

# FRAME

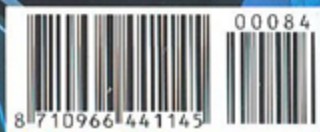


Urban  
Influences

Design  
in the UK

# The City Inside

The Great  
Indoors Award



€19.95 EU - CHF 30 Switzerland - \$19.95 USA - \$29.50 Canada  
£14 UK - \$28.99 Australia - ¥3,370 Japan - ₩40,000 Korea



Doepel Strijkers Architects filled the entire Stills flagship with a three-dimensional grid (1), from which designers carved out aisles (2) and display areas (3).

# Doepel Strijkers lays out a labyrinth

Words Femke de Wild  
Photos Wouter Vandenbrink

Dutch fashion label Stills – the brainchild of Korrie Vulkers and Martin Tramper – recently opened a flagship in Amsterdam, around the corner from the SPRMRKT STH boutique designed by Doepel Strijkers Architects [see *Frame 76*, page 132]. ‘Because that store struck us as being so bold and distinctive,’ says Tramper, ‘we asked Doepel Strijkers to do our interior, too.’

Without even having to pitch their idea, the Rotterdam architects were practically given carte blanche. ‘We based our concept on the clothing collection,’ says Eline Strijkers. ‘Pivotal to Stills fashions is a feel for the structure of the material and for good workmanship, and that’s what we translated into the space.’

Doepel Strijkers filled the entire store with a three-dimensional wooden grid interspersed with openings for aisles and displays, as well as with vantage points that afford unobstructed sightlines through the labyrinth. Mirrors greatly magnify the space. Apparel and accessories, which can be displayed in any number of places, are illuminated by LEDs enveloped in reflectors designed especially for the project. The installation links the ground floor to the basement and is completely free of the walls, allowing for its reuse if desired.

[dsarotterdam.com](http://dsarotterdam.com)

