



## LA COLMADA

by Ultramarina Studio

Uniting people of all persuasions, La Colmada heralds a new lease on life for the Spanish *ultramarinos*.

Run by locals for locals, the quintessential Spanish grocery store has seen a decline in recent years, with owners struggling to survive the financial crisis. But things are starting to change thanks to a new generation determined to giving the concept a new lease on life. One such place is La Colmada, the brainchild of Alejandro Abades, Carlos Dorrego, and Lucía Fernández. Combining the *ultramarinos* with another long-standing Spanish tradition—the *taberna*—this is the kind of place where you drop by to stock up on manchego cheese and olives, and end up staying for lunch. Cozy, intimate, and informal, the success of this diner lies in its simple yet distinctive branding—bold typography and geometric forms. Each room is painted in a single bold color above traditional tiled floors, offsetting the shelves of beautifully packaged groceries.