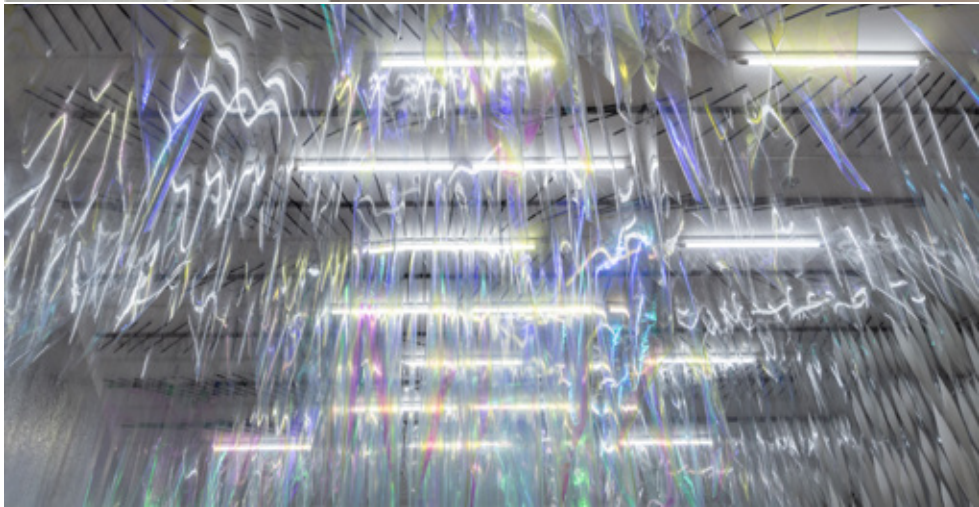


"Materials, shapes, and textures were used to evoke the cold, icy, and frozen—and to emphasize the primacy of these characteristics in the products offered"



## Efeeme Arquitectos

**project** Frito Frozen Market, Villa María, Argentina.

**photography** Gonzalo Viramonte.

**Flavio Díaz** and **Marina Alves Carneiro**, who met as architecture students in the Facultad de Arquitectura, Urbanismo y Diseño at Argentina's Universidad Nacional de Córdoba, founded their Villa María-based firm in 2011. Since then, the duo has peppered the town with a series of innovative retail spaces that turn shopping into a design experience. Walk into the new Frito Frozen Market, for instance, and shiver. Figuratively, that is. Just as the shop's name mashes up the Spanish words *frio* (cold) and *listo* (ready), so its interior deftly combines the pragmatic and the artistic, drawing on what the partners call "Argentina's multiethnic and multicultural character expressing progress and modernity." The 870-square-foot space feels like an avant-garde installation that places the viewer—or customer—inside a refrigerator. Suspended from the ceiling, panels of clear PVC film and simulated icicles made of stainless steel provide visual chills. Aluminum-foil wall covering and glossy porcelain-tile flooring further the frosty effect. Meanwhile, bona fide freezers and a center vitrine keep all that frozen food truly *sobre hielo*. ➤

