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**fashion
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Fashionable Shocking System

The effect of Fashion Wood projects has always been concreting an amazing creativity, where design and texture of wood come together to give shape to our dreams, especially the more ambitious.

Doepel Strijkers 'ingabbia' lo **STILLS** *flagship store* di Amsterdam



Una fitta ed elaborata griglia in legno accentua la volumetria

Clothes and accessories are ensconced in an elaborate lattice of wood at an Amsterdam boutique

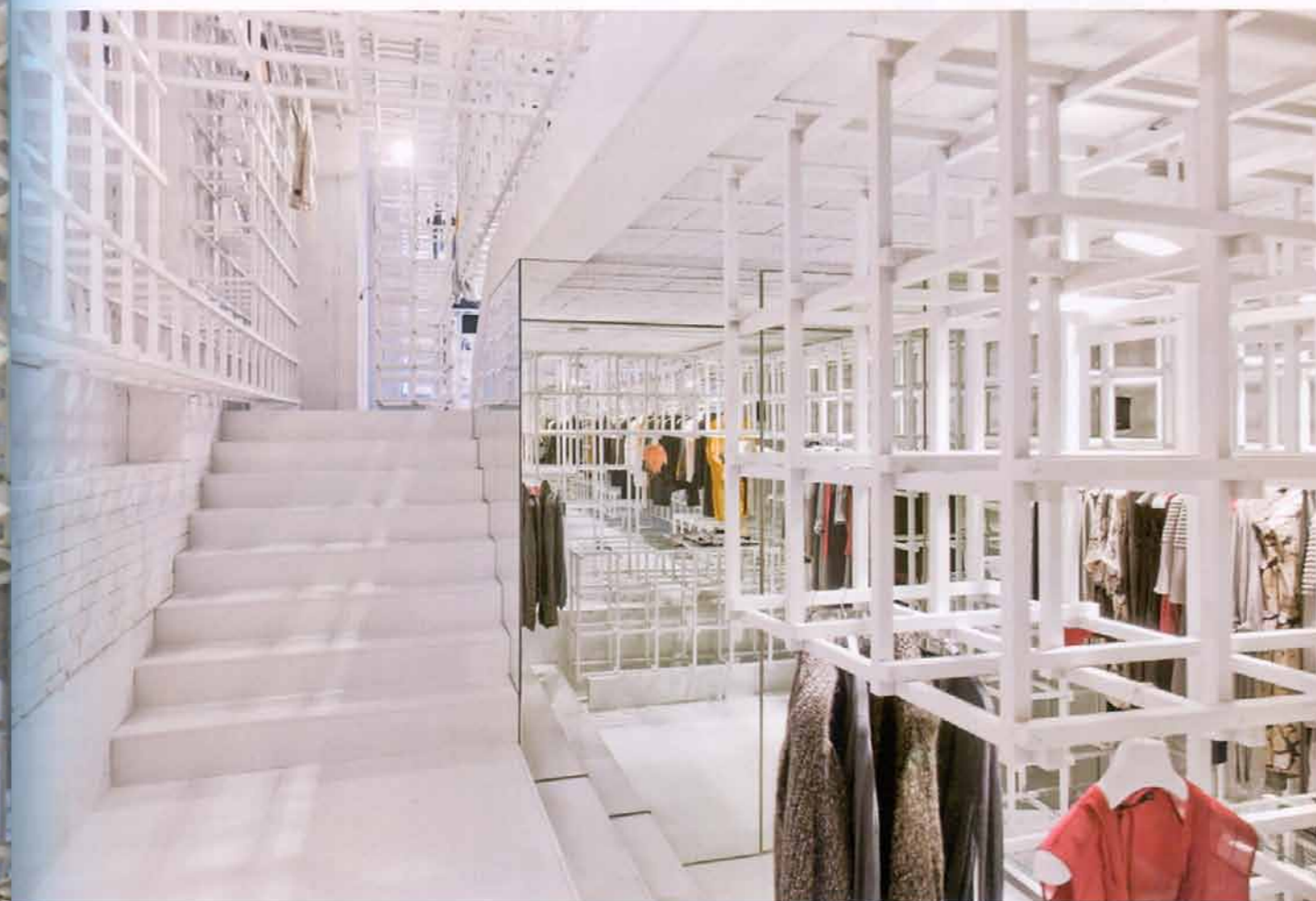
Lazienda Stills ha recentemente aperto il suo flagship store ad Amsterdam, il cui progetto è stato affidato al team **Doepel Strijkers Architects**.

L'intervento spaziale in questo 'involucro' che collega visivamente i due piani, non li enfatizza, ma li mantiene visibili per mostrare i nuovi strati sovrapposti nel corso del tempo. Il negozio originale e le sue evoluzioni restano visibili in questo intervento. Il pattern di texture nell'edificio esistente è costituito da una

raduzione spaziale basata sul valore del marchio Stills che cerca raffinatezza attraverso nuove combinazioni e delicati contrasti nello stile, nel look, nello studio di nuovi materiali e soluzioni.

L'immagine del brand è stato tradotto da Doepel Strijkers in un'identità "aerea", impalpabile, che ha selezionato nuovi materiali naturali, artigianali, tessuti raffinati e pattern unici che si riflettono in un'articolazione ideale che dilata la volumetria. Un'attenta osservazione del

movimento delle persone nello spazio e l'esatta percezione del prodotto offerto, costituiscono la base per la deformazione della fitta griglia spaziale, formata da un elaborato reticolo di legno dipinto di bianco, su cui sono disposti capi di abbigliamento ed accessori; alcuni capi pendono dai riquadri, altri sono piegati su ripiani in vetro trasparente disposti in modo casuale; i manichini vestiti sembrano scalare la struttura in legno e gli spogliatoi sono celati dietro due ante a specchio.



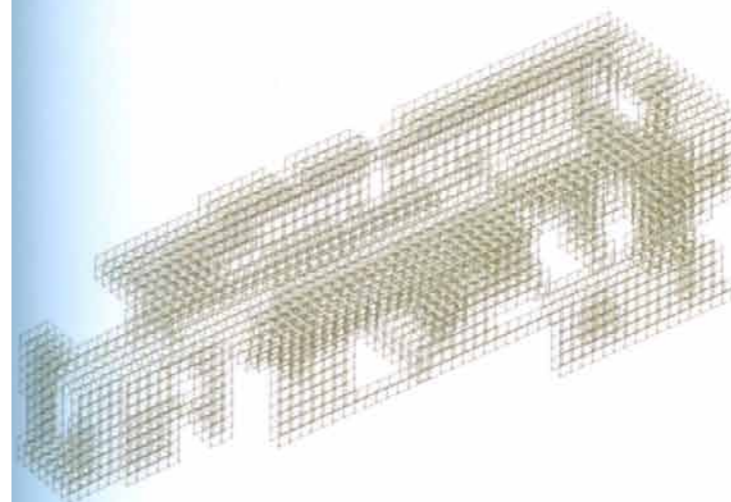
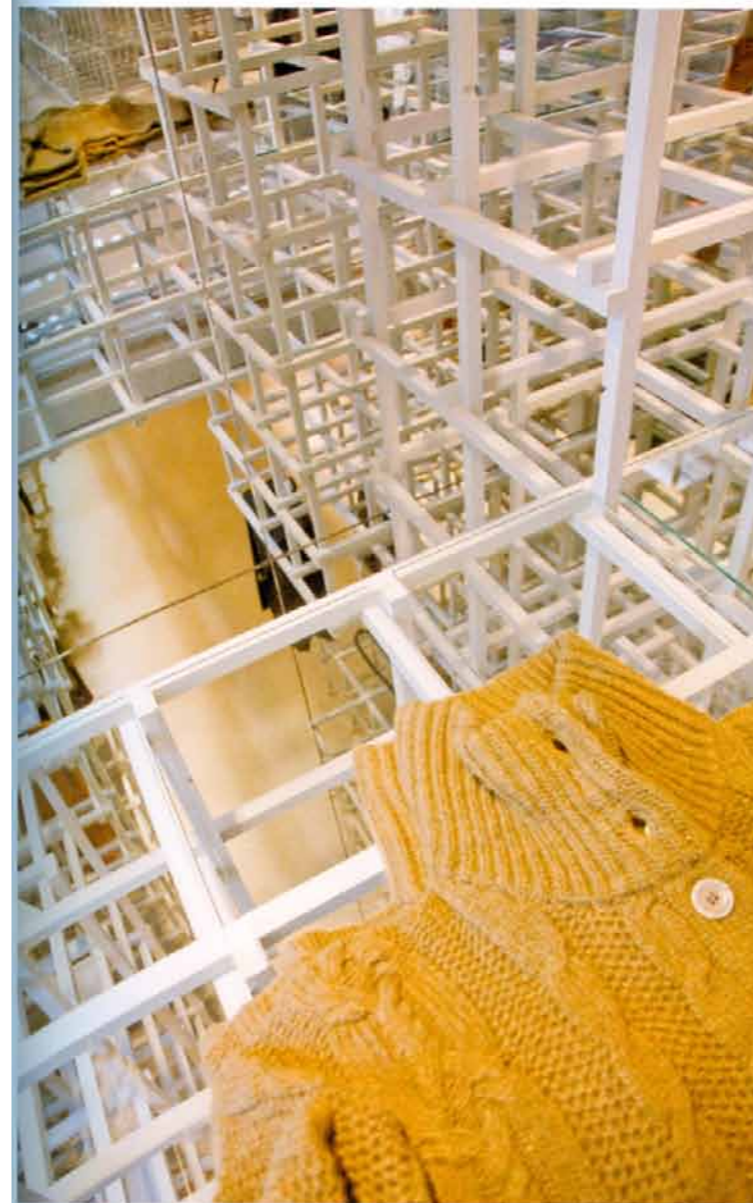


STILL flagship store Amsterdam

Clothes and accessories are enclosed in an elaborate lattice of wood at an Amsterdam boutique designed by Dutch studio Doepel Strijkers. On the Cornelis Schuytstraat in Amsterdam a flagship store has been realized for the label Stills. The spatial interventions in the hull, which visually connects the floors, are not emphasized by smoothing them but has been kept visible to show additions and finishing layers over time. There is a base from which the original shop and its transformations over time remained visible. This pattern of textures in the existing building is complemented by an object. A spatial translation based on the values of the label. Stills seeks for sophistication through novel combinations and delicate contrasts, in fits, in styles, in looks, in feels. Their ultimate research in the intrinsic qualities of materials, results in new potentials for working with them, treat and combine them. The white-painted grid branches into every corner of the two-storey store, which operate as the flagship for fashion brand Stills. Some garments hang from the framework, while others are folded onto clear glass shelves placed randomly across the surfaces. Dressed mannequins appear to be climbing the wooden frame and changing rooms are concealed behind two mirrored doors. This distinctive Stills quality has been translated in a spatial identity based on a new typology. Natural materials, craftsmanship, refined textures and specific patterns are reflected in a spatial fabric which fills the space as a volume. A careful analysis of the movement of humans in space and the perception of clothing forms the base for the deformation of the spatial grid. The dense grid opens itself. An implementation with a durable spatial identity, maximum experience and minimum resources is the result. Dressing rooms, lighting and all possible options for presentation are integrated into the volume, so clothing, shoes, bags, books and mannequins form the visual specification of the continuous structure. ●



Client Veldhovengroup Bv, Stills
Location Amsterdam
Architecture Dutch Studio Doepel Strijkers
Area 188 sqm
Photos by Wouter Vandenbrink



(上) ミラー壁の像を使って下階をのぞき込む

(Above) Looking into lower level floor via mirror wall

(下) 立体格子のコンセプトドローイング

(Bottom) Concept drawing of stacked open cubes

Dutch fashion label, Stills, have recently opened their new flagship store in a popular shopping location in Amsterdam. Stills were so impressed with another shop on the same road, the bold and striking SPRMRKT STH, designed by the Dutch Architects Doepel Strijkers, they gave them instructions to complete their new store.

A most important feature of the brand is a feel for the structure of the material and good workmanship. Doepel Strijkers wanted to convey this in their design too. The whole store is filled with a 3D white painted wooden grid, like stacked open cubes, interspersed with openings for aisles and displays, with vantage points that give unobstructed sightlines through the labyrinth.

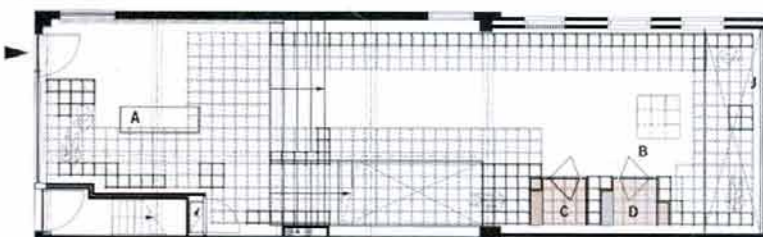
The original shop remains visible, being white washed over which adds pattern and texture. With the clever use of mirrors the space is greatly magnified. The clothes and accessories can be displayed by hanging from the framework or folded on randomly placed clear glass shelves so the clothes almost appear as if floating. They are illuminated by LEDs enveloped in reflectors especially designed for this project. Mannequins appear to be climbing the frame and the changing rooms are concealed behind mirrored doors.

The installation links the two storeys of the store and is completely free of the walls allowing it to be re-used if necessary.

Design firm: Doepel Strijkers
Designer: Duzan Doepel, Eline Strijkers with Chantal Vos
Consultant: Krant Interieurbouw - interior
 Solid Lighting - Lighting
 Aaftink Verwarming Airconditioning - Mechanical installation

Total area: 188 m²
Completion: Sept. 2011
Contractor: Krant Interieurbouw
Client: Veldhovengroup BV, Stills
Main materials: 3D white painted wooden grid
Site: Cornelis Schuytstraat, Amsterdam

A: Reception desk E: Pantry H: Installation space
 B: Seating F: WC I: Fitting room
 C, D: Fitting room G: Stock room J, K: Mirror wall



Ground floor plan 1:200



Basement floor plan