



ARTPOWER

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apple & pie Children-shoe Boutique

Design Agency:
Stefano Tordiglione
Design Ltd.

Location:
One Island South,
Hong Kong, China

Furniture:
Kartell

Chief Designer:
Stefano Tordiglione

Area:
85 m²

Photography:
Stefano Tordiglione
Design Ltd.



Playfulness, elegance and practicality come together at One Island South's new apple & pie boutique, the latest creation from Hong Kong-based Italian interior design and architecture firm Stefano Tordiglione Design.

Walking into children's shoe store apple & pie is like entering another world – the giant apple that crowns the doorway hinting at the many delights that lie within. Inspired by the ethos behind the brand's name and its half apple-half pie logo, Stefano Tordiglione Design's concept combines the wellbeing elements represented by the apple with the more playful pie. The former is reflected in the use of environmentally and child-friendly materials with a focus on wood as opposed to plastic for the furnishings, while the latter can be seen in the whimsical interior design which ranges from bright red apple-shaped sofas to imaginative wall displays. There is also practicality behind each well-thought out element. The seating hides storage space, while a lively tree design on one wall with white and red apples hanging from its branches, and elsewhere pie-shaped lattices and mounted fruit palettes, offer ideal shelving opportunities. In the windows, semi-circular pie-like features bring the logo and brand name full circle while providing window-shoppers with a taste of the various European shoe brands that can be found within.

Throughout the space Stefano Tordiglione Design has considered the experience of its clientele, young and old. For children coming to try and buy shoes, the back of the store offers a table at which they can sit and play between fittings, not far from a wall that provides familiarity through its giant blackboard design. Yet the focus is not solely on a positive experience for children. The iconic Kartell chairs surrounding the low table, the Ethel lighting hanging from the ceiling above, and the Giant Red Lamp designed by Anglepoise are design features which lend a sophisticated and elegant air to the store. Coupled with a combination of smooth curves and clean lines, above a warm wood-lined floor and with a colour palette that blends bold reds and vivid greens with a calming mint and light beige, the store effectively and effortlessly moves between the distinct worlds of parents and children.

The flagship apple & pie store sets a precedent – it is a place where children can enjoy choosing shoes that are displayed in a fun and enticing way in cheerful, relaxed surroundings. Through the fruits of its labour, Stefano Tordiglione Design has created the ideal environment in which children's shoe shopping needs can be met.





SAQ Architects

SAQ Architects is a conceptual and interdisciplinary design agency specialized in developing spatial sceneries and concepts. The practice is formed through a studio environment where architects, interior designers, urbanists, video artists and graphic designers team up according to the specific orientation or necessities of each project. SAQ believes strongly in cooperation and regularly invites professional experts or specialists to participate in the materialization or the elaboration of an idea.

Each project undertaken is a reason to broaden perspectives. The subjects on which SAQ has been asked to focus many: the studio has contributed concepts for marketing strategies as well as for temporary installations in public events all within the constantly evolving framework of societal and technological evolution.

In this versatility, every project or concept undertaken by SAQ aspires to deliver to its end-user powerful and moving experiences where all senses can be stimulated and where the materialized space forms an event in itself.

SAQ considers the relationship with the client as a vital element in the design process. A successful project is always the fruit of passionate and constructive debates between client and studio with the ultimate goal the satisfaction of the end user. Acclaimed projects such as the fashion concept store L ECLAIREUR (Paris-FR), or the restaurant KWINT (Brussels-BE) are some of the latest high-end realizations of SAQ's interior architecture department. Currently, SAQ is also engaged in the masterplan outline for mixed use development in Brussels and Berlin where the offices are equally located.

SAKO Architects

SAKO Architects is a Beijing based architecture firm of Japanese architect Keiichiro Sako. So far SAKO Architects has produced over 70 projects in China, Japan, Korea, Mongolia and Spain. In addition to the core services of architectural design and interior design, they also provide graphic design, furniture and urban master planning. Nowadays, they continue to develop the architecture known as, "CHINESE BRAND ARCHITECTS," using specific themes which can only be found in China.

Sid Lee Architecture

Sid Lee Architecture is an architectural and urban creativity firm, based in Montréal (Canada), with a satellite office in Amsterdam (Holland). Founded in 2009 with the integration of the architectural firm Nomade (founded in 1999), Sid Lee Architecture is the result of the combined talents and skills of architects and urban designers Jean Pelland and Martin Leblanc, as well as Sid Lee, a well established creative agency. Sid Lee Architecture is a creative endeavour, exploring urban design and architecture through an innovative combination of collaborative design processes, media and technology applications. Challenging conventionality, this broad approach generates a new kind of design knowledge and cross-disciplinary culture, empowering the firm to work on a large diversity of urban and architectural ventures, from interior design to urban planning. This new design culture succeeds in delivering landmark projects of diverse sizes that embody the demands and expectations of today's clients. The firm has distinguished itself not only by its design excellence but also by high client fidelity.

sinato Inc.

sinato Established by Chikara Ohno in 2004, their service include architectural design, interior design and the like.

Chikara Ohno, born in Osaka, Japan in 1976. In 1999, he graduated from department of civil engineering, Kanazawa University. In 2004, he established sinato Inc. Chikara became part-time lecturer of Kyoto University of Art and Design.

The firm received various domestic and international awards, such as IIDA Global Excellence Awards, Honorable Mention, The Ring iC@ward international design 2010, Gold Award, Contractworld.award, New Generation Short-listed, Design For Asia, Bronze Award, FUJITSU DESIGN AWARD 2011, judge's special award, Good Design Award, Winner, JCD Design Award, Gold Award, SDA Awards, Grand Prix, Display Design Award, Encouragement Prize, NDF Awards, Encouragement Prize, Best Store Of The Year, Excellent Prize, Mie Architecture Awards, Winner, Gunma Agricultural Technology Center Design Competition, Honorable Mention, TOTO Remodel Style Contest, Grand Prix, NASHOP Lighting Awards, Excellent Prize and more.

Silvia Simionato Architetto

Silvia Simionato loves the materials, surfaces and lighting; these materials allow it to create emotional projects. Modern art also contributes to the inspiration of their projects.

Space and its transformation is the subject of the project, each project must create an emotion to those who live the place.

Silvia Simionato has developed an international reputation for continuously innovative.

Design concepts in many areas from architecture, retail and restaurant design to interior architecture, SPA and wellness, nautical, furniture and graphic design.

Silvia Simionato born in 1967, lives and works near Venice, Italy. Member CNA Architect of Venice - Italy.

Specialnormal Inc.

Specialnormal Inc. is a multidisciplinary design office based in the heart of Tokyo. It was founded by Shin Takahashi in 2011, and within a year it already built a great portfolio such as Note et Silence, NIKEBASKETBALL, Quiksilver Store Toyosu and Baccarat 2011 S/S Collection.

Shin Takahashi is a founder and principal designer of Specialnormal Inc. He studied an interior design at Kuwasawa Design Institute. Prior to founding Specialnormal Inc., he was engaged in several projects with world-class retail brands.

Storeage

Storeage is an Amsterdam-based retail strategy and design agency. The agency's goal is to redefine the retail experience for its clients and their customers, based on its deep understanding of brands and consumers.

Storeage views retail as a platform where product and consumer meet, where stories are shared and interaction is key. Where shopping becomes branding and each experience makes the difference. Its designs are not just about selling products - they allow consumers to develop a lasting relationship with a brand and to experience it with all their senses.

Storeage's creative team is made up of the best minds and eyes in the industry. This close-knit group of retail architects, communication experts, interactive designers, visual merchandisers, marketing and branding professionals incorporates ten nationalities with studios in Europe and Asia. Sharing differences gives Storeage a global perspective, keeps things fresh and allows it to develop a market specific approach for each retail challenge.

Stefano Tordiglione Design Ltd.

Stefano Tordiglione Design Ltd. was founded by Mr Stefano Tordiglione in Hong Kong. His art direction is characterized by East meeting West that every detail is a result of research and intuition. With the "Mind in Italy", Stefano strives to integrate Italian design while preserving local cultures.

Stefano Tordiglione Design provides multi-disciplinary professional interior design and architectural services to exclusive clients in the following areas: Hospitality, Retail, Office, Residential, Architecture, Urban planning, Product, Graphic + Packaging, Art direction and design consultancy service.

Stefano was born in Napoli, Italy and he studied and worked in New York and London for over ten years. His first design experience started in London in 1991. Since then he has worked for internationally acclaimed Italian studios specialized in retail, luxury hotel and resorts, residential development and private yachts.

He is also an artist and his works are part of international private contemporary art collections. It's also worthy to mention the fact that he worked for UNICEF as Project and Art Director in several international events organized in Italy. His numerous artistic experiences have made him develop excellent intuition into aesthetic and design.

The design team at Stefano Tordiglione Design Ltd has strong international background with architects and designer who have worked and studied in Italy, USA, Australia and Korea.

The main office is based in Hong Kong. It also works in partnership with architectural and interior design studios in Italy, including Rome, Milan, Florence and Bari.

Studio 63 Architecture + Design

Studio 63 Architecture + Design is based in the historical center of Florence Italy. The fruitful encounter between Piero Angelo Orecchioni and Massimo Dei led to the foundation of Studio 63 in 1998. By 2003, Studio 63 inaugurated its New York City office, by 2005 its office in Hong Kong and by 2008 its office in Shanghai and an operative partnership in Dubai and Singapore.

The creative team is composed of gifted professionals, coming from various disciplines, working together in a fertile and challenging multi-cultural exchange.

A strong identity is the hallmark of our projects. This identity is the result of extended research, creative proposals and deep respect of the contemporary language criteria.

Studio 63 is operating in more than 25 countries around the world managing to the last detail projects from concept development through design and planning towards their complete achievement. Our specialties are retail design and hotelier.

The creative process is an intense journey shared with the client. Only close collaboration and understanding can lead a project to new horizons. This practice is inspired by a continuous research and the blend of various artistic disciplines. Each project is a new opportunity for growth and development.