

DESIGN BOUTIQUES

時尚專賣店設計



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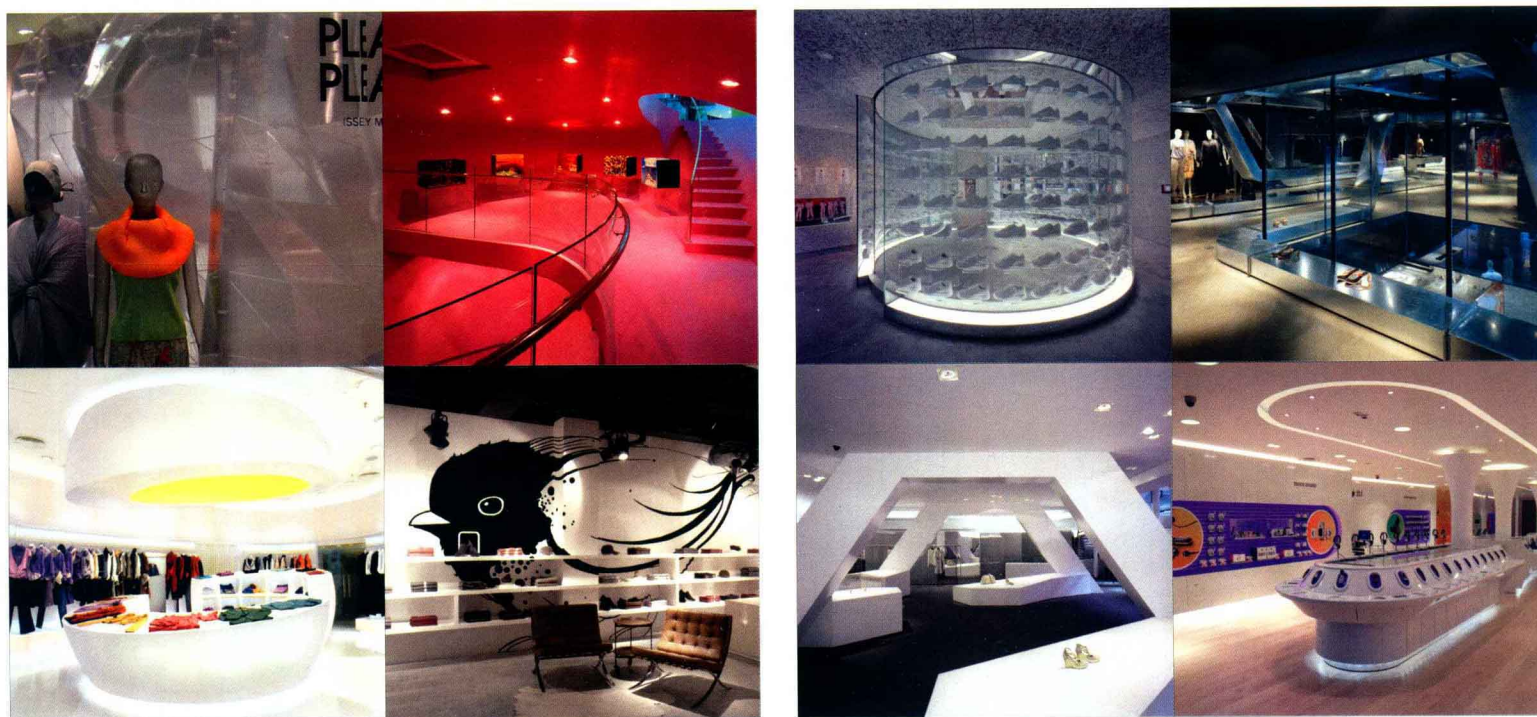
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INTRODUCTION

When designing commercial spaces it is necessary to consider not just the types of activities that will be carried out in them, but also the different locations, functions and environments that they will require. All commercial premises, however, need a basic infrastructure that creates an efficient working environment and facilities that ensure excellent customer service. There have been considerable developments in the area of commercial spaces in recent years, mainly caused by the trend towards increasing numbers of shopping centers appearing in cities, following the influence of the American model. The proliferation of these centers has gone hand in hand with developments in new ways of understanding commercial premises. These include changes in the way internal spatial divisions are conceived (they were far more schematic and conventional in the past), the systematic use of light and color as integral elements of the architecture, the use of prefabricated materials and the widespread tendency to use transparent spaces, with few visible separations. In order to provide a representative vision of the most innovative recent designs, we have tried as far as possible to show the great diversity of commercial spaces and their almost infinite decorative possibilities, as a kind of graphic guide to current and future trends in interior design for customer service spaces. We have also made a considerable effort to show not just the overall design of each project, but also the most significant construction details, which in some cases are an essential part of the character of the finished space. For this reason we have included all kinds of graphic material, such as photographs, plans, elevations and axonometric views and sketches, together with a description of the work as it was conceived by the architect.



London, United Kingdom

Design:

AB Rogers Design

Photographs:

Morley Von Sternberg.

Year:

2006

AB Rogers Design

Emperor Moth

Emperor Moth is a new, fresh and dynamic Russian fashion label designed by Russian fashion designer Katia Gomiashvili. Katia commissioned ARD to create a new store in Mayfair, including all the branding and packaging, which would reflect the innovative spirit of the designer. Inspired by Nikki de Saint Phalle's Tarot Garden and Robert Smithson's mirrors, the team of architects created a voluptuous internal space. Mirrors have always been a source of fascination, and their influence can be seen in many different forms of art from the Russian constructivism to the Faberge eggs. Mirrors show preciousness, dynamism, modernity and nostalgia. They are central to the concept of the new Emperor Moth store. The mirrors cover every square meter of wall and ceiling space in the shop. The result is an ever-changing scene, where perceptions of the space depend entirely on where the shopper is standing. It becomes hard to define the boundaries of the shop and customers have to "search" for the clothes because the walls and ceiling appear to be covered in them. The explosive and dynamic designs of the product become the main decorative element; the wallpaper, the graphics, the skin, which surrounds the space. The only surface in the shop that does not change and has no mirror is the blue resin floor, which serves to help visitors orientate themselves. The floor is inspired by the sky, by the sea, by the air. It fuels the mirrors, providing a pool of color, a backdrop against which to enjoy and understand the environment. Puppetry has also been inspirational in the design of this interior. A collection of dancing puppets showcase accessories and everything that is for sale, breathing life into the space. Each of the figures is lit by a free standing high quality floodlight. This is a striking, inspirational and experiential store that showcases the wonders of Emperor Moth. Shopping in the Emperor Moth is unlike shopping anywhere else in the world. Entering this space is like entering a new environment, experiencing a new undiscovered emotion, a new type of light, a new type of space. This is certainly a space that anyone who enters will never forget.

Collaborators:

D. A. Studio and Dominic Robson

Joinery:

Harry Van Rooij

Sketches:

Ab Rogers Design





