

Gelato Collection

by El Equipo Creativo

Perfumery of cold flavors.

Gelato Collection is an innovative high-end gelato concept that merges culinary art with the sophistication of the world of perfumes.

Created by renowned chef Albert Adrià, named *World's 2nd Best Chef* in 2024 and *World's Best Pastry Chef* in 2015, this experience redefines the traditional gelato shop.

Drawing inspiration from the tradition of perfumers numbering their creations, Gelato Collection envisions itself as a repository of unique, numbered recipes that will evolve over time, forming an exclusive collection of carefully crafted flavors.

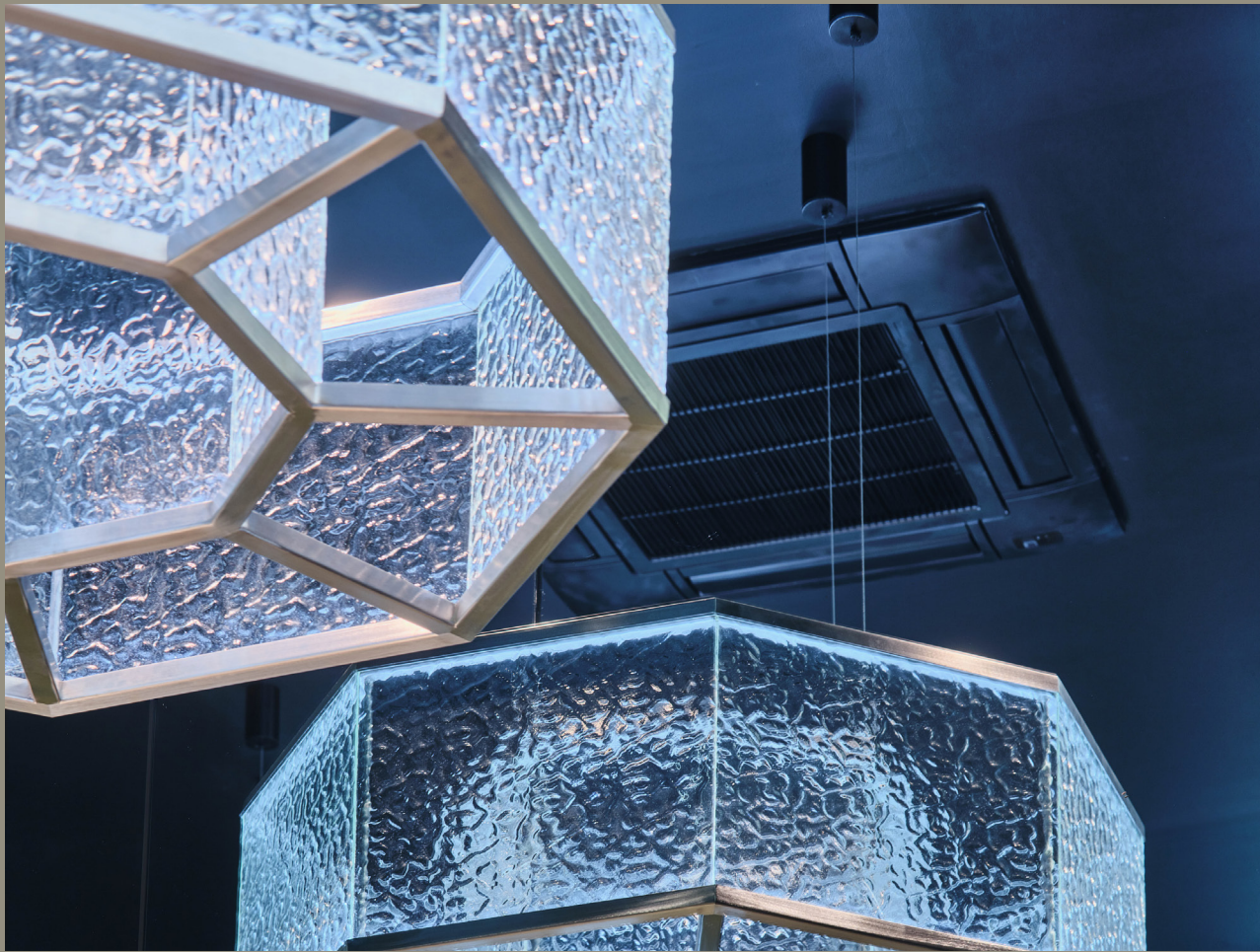


To bring this ambitious project to life, Albert Adrià partnered with El Equipo Creativo, with whom he had previously collaborated on standout projects such as the restaurants Tickets, La Dolça, and Pakta.

Together, they have designed a space that balances contrasts: cold and warm, sophisticated and minimalist.

The main goal is to transport visitors to the world of perfumeries and jewelry stores, leaving behind the conventional aesthetics of traditional gelaterias.

In this setting, gelatos take center stage as true jewels that celebrate culinary excellence.



Concept and Design

The interior of Gelato Collection is an elegant and minimalist space where every element contributes to a unique sensory experience.

At its core is the gelato display case, designed as the true protagonist. Its surface, clad in fluted glass, conveys freshness and a nearly icy sensation, highlighting the vibrant colors of the collection crafted by Adrià.





This cool centerpiece harmonizes with walls in metallic and champagne tones, evoking luxury and sophistication while creating a subtle sense of movement.



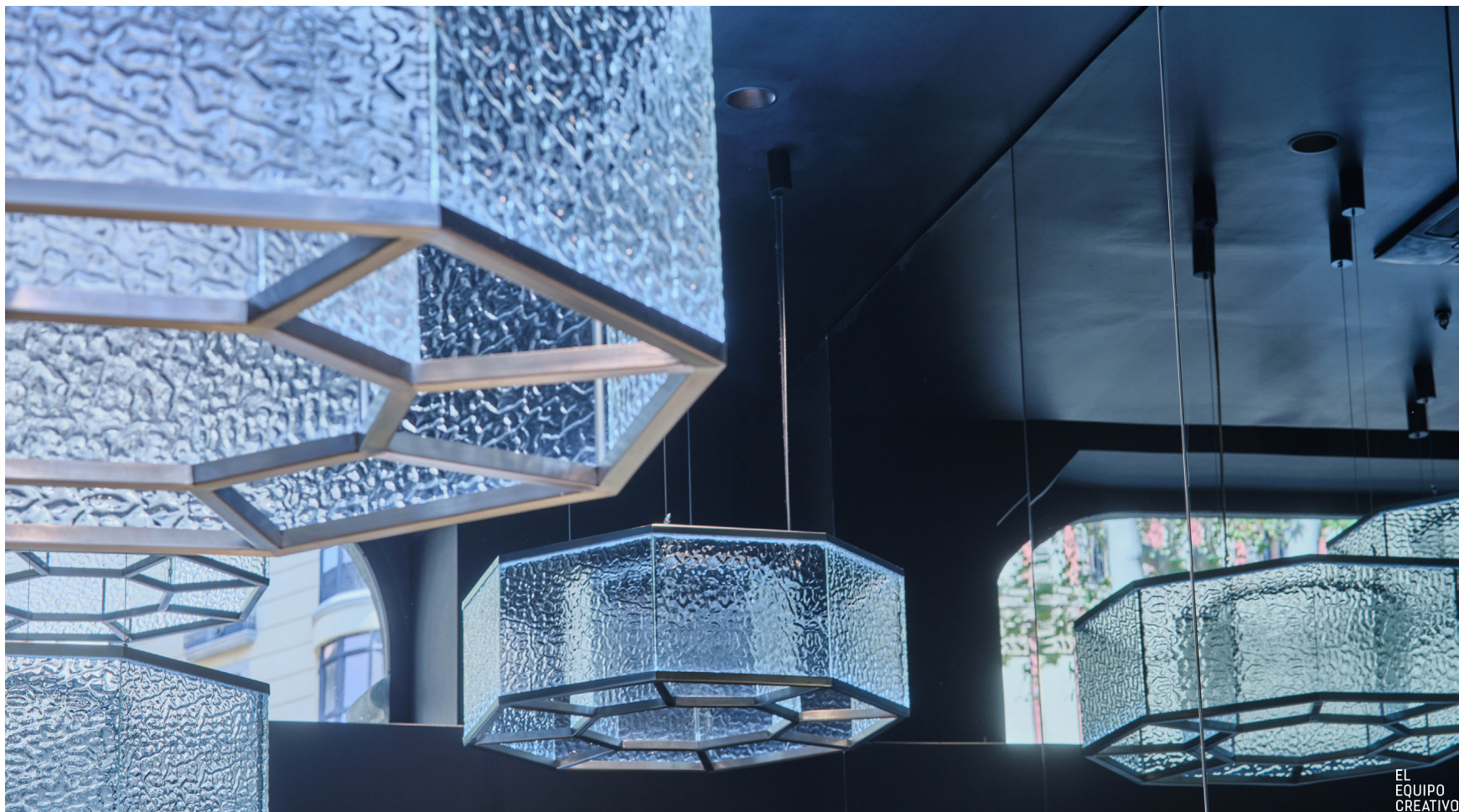


The display case, resembling a carefully wrapped gift, is reminiscent of perfume bottles or delicate jewelry boxes, elevating the value of each gelato as a unique and exquisite piece.



At the entrance, the double-height space is crowned by three large hexagonal lamps made of textured glass, their cool light evoking the purity of ice. These lamps float ethereally, creating a magical atmosphere that invites passersby on La Rambla to step inside and explore. The design, conceived to offer a refuge from Barcelona's warm climate, promises to refresh both the body and the senses.





About El Equipo Creativo

Founded in Barcelona by architects Oliver Franz Schmidt, Natali Canas del Pozo, and Lucas Echeveste Lacy, El Equipo Creativo has established itself as an international benchmark in interior design for hospitality, gastronomy, and branding. Their projects stand out for their strong conceptual approach, combining captivating narratives, bold design, and a deep connection to local contexts.

Each design reinterprets the cultural and material essence of its surroundings, incorporating traditional craftsmanship and custom-made elements that add authenticity and unique character. Their portfolio includes collaborations with boutique hotels, major international chains, and world-renowned restaurants such as Tickets and Pakta (Albert Adrià), as well as Disfrutar (#1 on The World's 50 Best Restaurants). Through a vibrant use of color and carefully selected materials, their work seeks to inspire users while reflecting the unique essence of each place.

With over 50 international Awards and projects across four continents, the studio is a global reference in design. FRAME magazine has recognized them as among the 20 most influential designers worldwide, solidifying their vision as creators of unique spaces with visual, narrative, and cultural impact.



EL EQUIPO CREATIVO

Partners: Oliver Franz Schmidt, Natali Canas del Pozo, Lucas Echeveste Lacy

Project leader: Ricard Fabregat

For further information, contact comunicacion@elequipocreativo.com
www.elequipocreativo.com

Collaborators:

Construction company: CLIMASOL

Decorative lighting: IMANOL OSSA

Photography: ADRIÀ GOULA

Suppliers:

MATIMEX - IRIS CERAMICS

C/LLuï 57, 5º 2ª
08005 Barcelona
Tel. +34 93 221 68 75