

THE TRENDS BRANDS FUTURES AND IDEAS MAGAZINE

VIEWPOINT

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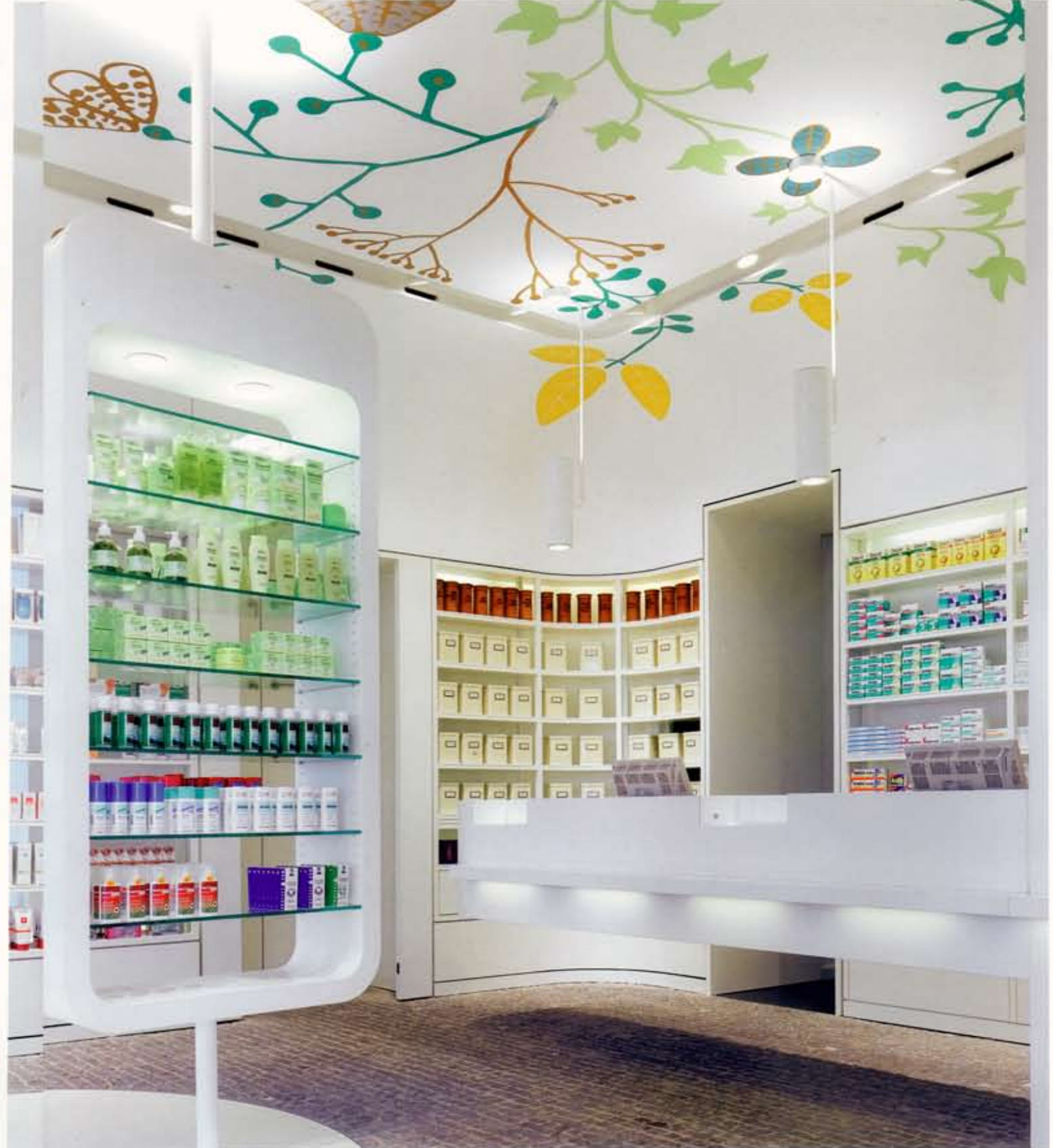
THE FUTURE
OF RETAIL

Art, shopping
and the lust for
intimate pleasures



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THE MAGIC SHOPKEEPER BY KAI WIECHMANN



Medi-Lux

Forward-looking cosmetic surgeries, opticians and pharmacies are creating a new generation of spaces which are as much about looks as about healing. The Linden Pharmacy in Ludwigsberg, Germany, designed by architects Ippolito Fleitz, is a world away from the fusty atmosphere and chaotic merchandising of traditional pharmacies, combining contemporary curves with 18th-century cobblestones. The same architects have brought a new look to Kästner Optik in Stuttgart, using cool, clean graphics, sleek fittings, and adorning the opticians' ceiling with a 13ft lightbox depicting a giant eye. In Florence, Michael Young and Katrin Olina have given a thoroughly modern and feminine makeover to the Skin cosmetic surgery.



Clockwise from top: Skin, Florence, www.michael-young.com, www.katrin-olina.com, photography by Carlo Lavatori; Mykita, Berlin, www.mykita.com; The Linden Pharmacy, Ludwigsberg, photography by Zoëy Braun, www.ifgroup.org; Kästner Optik, Stuttgart, www.ifgroup.org, photography by Zoëy Braun