MEETING DOSSIER · PROJECT ARCHITECT → PHOTOGRAPHER

ZARA
Barra Shopping

Barra Shopping · Rio de Janeiro · Brazil

Store code	**7017**
Opening	**Wednesday 11/11/2026**
Photographer	**Emilio Montero**
Project architect	**Sofía Vigo Díaz · Jesús Bañuls Moja**
Meeting	**Teams · 02/11/2026**
Store contact	**Sofía Vigo Díaz (project architect) · via WhatsApp from the site**
Leave store by	**Pending**

RENDER



ZARA MAN and ZARA (Women) façades facing the shopping centre

Internal working document. Images: renders, plans and photos shown by the project architect during the meeting. Confidential: do not share outside the team.

Project architect note Emilio Montero recommendation

What to know before going in

1

VERY SIMILAR TO PORTA DI ROMA

Both are based on the pilot store. Differences: a very large floor plan, Women and Men side by side, two level changes and a special wooden room between Basic and TRF.

2

MEN'S CORNER OPENED UP

After a site visit, the Men's corner façade was also opened, with a logo: one continuous front that wraps the corner. There are shopping-centre benches in front of it.

3

DROPPED CEILINGS DUE TO DUCTS

Huge shopping-centre ducts force the ceiling to drop (dashed line on the plan). In Women it falls mid-room; in Men it coincides with the Tempe room. Avoid views where it is visible.

4

FRONT SHOT OF THE WOMEN'S ROOM, ALMOST IMPOSSIBLE

The furniture leaves no room, as happened in Porta di Roma. The table here is rectangular and shorter.

5

WHAT DOES NOT MATCH THE RENDERS

Staircase wall with a projector (not a rail), staircase core with no space in front, and a corner with an improvised table because of a wall that turned up in the floor.

PARTICULARITY 1

Women's façade clear; Men's façade opened at the corner

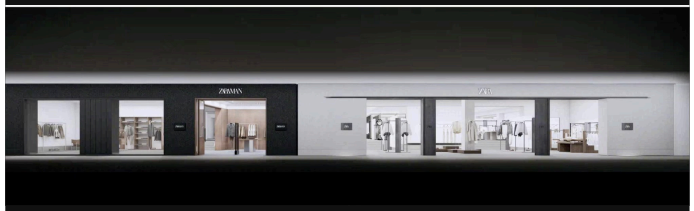
SOFÍA

The Women's façade is like Porta di Roma: full width with nothing in front. On a site visit they saw that the Men's corner has a lot of presence, so they also opened that façade with a logo, as one continuous front that wraps the corner. From Women there is a separate façade towards Kids and towards Men. The issue with Men is the benches and shopping-centre elements in front; it can be shot from the side. There are some columns, but not very close.

RECOMMENDATION

Go early, when the mall corridor is empty. Women: front-on and centred. Men: find the side view that takes in the whole corner and leaves out benches and planters.

RENDER



MAN and Women façades in elevation

PHOTO



Shopping-centre corridor with the site hoarded off

PARTICULARITY 2

Very large floor plan with two level changes

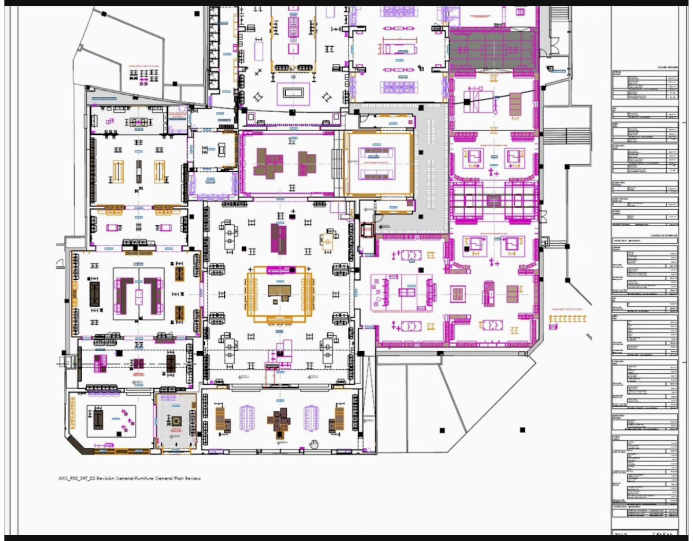
SOFÍA

There are two level changes: one after the first Women's and Men's rooms, and another in the Tempe, which works like tiered seating. The actual change in the floor slab is further back; it was adjusted so the step lines up with the end of a room. TRF and Kids are on the upper level. Ceiling height in Women and Men: 3.70 m; at the stairs, 3.55 m.

RECOMMENDATION

With a 3.70 m ceiling there should be no problem in the photos. Use the level changes and the tiered steps as a device in the depth shots.

PLAN



General store floor plan

PLAN



Detail of the level-change area

PARTICULARITY 3

Shopping-centre ducts that lower the ceiling

SOFÍA

The dashed line on the plan marks huge shopping-centre ducts that require a substantial dropped ceiling. It has been disguised in the same grey as the ribbed (greca) ceiling and is not so noticeable in the site videos. In Women it falls in the middle of the room; in Men it coincides with the Tempe room. "It's not a nice thing to photograph."

RECOMMENDATION

Avoid views where the duct is seen crossing the room; if those are avoided, it goes unnoticed.

RENDER



Women · dropped ceiling mid-room

PLAN



Dashed line: duct route

PARTICULARITY 4

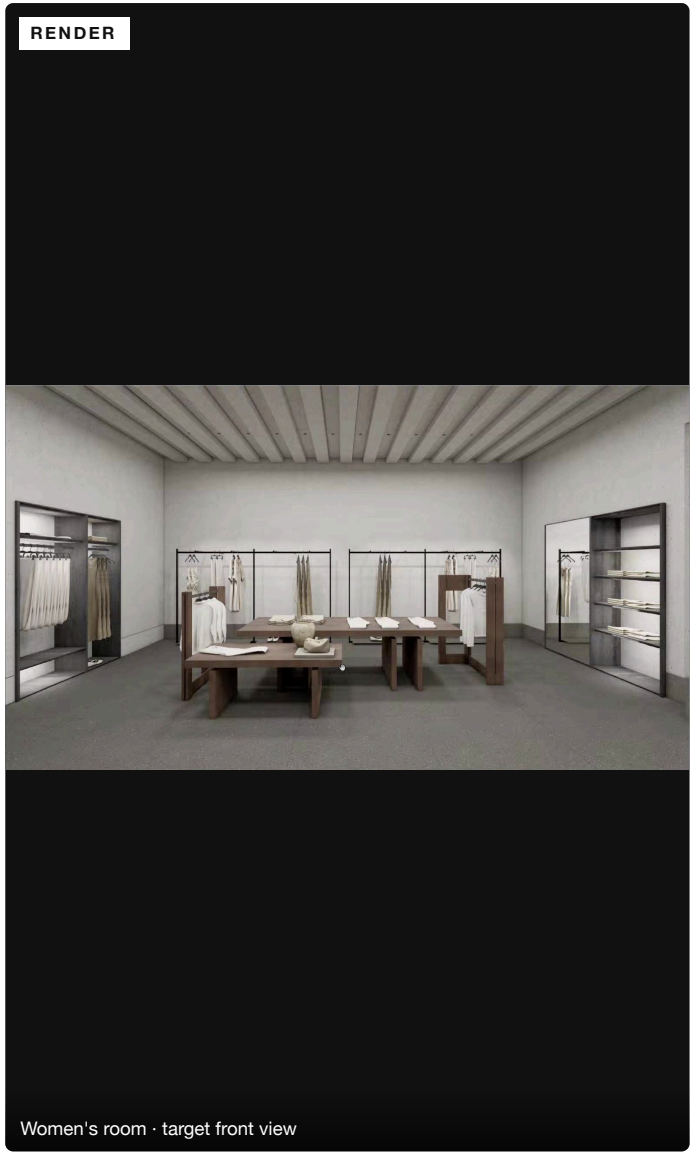
Front shot of the room, with no space

EMILIO

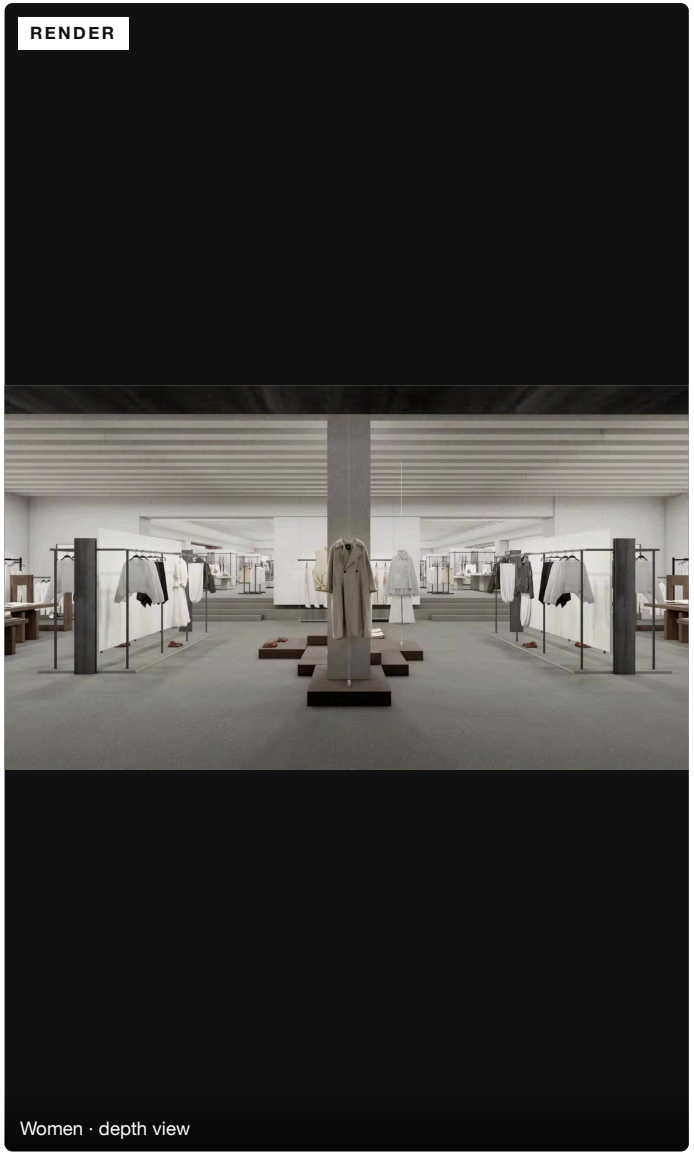
Sofía confirms the space was a concern and it has been adjusted. The table is rectangular and shorter than the square one in Porta di Roma.

RECOMMENDATION

The front shot shown in the render is the one wanted, but with that furniture it is almost impossible (it happened in Porta di Roma). Try it from the furthest-back point possible; if it doesn't fit, go with one of the alternative views from the render.



Women's room · target front view



Women · depth view

PARTICULARITY 5

Downpipe area with tight space and staircase wall with projector

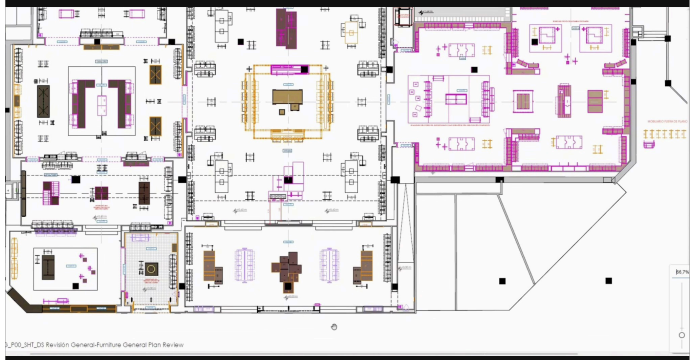
SOFÍA

In one area there are many downpipes and a column that could not be touched; a layout was built around them, with about 2 m between fixtures. The dimensions in orange on the plan were changed because everyone will go up those stairs. On the staircase wall the rail was removed to give more breathing room: it has a projector, although the render shows the rail. The structure is left in place, unwired, in case the rail is added later.

RECOMMENDATION

Check on site whether there is a projector or a rail and shoot the staircase wall with whatever is there. In the downpipe area, tight shots; don't force a wide shot.

PLAN



Downpipe and column area

RENDER



Staircase wall (on site, projector instead of rail)

PARTICULARITY 6

Continuous floor, ribbed ceiling and correct grout

SOFÍA

The whole store has Mantis concrete flooring, continuous on the stairs as well. The walls are as in Porta di Roma, and the room ceilings are a slightly lighter shade than the walls. There are no slats here (in Porta di Roma they were required for smoke extraction): ribbed (greca) ceiling as in the pilot, and closed ceiling in special and back-of-house areas. Regarding the white grout that appeared in 4 or 5 stores in a row: here the correct one was sent in time.

RECOMMENDATION

On arrival, check the grout colour and dust on the floor; if there is a problem, report it before starting to shoot.

RENDER



Continuous floor up to the staircase

RENDER



Room with ribbed ceiling

PARTICULARITY 7

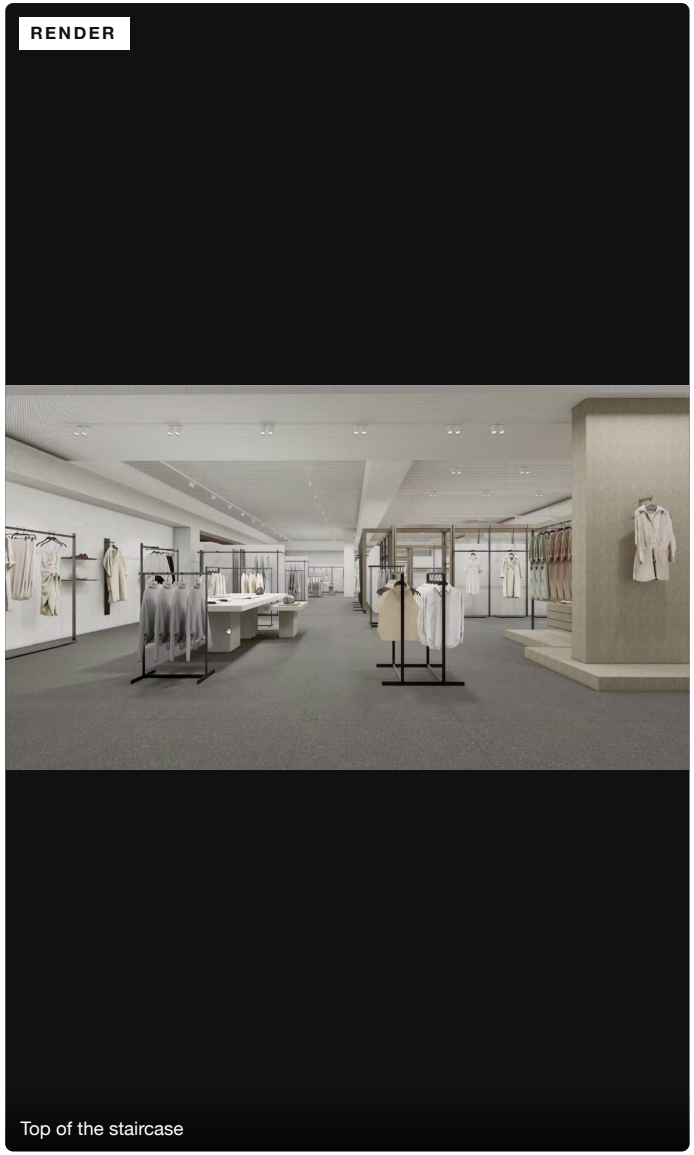
The core render is not real

SOFÍA

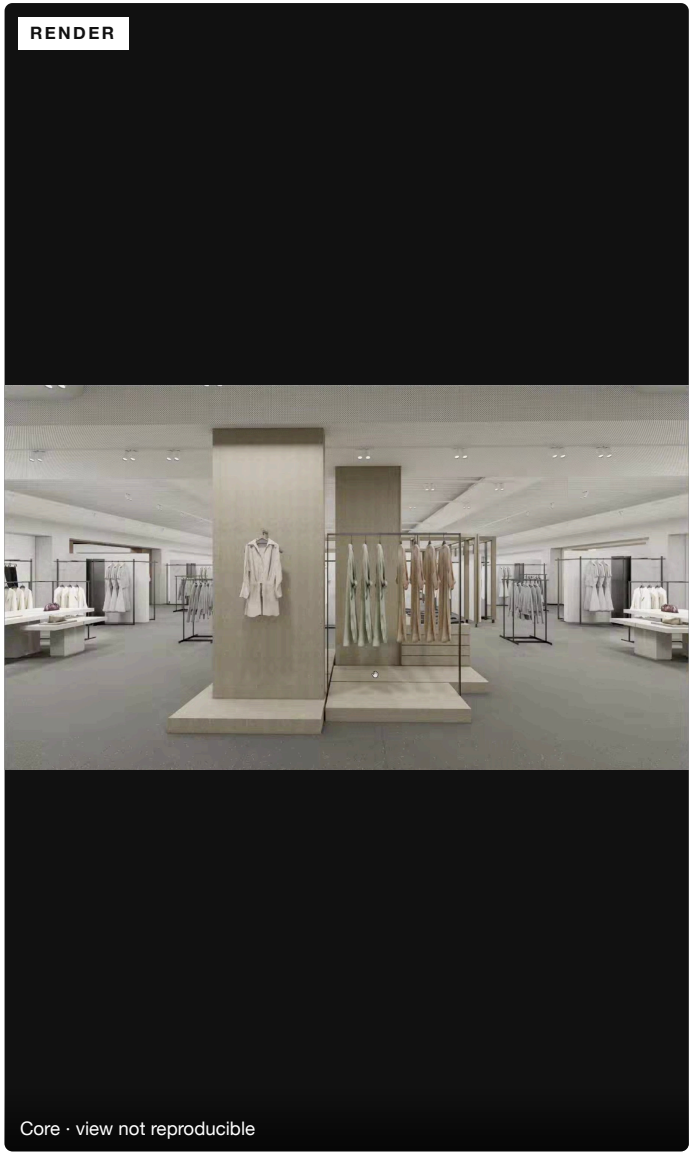
Arriving by the stairs you meet this core. The render is taken from the low wall, where in reality there is no space, so that view cannot be reproduced. The rooms do not have this problem.

RECOMMENDATION

Don't chase the render view; cover the core with the widest possible shot from the staircase.



Top of the staircase



Core · view not reproducible

PARTICULARITY 8

A corner that may change on site

SOFÍA

In one corner a wall turned up in the floor that could not be removed, and a table had to be improvised against the corner with a raised section. They feel it may end up looking unstable; they will see what they find when they arrive.

RECOMMENDATION

This is a heads-up: see on site how it has turned out. If it doesn't look right, it is not photographed.

PLAN



Plan shown while discussing the corner

PARTICULARITY 9

Special wooden room between Basic and TRF

SOFÍA

Between Basic and TRF there is an all-wood room, with two cores and the Tempe on tiered steps. The Tempe was modified: the floor was changed, one element was removed so it reads as a direct window, and Barrisol light ceilings were added.

RECOMMENDATION

The Barrisol ceilings give much more natural light than the ceiling spots. Front-on, centred shots of the room and of the Tempe with the tiered steps. Spotlights are aligned or removed in post-production.

RENDER



Wooden room with the Tempe at the back

RENDER



Tempe on tiered steps (modified version)

PARTICULARITY 10

TRF like the pilot, with a clean ribbed ceiling

SOFÍA

TRF is the closest to the pilot, with a ribbed ceiling. The idea here was to keep the ceiling clean, with only ducts and lighting, but there will be speakers and other elements. Sofía has seen in a video the speakers protected with tape. To avoid different installations (plastic conduits instead of metal ones, as in La Gavia), everything was shipped from Spain. The last room has a low, closed ceiling, as in the pilot, with small armchairs and a table: it is more about image and decoration. Then comes the perfume area with the sacks, and the checkout area.

RECOMMENDATION

Check ceiling, speakers, conduits and lamps, which failed in several stores in a row. Sofía will check them on her visit.

RENDER



TRF · ribbed ceiling

RENDER



TRF · last area

PARTICULARITY 11

Men like the pilot, with an open room

SOFÍA

Men follows the pilot. The corner room is now open and changes slightly. There is a small Tempe with Origins and the Formal area. Athletic has a very heavy base that makes it look like it is floating; a change has been requested and it remains to be seen whether it arrives in time. A set piece was added so that everything isn't too tall. The perfume area is very small and was given the same treatment.

RECOMMENDATION

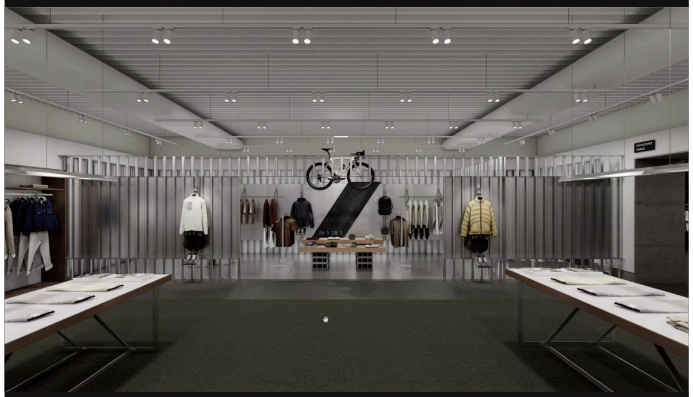
Check on site how the Athletic base has turned out before photographing it.

RENDER



Men · entrance

RENDER



Athletic

PARTICULARITY 12

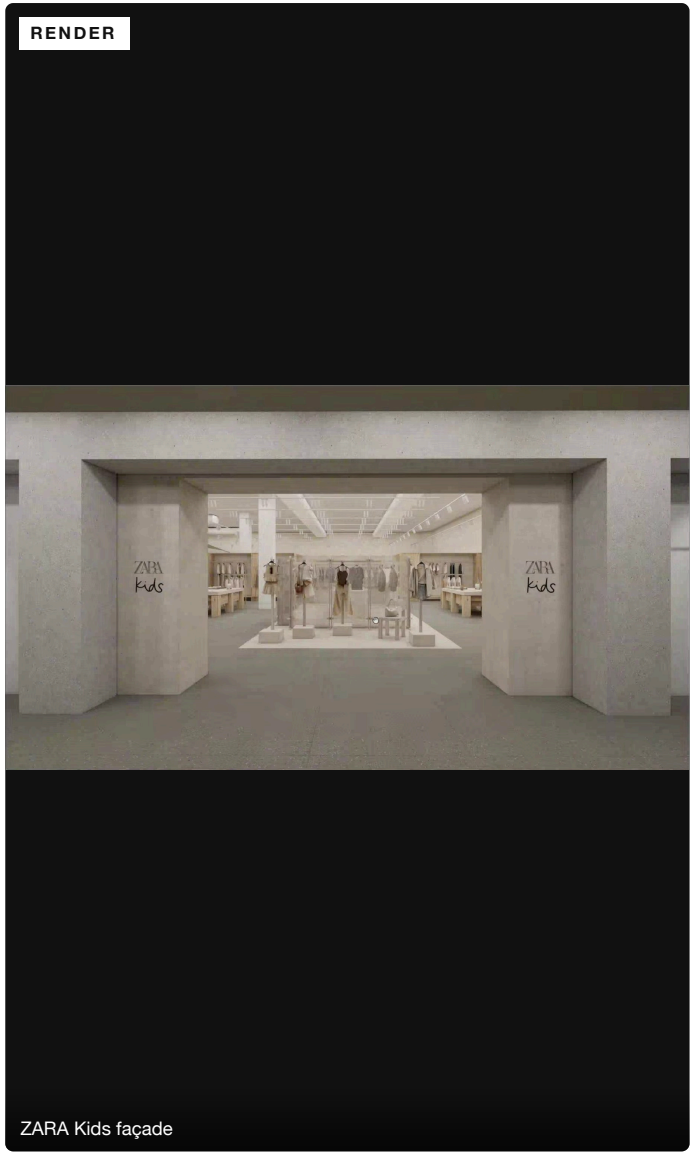
Huge Kids area, like the pilot

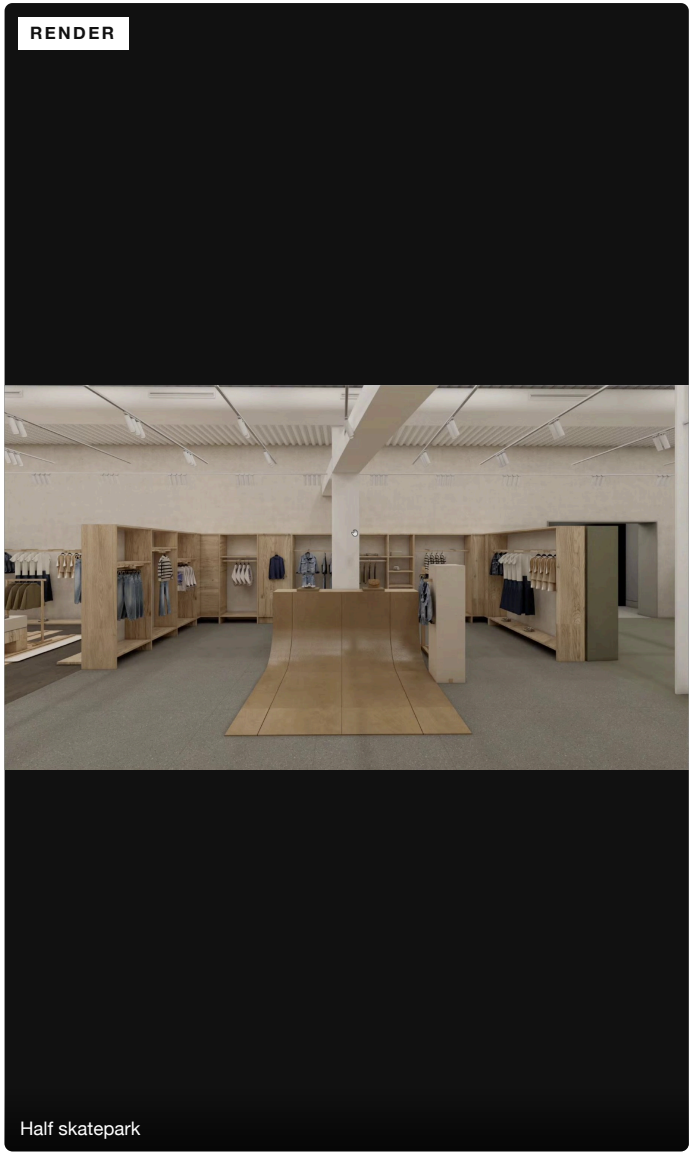
SOFÍA

Kids is like the pilot and like Porta Ostiense, with a façade of small wardrobe units. It has the new area tested in the pilot, a very small Tempe Kids and local elements to give it its own touch. For cost reasons it doesn't have the wooden floor: it is all Mantis concrete, with rugs. The full skatepark didn't fit, so it is a half skatepark. The sales base at the end has a green floor. It is huge, even slightly bigger than the pilot.

RECOMMENDATION

Kids façade front-on and centred. Given the size, several wide depth shots, plus the half skatepark and the new area.





	SHOT	CRITERIA	SOURCE	✓
01	**Women's façade**	Front-on and centred; full façade with nothing in front. First thing in the morning, with no people.	EMILIO	☐
02	**Men's corner façade**	From the side, taking in the corner with the logo and leaving out the benches.	PROJECT ARCHITECT	☐
03	**Women's room front-on**	Try the render view from the furthest-back point; if it doesn't fit, alternative view.	EMILIO	☐
04	**Women and Men with dropped ceilings**	Avoid views where the duct is seen crossing the room.	PROJECT ARCHITECT	☐
05	**Staircase wall**	With the projector (or the rail if it is finally installed).	PROJECT ARCHITECT	☐
06	**Wooden room and Tempe on tiered steps**	Front-on and centred, making use of the Barrisol light.	EMILIO	☐
07	**TRF and last low-ceiling area**	Check ceiling, speakers and conduits before shooting.	EMILIO	☐
08	**Men · Athletic, Origins, Formal and perfume**	Check the Athletic base on site.	PROJECT ARCHITECT	☐
09	**Kids · façade, wide shots, new area and half skatepark**	Front-on façade; several wide depth shots given the size.	EMILIO	☐

PENDING

- Site photos from Sofía: the project team travels on Thursday 05/11/2026 and is there until the afternoon of Tuesday 10/11/2026. She will send what she sees via WhatsApp (façades, ceiling, speakers, lamps).
- Corner with the improvised table: see how it turns out on site and decide whether to photograph it.
- Athletic base in Men: it remains to be seen whether the change arrives in time.
- Staircase wall: confirm on site whether there is a projector or a rail.
- Link to renders and plans: Sofía will resend it via Teams.
- Store contact and photographer's departure time: no details yet.