

SHOPS

NOW



LINKS

158 Squid Architecture Vienna_
Gundolf Leitner
SOLO

168 Autoban
V2K Designers Nisantasi

178 Creneau International
V di Ventura

188 Sybarite
Stefanel New Concept

196 Ilan Dei Studio
A. Kinney Court

206 Ippolito Fleitz Group
Belfry Tashkent

212 Guise
Fifth Avenue Shoe Repair

218 Universal Design Studio
Franqueensense

224 SUE Architekten
dressroom

232 Jamo associates
3.1 Phillip Lim

242 Koichi Futatsumata
Double Oo '09

252 Sinato
Duras

260 Tjep.
VilaSofa

270 Aigner Architecture
Freudenhaus

280 Matt Gibson
Fame Agenda

288 Slade Architecture
Barbie Flagship Store



Ippolito Fleitz Group

Conradt Optik

Photographs: Zoëy Braun

Location: Mosbach, Germany

Conradt Optik is an established specialist opticians located in the center of Mosbach. New owners of the business were looking to differentiate themselves from the competition through focusing on a select segment of brands and individual customer care. This new direction was further underscored through a comprehensive refurbishment program.

The entire building façade was renewed as part of the renovations, thereby making the shop's new profile immediately evident from the outside. Long windows stretch down to the ground, giving maximum insight into the representative interior, which in itself becomes the window display. An adjacent shop space was incorporated into the existing space, producing an elegantly elongated floor plan. The space opens straight onto the pedestrian precinct on two sides.

The rear wall merges seamlessly with the ceiling, which contains a recessed area. This design differentiates the area for browsing from the customer service area, as well as connecting the two entrances with each other. The recessed ceiling is decorated with a fine structure of lines in subtle tones of brown, mauve and blue, evoking associations with the stroma and play of lines in the iris.

The room is encapsulated by an organically curved rear wall, which brings a generous dynamic to the space. It conceals existing fittings such as the stairs and workshop, and is connected with the ceiling via a wide-radius cavetto. Its soft contours formulate the wide-open horizon of the space, while at the same time dividing it into individual zones, which group the product line naturally into glasses for women, men and children. The glasses are displayed in three recessed horizontal bays, which span almost the entire length of the rear wall and are beautifully presented through precision front and rear lighting. Flush-set storage space for the entire product line runs beneath the display bays.

Parallel to the windows on the longitudinal side are three floating displays. These are set at a slight angle and are reserved for the opticians' range of sunglasses. Continuous rear lighting ensures that the eye is drawn to the beauty of the products themselves, while simultaneously giving a rhythm and depth to the space. Various free-standing display cases provide space for special presentations. Oval displays set in eye-catching places in the rear wall create attractive focal points for customers entering the shop.

Customer service takes place at two conference islands at each end of the longitudinal axis. Arching tabletops continue the soft lines of the design idiom, while at the same time creating an open and transparent atmosphere for discussion and customer proximity.

Architecture:

Ippolito Fleitz Group

Team:

**Peter Ippolito, Gunter Fleitz,
* Alexander Fehre, Tim Lessmann,
Christian Kirschenmann, Vincent Gabriel,
Anne Lambert, Axel Knapp, Yuan Peng**

Client:

Conradt Optik GmbH

Total floor area:

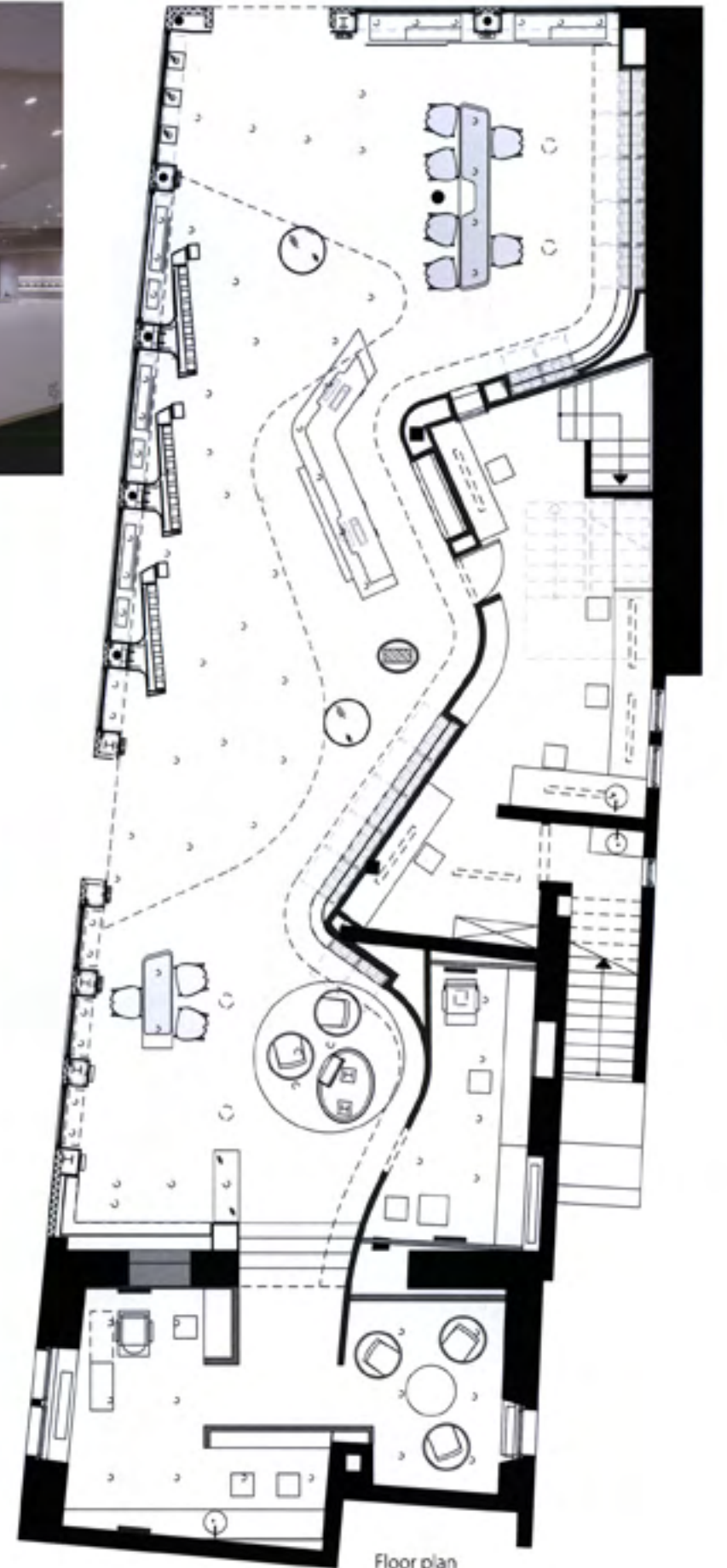
2,260 sqft (210 sqm)





The entire building façade was renewed as part of the renovations, thereby making the shop's new profile immediately evident from the outside.





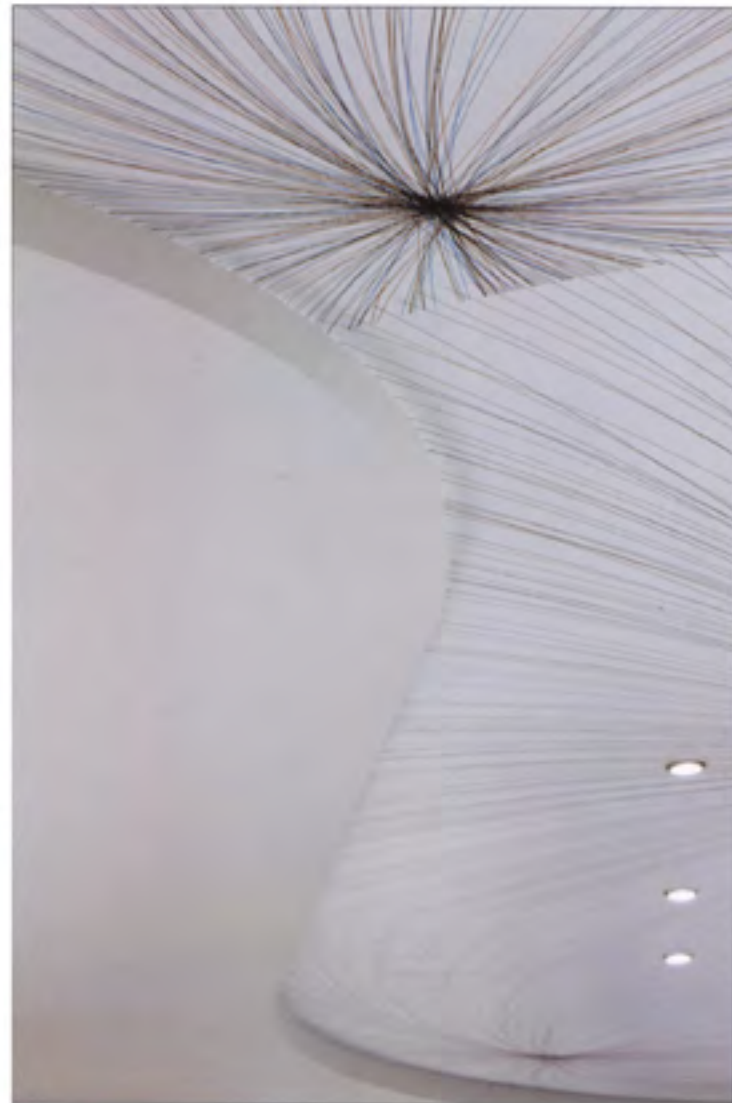


The entire shop space is fitted with a deep-pile, anthracite-colored carpet. This ensures good acoustics while enhancing the soft and flowing character of the interior.





The exciting interplay of light and dark sets the stage for an attractive display of products. Colorful accents are subtly set by the products and the structure of lines on the ceiling.



Ippolito Fleitz Group

Belfry Tashkent

Photographs: **Zooey Braun**

Location: **Tashkent, Uzbekistan**

Ippolito Fleitz Group designed the interior architecture of the Uzbekistan International Forums Palace, located on Amir Timur Square in the heart of the Uzbek capital Tashkent. The palace was ceremonially opened in September 2009 to celebrate the occasion of Tashkent's 2200th anniversary. A jewellery shop, housed in one of two historic bell towers providing the design prelude to this representative ensemble on Amir Timur Square, was also designed as part of the project.

Entering the space is like stepping inside an ornate jewellery box. The rooms translate the exclusive nature of the goods on display both thematically and functionally. Dark walls are completely overlaid with laser-cut decorative ornamentation, made from highly polished stainless steel panels that depart from the wall surface and enter the space itself. The effect created is that of a second skin that develops unexpected depths of light. The length of the rooms is optically elongated by means of ornamental, tinted mirrors on the end walls and a dynamic lighting element crossing the ceiling. Only a few selected openings such as windows and display cases break the boundaries of this shimmering casket. Precisely illuminated jewellery display cases, in part equipped with monitors, offer the ideal stage on which to present precious collections of jewels.

In the historic setting of the bell tower, Uzbekistan's design traditions melt and merge with a contemporary design language. The historical ornamentation at the tip of the pointed arch windows casts its reflection upon the stainless steel patterns in the interior. Interior and exterior, old and new are thus conjoined and intermingle in a fascinating synthesis.

Architecture:

Ippolito Fleitz Group

Team:

**Peter Ippolito, Gunter Fleitz,
Tilla Goldberg, Steffen Ringler,
Alexander Fehre, Christian Kirschenmann**

General Contractor:

**RIEDL Messe/Laden & Objektblau GmbH,
Pfaffing**

Lighting Design:

pfarré lighting design

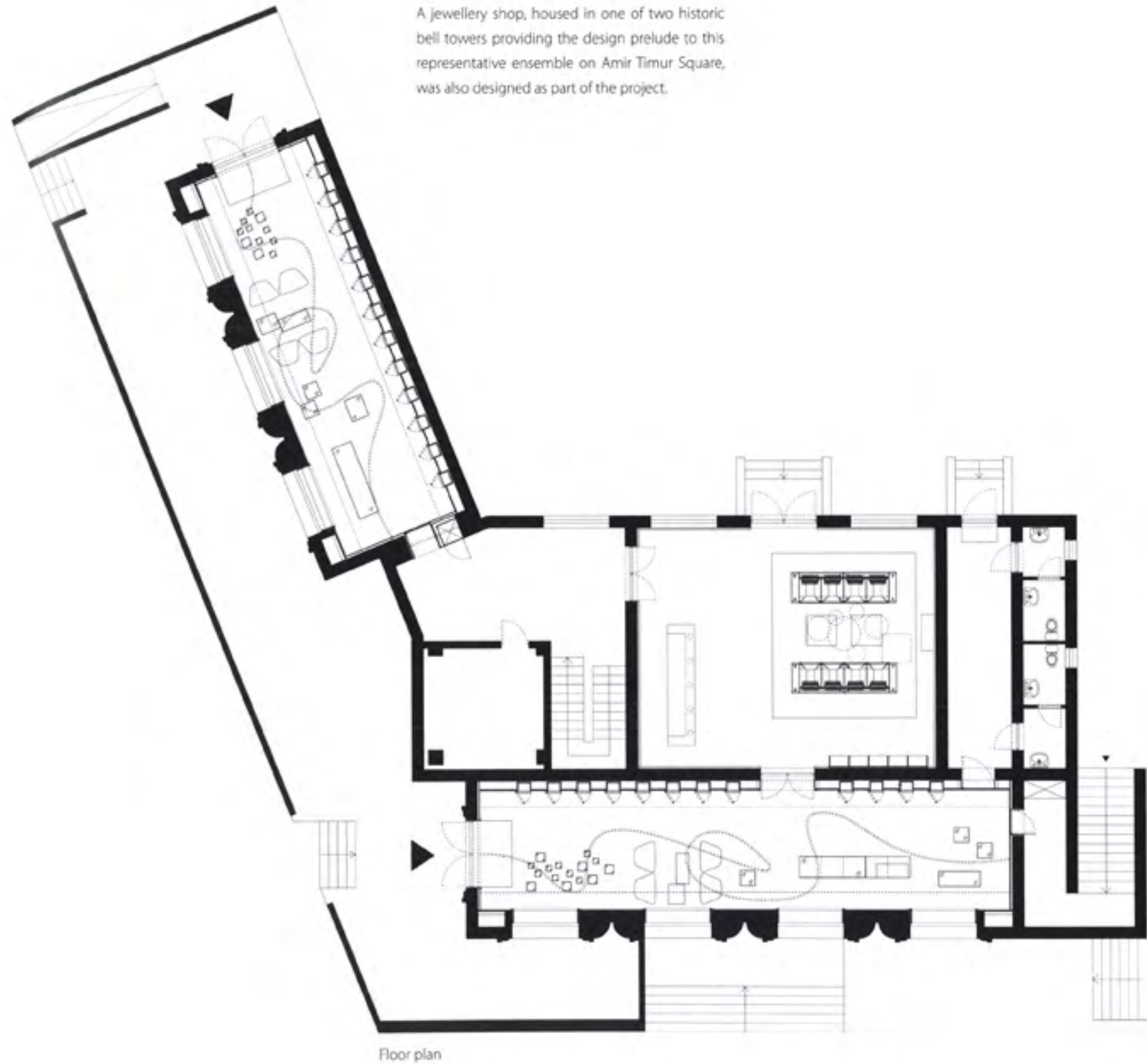
Client:

Republic of Uzbekistan

Floor area:

3,660 sqft (340 sqm)





A jewellery shop, housed in one of two historic bell towers providing the design prelude to this representative ensemble on Amir Timur Square, was also designed as part of the project.



Precisely illuminated jewellery display cases, in part equipped with monitors, offer the ideal stage on which to present precious collections of jewels.

