

POWERSHOP 5



new retail design

FRAME

Where Antwerp, Belgium
Opening September 2015
Client Stills
Designer DoepelStrijkers (p.410)
Floor space 95 m²
Shop constructor MAAQ
Photos Teo Krijgman and Kaj Van Geet

stills



The single display element as it threads its way from the street level floor upward to a double-height ceiling.

remnants of the old space are preserved with the new design

A view through the two-level glazed storefront reveals the single continuous design element – an unbroken square tube – that rises past the slab of the mezzanine.

A continuous 'ribbon' of square steel tube threads over the two floors of this clothing boutique, organising circulation and providing both hanging display racks and sculpture, while using a minimum of material. The ribbon is visible from the street through double-height glazing which looks into the store as if it were a cut-away revealing the floor slab of the mezzanine. Presentation platforms sometimes elevate that continuous straight line off the floor but in other places it extends onto the upper level without any support, tracing parts of a 3D grid. This means that shoppers are able to experience the fashion and accessories on different levels and from distinctly framed and various points of view. For a brand that honours unusual combinations and subtle contrast in its own designs, DoepelStrijkers emphasised the transformation of the space and the coexistence of both the original space and the new interior concept. They did this by juxtaposing preserved remnants of the old space with the new design scheme: grey paint covers the walls from the floor to half a metre from the ceiling, leaving a ragged edge so as to emphasise the existing wooden surfaces.



The line displays hanging garments, suggests a route through the shop and is, simply, sculptural.



doepel strijkers

Where Haarlem, the Netherlands
Opening May 2015
Client KPN Retail
Designer DoepelStrijkers (p.410)
Floor space 90 m²
Shop constructor Bpr retail
Photos Teo Krijgsman

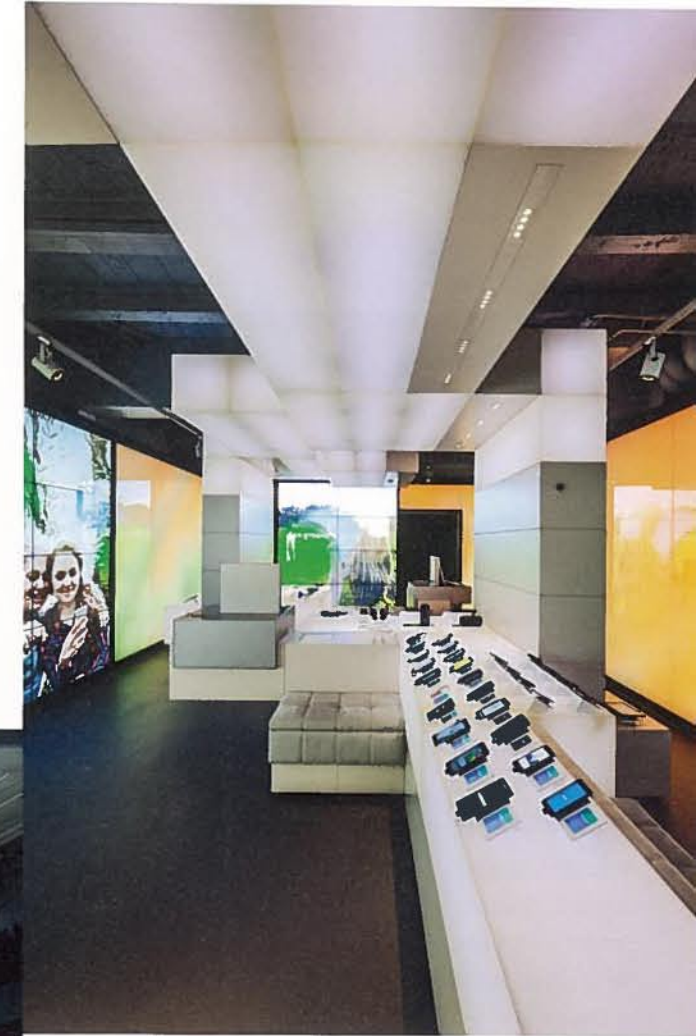
KPN

The shop is framed by LED and interactive smart walls, which connect the virtual brand space that is online to the physical shops.

DoepelStrijkers believe that printed fly posters, paper-borne graphics and information and quaint items such as price tags have become obsolete in commercial ventures today. The designers were asked to move the telecommunications brand KPN's stores away from being 'product-oriented shops with intangible services' toward being environments focused precisely on both experiences and services. A clever interior solution encompasses a template that can be rolled out to all the brand's stores. It consists of a versatile structure made up of minimalist modular elements, the units of which serve as seating, work surfaces and display for products or information. The designers describe the scheme as being 'future-proof', by which they mean that the scheme allows for extremely easy scalability and adaptations even those that cannot yet be anticipated but which may become necessary later. Another important aspect of the concept was for the designers to link the company's virtual telecommunications shop, which customers are accustomed to using extensively online, to the physical one by turning entire walls of the store into LED and interactive surfaces that operate using infrared and Kinect technologies. These have the virtue of being programmable on-site or remotely and are capable of reacting to the movements of the shoppers.



the scheme allows for easy scalability and adaptations



Between the colourful smart walls of the shop, modular white units form a single surface that serves as seating, display or screen to countertop.