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the new and wider nature of the TV group*



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In the next 19 pages we take a look at the latest from retail design – from pop-up stores with instant appeal, to shop lighting and fashion store styling

Seemingly random brass laurel leaves, when viewed from the entrance to the Fred Perry store in Westfield, Stratford, form a whole laurel wreath logo. See case studies



PROJECT:

Style: Organic

BRAND: Carlo Pazolini // LOCATION: Brompton Road, Knightsbridge, London // DESIGN: Giorgio Borruo Design // SIZE: 120 sq m // CONCEPT: To combine cultural and biological references with historical context

This is the first UK outlet for the Italian shoe and accessory manufacturer. White, sleek and soft-edged there is more than a touch of retro about the elongated interior. The design vocabulary is apparently multilingual, however.

One aim was to evoke the history of nearby Brompton Arcade, built in the 1900s, by recreating a contemporary barrel vault ceiling, as well as the illusion, using a mirror wall, that the space opens to the exterior at the back. A historical detail in the facade – which also helped inspire the shape of the seating and wall shelving – led to a refinement to the concept resulting in a pointed rather than semicircular barrel vault design.

A further suggestion of the arcade space is the tunnel-like twisting of the interior in such a way that the floor, walls, and ceiling become wrapped into one another, 'creating a vortex of movement from front to back in which design elements flock like schools of fish moving through a turbulent fluid environment,' says GBD.

The design concept gets more ambitious yet, based on the idea that a newborn's foot has yet to be shaped, but quickly takes on the shape of shoes worn. 'This is the nature of the space we sought to create, and with that in mind used the shape of an infant's foot as a Platonic or iconic "cell" in an emergent network of display shelving and seating,' says GBD.

The overall design ambition was taken right through to materials: the shelving and seating is made from a new structural resin and natural wool felt, involving an innovative moulding process which, without glue, bonds the natural wool and the resin at a molecular level.



ALBERTO FERRERO

PROJECT:

Style: Glamour

BRAND: Juicy Couture // LOCATION: Regent's Street // INTERIOR: MRA Architecture and Interior Design // LIGHTING DESIGN: Paul Nulty Lighting Design // M&E: E&M Tecnica // MAIN CONTRACTOR: Newman Scott // SIZE: 230 sq m over two floors and mezzanine // CONCEPT: An environment that reflects Juicy Couture's updated brand aesthetic - couture meet flamboyant LA style

MRA's concept plays to the strengths of the Grade II listed building but cuts the grandeur and glamour with playful pinks and patterns. The sweeping marble staircase and newly restored original wrought-iron lift, bespoke panelled display walls and rococo plasterwork mouldings are enlivened with hot-pink glass and polished brass details.

The bronze storefront, which dates back to the Twenties and is one of the few remaining originals left on Regent Street, was stripped and refurbished, and an antiqued bronze door installed. The vestibule has a brass Juicy Couture logo inlaid into marble flooring. The main double-height retail space features an Italian marble chequerboard floor and customised over-sized furniture. The luxe salon feel is underlined with the bespoke large-scale chandelier with ceramic metal halide downlights and LED candle lamps. An oval handmade plaster ring above it (a contemporary take on the ceiling rose) conceals cold cathode lighting.

Behind the cash/wrap desk with glazed display vitrines, a feature wall evokes the LA theme with ornate full-height plaster palm trees and a theatrical pink taffeta curtain that acts as a backdrop for the neon logo. Developed by the Juicy Couture creative team and manufactured in California, the palm trees feature again in a display wall that shows apparel set against a pink glass backdrop, cutting through the decorative plaster.

At basement level the key feature of the space is an illuminated pink-glass screen that again gives a new, vibrant angle on the decorative plasterwork. Fitting rooms have bespoke plaster ceilings and signature Juicy Couture wallpapers. Here, the original pavement lights are juiced up with a pink lacquer finish. ■

