



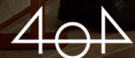
*Krupa & Rzesutko*

# ARTISANAT

PROJECT: BESPOKE TAILORING STUDIO

LOCALISATION: POZNAŃ

PHOTO: STANISŁAW ZAJĄCZKOWSKI



STUD.10

Krupa & Rzeszutko is a family custom tailoring studio company being ceaselessly present on a Greater Poland market since 1926. Gathering knowledge for 4 generations has led to the mastery in the tailoring field. Having visiting the headquarters of the company, one may get the feeling that such places do not exist anymore. They just vanished along with subsequent production lines in the industrial sewing rooms. Their work is a luxury product, which we have seen for ourselves. The final product itself, in the form of suit or dress, is not everything that one leaves the studio with.

The client who leaves this place is richer in knowledge, when it comes to the possibilities he has while designing an outfit for himself. The entire process of such designing leaves amazing feelings that stay in mind for a very long time after leaving a studio.





404

STUD.IO

The entire tailoring journey is important in here not only the destination and Krupa&Rzeszutko know it very well. They make sure that this road is full of the best fabrics, unforgettable moments and the final product, which in the form of well-tailored material is the reflection of the specific client, helping him to stand confidently on the wedding aisle or hold an important business meeting showing contractors the seriousness of the situation with his outfit.

While designing the transformation of the interior, our job was to capture the approach to the life of the tailor's family. The space was supposed to cultivate the tradition and externalize the knowledge gained for generations but in such a way that the client had a feeling he was in a place based on the realism of today and understanding the client's needs. However, in all of it, there was supposed to be preserved the element of warmth and family atmosphere of the studio. After entering the studio, the client was supposed not to feel like in a clothing store but in a place that is a mixture of creative atmosphere, craftsman spirit and partially home mood. Therefore, the interior is also a business tool here generating additional purchasing feelings. At the same time, the space was supposed to support the tailoring process in terms of functionality.



Previously there was a typical work room, in the main space of the studio, where clients are currently being accepted. Sewing machines were standing there and workers were sewing patterns made by tailors. Currently, it is a heart of the entire studio.

Here the client can choose the concept of the whole outfit and go from the cut of the tailored clothing e.g. a suit, through the type of collar or cuffs in the ordered shirt to braces, pocket square or shoes as elements completing the whole set. The main point of this space is a wardrobe that was supposed not only to be a place for storing things but also a huge display area for clients, where the assortment can be chosen. Additionally, we hid another area to store clothing there. All of it is decorated by the company's logo that emphasizes the tradition of this place.

There is a site in the center of the studio that fulfills several functions at the same time. From the buyer's perspective it is another exhibition place but for owners it serves as a desk for working with the client, allows taking notes, working at the computer or when the craftsmen stay in the studio, after using a wooden cover, it turns into another table for cutting fabrics. Thanks to it, the studio gained valuable square meters for the client, without reducing the working area.

The drawers in the site hide many sets of pocket squares, ties or other accessories that can be purchased in the studio. On the left side of the studio we managed to set up fitting rooms where the customer can comfortably change clothes and admire the effects of the craftsmen's work in the reflection of the mirror. Very often, customers come with accompanying persons who are to help in assessing their appearance, so mainly for them there are chairs with a table in the right part of the studio under the window. The studio is a place visited by many people, wearing a different footwear during a different weather conditions.





In terms of aesthetics, the only right choice to use on the floor was wood but its abrasion, even with proper servicing, would be problematic. We decided to use wood-like tiles on the floor that are very resistant to abrasion but still give the impression of the real wood and warmth to the interior.

We used over 100-year-old stucco, and the color of the entire interior is kept in bottle green, white, shades of brown and gold. The whole is connected, as always, by details that we devote a lot of attention to. Classic radiators grilles or golden accessories in the form of a railing for a fitting room, door handles or curtain rods converge into one color as a whole. The space is reminiscent of the finest custom tailoring workshops on the famous English tailor street, Savile Row.

The space is transitive so can be accessed both from the waiting room and the office, which also performs a role of the fabric room. Two rooms are connected into one by a beautiful restored double door. The door allows, at the same time, easily connect or separate both rooms from each other.

After opening both wings of the studio, we wanted to create some space and give the feeling of uniting these two rooms into one. Just for this purpose, we used the same colors in both rooms and we folded the herringbone pattern on the floor - these are treatments that enlarge the space when used by one craftsman at the same time.





When more customers are being served at the same time, then each of them can be served individually in stages. Large, illuminated mirror is used to check how the outfit lays and helps tailors in fitting. Additionally, its function is to visually enlarge the room due to the fact that the fabric room is very narrow. At the desk, guests discuss costume concepts based on the materials presented.

Except the large, illuminated mirror, the rest of the room is strictly designed for storing a large amount of materials. There are samples with the best textile materials in the world on the shelves, their number is so big that forced us to use a ladder on the rack to easily allow access to all items stored in the room.





Having designed the functional layout, we managed to separate a small waiting room. This place was supposed to be a reference to the shop windows, but on the other hand, it gives an opportunity for customers who are waiting for reception, to admire the work of Senior of the family which has over 90 years old. Across the whole studio, on the walls, there are diplomas, certificates old photographs or fragments of newspapers from the previous era referring to the craft the whole family specializes. All of this, starting with a form through functional treatments to decorations, creates a unique atmosphere. Partition wall in the waiting room separated and hid social space of the studio i.e. kitchen and toilet, which also were refreshed together with other rooms.





404  
STUD.10



404  
STUD.10

If the main room is the heart of the studio, its brain can be the cutting room, so the room with the main tailor's table. It has been left without a door, so that the room, where all cuts of all the works are made, is clearly visible to people being present in a waiting room. The biggest part has been kept without major changes. In this room, we mainly made decorative and aesthetic changes. We gave the space an earthy color and rearranged the arrangement of the shelves. We covered the heating system and put stucco on the walls with faceted elements in it, such as figure boards or patterns. Activities seemingly not technically advanced, but emphasizing the character of the interior.



