Guatemala City, Guatemala

Portales

2011

Site area: 42.0 acres / 16.9 hectares
Total GBA: 499,355 sq ft / 46,086 sq m
Client: Spectrum

Architecture
Planning
Graphics
The brightly colored bands of the Portales logo and signage are a tribute to Guatemala’s traditional Mayan textile designs. The vibrant hues attract both pedestrian and vehicular traffic.
DDG focused on creating a secure, family-friendly design and bridge the comfort of tradition with the energy of the modern retail experience. The bold and sleek contemporary design starts with the iconic identity tower and carries through the entire mall, where surprising touches express warmth, energy, and fun, and emphasize the comfort and relaxation of shopping in a community. Interior accent finishes utilize soft materials and shapes to complement the vibrant colors and to keep the tone restful rather than harsh. Shoppers enjoy great visibility while strolling, eating, enjoying the cinema, or delighting in the carousel that brings liveliness to the top level.

Portales balances trendsetting design concepts – such as the shape of the mall and the bright colors of the logo – with a variety of inviting interior finishes and warm neutral tones creating an ambiance in which visitors feel comforted and connected to their environment. The interior wayfinding items balance exciting colors with calming materials such as warm woods and brushed metal.