

FRAME

THE GREAT INDOORS

SHARP CUT

SHOPS BY *NEWSON,*
NOVEMBRE AND
SLIMANE

SPEX

Tord Hits

Target

€19.95 EU
£14 UK
CHF 30 Switzerland
\$24.95 USA
\$29.50 Canada
¥3,570 Japan
₩19,000 Korea



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An Eye for Detail

The Graphics

Opticians have a strange job.

Their area of expertise lies somewhere between that of a medical doctor and a style consultant. Consequently, opticians' shops tend to be divided into two areas: a welcoming space with a display of trendy specs and mirrors for the style consultancy and a few dimly lit rooms at the rear for diagnostic purposes. Kästner Optik in Stuttgart had its fashionable retail outlet on the ground floor and its simpler diagnostic rooms upstairs. Enter the 'identity architects' of the Ippolito Fleitz Group, who transformed the upper level. For all its clarity and nonchalance, this is an exciting interior design: a gigantic blue iris on the ceiling gazes down at customers like a celestial eye scanning the room. On a long glass wall that partitions off the refraction room is a text installation by Berlin artist Bruno Nagel, who has filled the wall with a flurry of words and phrases relating to the optician's craft. The white letters not only act as a screen to ensure privacy, but also provide distraction for waiting customers. In the diagnostic rooms behind the wall, a rather pared-down look in minimalist grey and white underlines the fact that this area is devoted to concentration and precision.

Words: Anneke Bokern
Photo: Zoocy Braun

The Write Way: Graphics by Berlin artist Bruno Nagel adorn a partition wall in a Stuttgart optician.