



061

International Magazine of Space Design | bob

**AAVP ARCHITECTURE | KOKAISTUDIOS | THE  
PIANO WAS DRINKING, NOT ME | CHAMBER  
MUSIC HALL | UNIQLO MEGASTORE | WISH**

**bob COORDINATION\_BETON**

bob collection:

**SHOES STORE**

CAMPER STORE, TOKYO \_JAIME HAYON

CAMPER STORE, PARIS \_RONAN & ERWAN BOURULLEC

NIKE GENEALOGY OF SPEED \_LED

NIKE ID STUDIO \_LED

KYMYKA \_MAURICE MENTJENS DESIGN

UBIQ \_RAFAEL DE CÁRDENAS / ARCHITECTURE AT LARGE

REEBOK FLASH \_SEBASTIEN AGNEESSENS / FORMAVISION

Just like in many other areas, shoes brands cooperate with artists and designers to develop new products as well as store spaces. Jaime Hayon is one of such designers, who designs new shoes for 'Camper' each year and also creates interior spaces for their stores. In order to maintain the emphasis on the products, the space should not be too loud or too expressionless; it should be able to display the shoes with a variety of shapes and colours in a harmonious way; and as a whole it should materialise the brand image in itself - all of these and more in a way that appeals to customers. Some stores, such as those of 'Kymyka' and 'Ubiq', introduce solutions designed around the furniture for displaying the shoes. Some people say that shoes complete fashion. These store spaces completely embody their strategies aimed at creating unique identity.

**\*\*\*Each month bob collection introduces diverse spaces themed with a given subject for the month. So far over twenty-six themes have been introduced.**

Detailed information can be found from **BOB INDEX** on p.174.

여타 분야에서의 마찬가지로 신발 브랜드도 예술가나 디자이너들과의 협업을 통해 신 제품을 출시하고 있으며, 더불어 매장의 인테리어 디자인을 담당하기도 한다. 매년 켄퍼를 위한 새로운 신발을 디자인하며, 매장의 인테리어를 맡아온 하이메 아폰과 같은 경우가 그러하다. 제품을 부각시키기 위해 공간은 너무 튀거나 멋있하지 않으면서도 다양한 색과 형태의 신발들이 그 공간 안에 조화롭게 전시되어야 하고, 전체적으로 브랜드의 이미지를 어떻게 공간 안에 드러내어 소비자들에게 어필할 것이냐가 관건이다. '키미카'나 '유빅'의 매장은 신발이 진열되는 가구들을 이용한 해결방안을 제시하기도 한다. 패션의 완성은 신발이라고 했던가. 그만큼이나 독창적인 아이덴티티에 승부수를 던지고 있는 이들의 전략이 매장 안에 고스란히 드러난다.

\*\*\* bob collection은 독자들에게 각각의 주제에 따른 다양한 디자인의 공간을 소개하고 있습니다. 지금까지 모두 26종류의 테마가 소개되었으며 보다 자세한 사항은 p.174 bob INDEX에서 확인하실 수 있습니다.

**JAIME HAYON :** Jaime Hayon, born in 1974 in Madrid, is Spanish designer and artist. After studying industrial design in Madrid and Paris he joined Fabrica in 1997, the Benetton-funded design and communication academy. In 2005 he moved to Barcelona and began designing everything from toys to furnishing collections for Spanish firms and now he has collaborations with lots of manufacturers like Bisazza, Piper and Swarovski.

**RONAN & ERWAN BOUROULLEC :** Ronan & Erwan Bouroullec were born in Quimper, a town in Brittany, France. They have been working together since 1999 and have collaborated with many prestigious brands over their career. Besides, their creations have been displayed in several exhibitions, and some of them have become part in permanent collections of many museums.

**LYNCH / EISINGER / DESIGN :** In 1999, Simon Eisinger teamed up with Christian Lynch to form Lynch / Eisinger / Design(LED), an architecture and design firm specializing in high-end retail and showroom design and residential projects. LED is a New York based, multidisciplinary design firm whose work includes architectural interior, and furniture design, as well as consulting for industry.

**MAURICE MENTJENS DESIGN :** Maurice Mentjens designs tailor-made interiors. His designs are well thought-out, beautifully detailed, innovative and aesthetic. His work can be classified as Neo Modern with Post Modern influences. His use of form and material, as well as light and colour, invests his designs with added layers of associations and double meanings. The end result is that, in addition to their functional significance, the designs also throw a new and fascinating light on the relationship between objects, the environment and people. Mentjens (1964) lives and works in Holtum, the Netherlands, studied at the Academy of Fine Arts in Maastricht.

**RAFAEL DE CÁRDENAS / ARCHITECTURE AT LARGE :** Born in Madrid and raised in New York, Rafael de Cárdenas began his design career in fashion. Realizing he was more interested in architecture and interior design, he began classes at Columbia University, later transferring to UCLA where he received a master's degree in architecture in 2002. In 2004, de Cárdenas opened his own design firm out of an office in New York's Chinatown. His interest in creating environments with moods, as opposed to any specific style, has allowed him to work with an array of clients.

**SEBASTIEN AGNEESSENS / FORMAVISION :** Sebastien Agneessens is a curator and the founder of Formavision NYC. Formavision is a New York-based experiential design studio that specializes in creating branded environments and cultural content to support and activate non-traditional marketing strategies. Since its inception in 2003, Formavision has been connecting its clients with key tastemakers and members of the creative community by conceiving and deploying projects that include the Diesel Denim Gallery, Lexus Light & Speed, the World of Coca-Cola, and the Starbucks Salon.

# REEBOK FLASH STORE

**Design** Sebastien Agneessens / Formavision **Design team** Jeroen de Schryver, Ellen Deporter, Jonas Hjertberg, Shinya Nakamura **Built area** 300m<sup>2</sup> **Completion** Nov. 2008 **Location** 169 Bowery, New York, NY 10032, USA **Photographer** Jordan Kleinman **Editor** Lee Hamlin

Reebok unveiled «Reebok Flash», the brand's first ever pop-up store. Located in a 300m<sup>2</sup> gallery space on the Bowery, Formavision took inspiration from Vorticism, an English arts movement from the early 20th century noted for its dynamic interpretation of Cubist and Futurist principles. Combining Vorticism's vibrant aesthetic with an assortment of cultural cues ranging from Purple Rain to Miami Vice, Flash Dance to Thriller, Formavision sought to capture the pop spirit of the 80s in order to create the ideal environment to reintroduce these classic styles from Reebok. "The design of the space plays with sense of depth and perspective, tricking the eye by extending three dimensional shapes into distorted graphic patterns, a camouflage technique reminiscent of the Royal Navy's dazzle ship graphics from the First World War," notes Formavision founder and creative director Sebastien Agneessens. "Our intent is to provoke and perhaps confound visitors by making them feel as if they are stepping into a poster rather than a store." Text offer: Formavision

리복의 첫 팝업 매장 (리복 플래시)가 뉴욕 바우어리 지역에 위치한 300m<sup>2</sup> 규모의 확장 공간에서 그 베일을 벗었다. 포아비전은 입체파 및 미래파 원리의 역동적 해석으로 잘 알려진 20세기 초 영국 예술 운동인 소용돌이 운동으로부터 영감을 얻었다. 포아비전은 퍼플 레인에서부터 마이애미 비이스, 플래시 댄스에서부터 스릴러까지 광활하는 문화적 계기들과 생동감 넘치는 소용돌이 이론의 미학을 결합하면서 80년대의 대중 정신을 포착하여 리복의 고정적인 스타일을 재도입하기 위한 이상적인 환경을 창조하고자 했다. "본 공간 설계는 깊이와 원근감의 유희로서, 3차원적 형상을 확대함으로써 제1차 세계대전 당시 영국 해군의 함선 위장 무늬를 연상케 하는 기법인 왜곡 무늬를 만들어 착시를 일으킨다." 포아비전의 설립자이자 총괄 이사인 세바스티앵 아그네센스의 말이다. "우리의 의도는 마치 매장이 아닌 포스터 안으로 들어가는 느낌을 줌으로써 방문객에게 자극과 놀라움을 선사하는 것이다." 출처: 포아비전



View of back corner



Panoramic view of «Reebok Flash»



View from middle area with polka graphic