

## In Barcelona, the laundromat gets a stylish makeover



[Wash & Coffee](#) has already turned the laundromat into a more desirable space to spend time with its in-house café. Now Barcelona-based [Splash](#) has created a stylish version of the usually dreary utility to appeal to nearby students.

Situated close to the Plaça a Universitat, the laundromat has been designed by [Frederic Perers](#) and uses steel and contrasting warm and cold neon lights to give the feel of a modern clothes store, rather than a practical service. As well as a focus on stylish aesthetics, the building includes an entertainment zone and information on the walls about the company's eco credentials. Customers can also purchase biodegradable detergents and softeners at the laundromat.

Intending to capture the student market, Splash has rebranded a utility in order to make it a more enjoyable place to spend time, reintegrating the laundromat into the community. Are there other typically dull services that could be revitalized through design?

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