



POP ART

Reebok's retro pop-up takes holiday visitors inside a painting

The holiday season was primetime for pop-ups in New York City, and Formavision and D.D.S.a.o. created a temporary space for Reebok that blurred the line between retail design and art.

The 3,000-square-foot gallery space was located on the Bowery downtown, focused on 1980s-inspired, limited edition clothes and shoes designed in collaboration with artists such as Rolland Berry, John Maeda, and the estate of Jean-Michel Basquiat. The purpose of the store was not so much to sell product as it was to create an impact in the ultra-hip downtown scene.

"Reebok was very big in the 80s, and now with the 80s back in style they wanted to give a push to the brand and connect it to the creative community in New York," says Formavision founder/creative director Sebastien Agneessens.

Designers took visual inspiration for the space from the early 20th century British vorticism movement—an art style that plays with depth and perspective via sharp-angled graphics and patterns. The Bowery was targeted because it is a street where a clash between design culture and wholesale traditional culture is on full display.

Formavision wanted to create a space that looked as though it was not meant to be there, or slightly out of place. On the design level, the creative team wanted to create an encounter between 80s culture and the aesthetics of vorticism.

"Recently in fashion there have been a lot of big patterns, and they remind me of this vorticism movement. The idea was to transform the experience, and make it like you were stepping into an art print rather than stepping into a space. We wanted to create something that was between a print and a space," Agneessens says.

Designers took influence from the graphic culture of Reebok and applied it to the design—many of the visual patterns found in the space were taken directly from patterns on classic Reebok shoes, such as the honeycomb from sole of shoe and distinctive stripes from sides.

The big challenge was in coming up with the right graphic look and feel to paint on the walls of the store.

"We wanted to create the illusion of two dimensions in three dimensions. We created patterns and directly applied them onto the rendering, and then transformed them into two-dimensional shapes," Agneessens says. ■



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Bold, 80s-style colors and the dimensional aspects of vorticism define the environment.

