



Photos by P. A. Dearborn



SHOP FRONT, PORTLAND, ORE.

PIETRO BELLUSCHI, Architect

A shop-front remodeling job in which wood is a major material.

The structural columns at either side of this standard shop space in a Portland office building are 14 feet, 6 inches, on center. Within this area, the architect has developed a three-dimensional scheme that makes window-shopping an almost automatic act, brings the prospective customer actually within the store rental area, and dramatizes the company name.

The simplest of materials and devices were used. Narrow cedar matched boards applied on nailing strips surface the irregular-shape display wall at left. The base is oak. The company name is worked out in relief with wood lettering. A special city permit was required to allow this use of wood, which, the architect reports, "has stood up remarkably well under sidewalk abuse."

Concealed wall outlets above the window heads illuminate the display windows, and the vestibule itself is night lighted by recessed down lights installed flush with the vestibule ceiling. This ceiling and the right-hand wall are painted plaster. Total cost: \$1,350.

