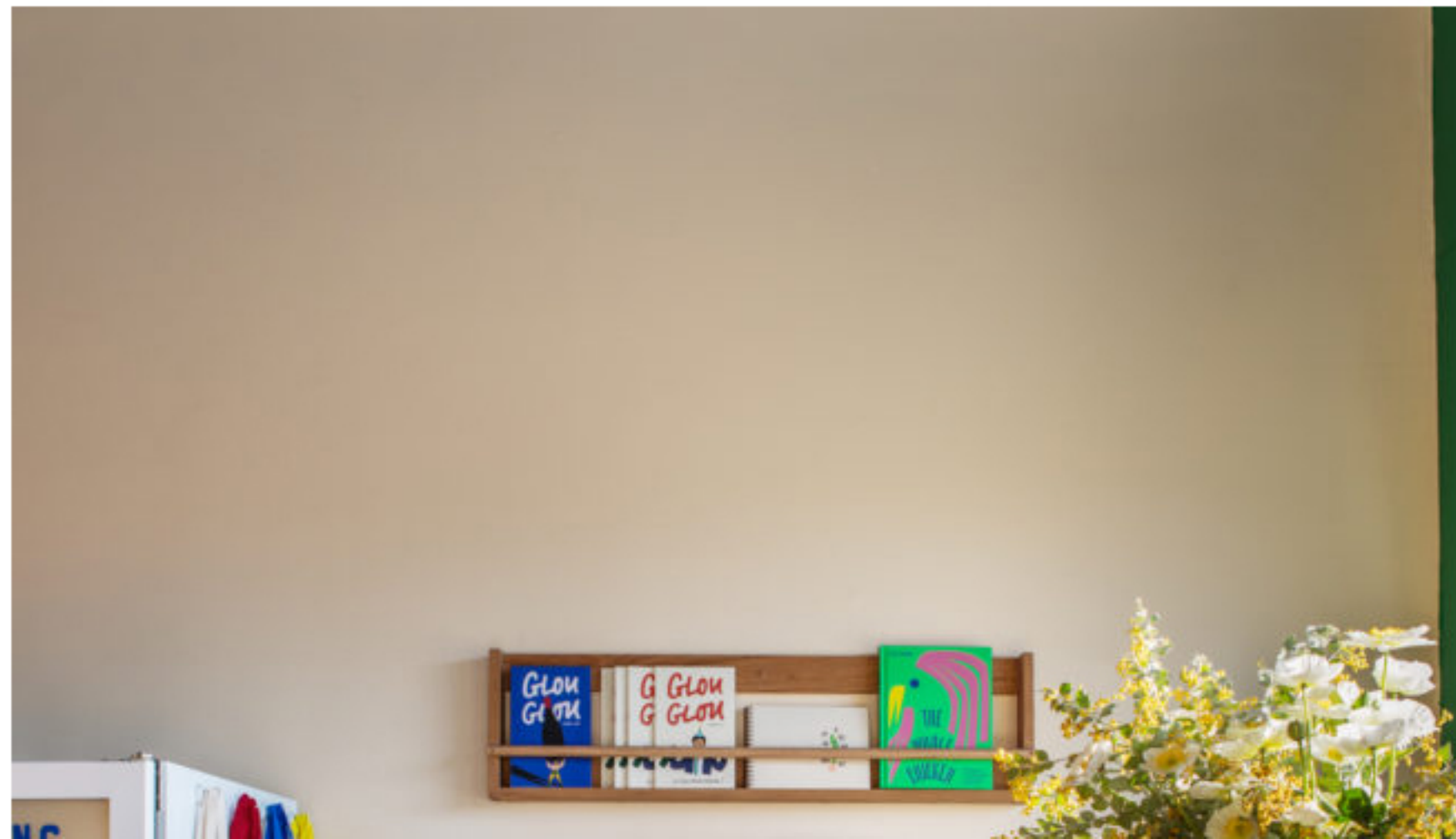












Photo: Laure Joliet