

POWERSHOP 4



New Retail Design

FRAME

APPLE & PIE

BY STEFANO TORDIGLIONE DESIGN



1

WHERE Hong Kong, Hong Kong WHEN August 2012
 CLIENT apple & pie DESIGNER Stefano Tordiglione Design (p.000)
 TOTAL FLOOR AREA 85 m² SHOP CONSTRUCTOR Anzac
 PHOTOS courtesy of Stefano Tordiglione Design

Customers entering the apple & pie children's shoes store pass through a giant apple that surrounds the glass doorway – a clear signal that they are entering another world. Inside, they find an environment that's full of fantasy and fun, but still relaxed and laid-back. 'Our goal was to create a fun, welcoming, child-like environment, that was also practical for shopping', says designer Stefano Tordiglione. 'We made sure to have appealing design elements for both parents and kids, such as the child-sized Kartell seats that surround the play tables and the chalkboard wall filled with drawings to spark the imagination.' The space has lots of playful features, including apple-shaped seats (which very practically conceal storage) and diamond-shaped shelves, designed to resemble the lattice pattern often seen on pies. These make great niches for child-sized shoes. A sculptural tree design beautifies one wall, with apples hanging from its branches – it functions both as a lively display element and a visual feature in its own right. Around

the windows are semi-circular pie-like displays in white latticed wood. While such fantasy elements delight the kids, their parents will be impressed by more adult features – such as the Ethel lighting hanging from the ceiling, and the Giant Red Lamp from Anglepoise – which lend a 'design insider' feel to the store. Thanks to its combination of smooth curves and clean lines, a warm wooden floor and a colour palette that blends bold reds and bright greens with a calming mint and light beige, the store effectively inhabits the worlds of both youthful enthusiasm and mature sophistication.

- 1 A giant apple silhouette cheerfully greets shoppers and frames a playful but stylish interior.
- 2 Adults will enjoy the designer lighting – featuring Ethel ceiling lights and Anglepoise's Giant Red Lamps.
- 3 Kids are entranced by the large tree sculpture, lattice shelves and mini table Kartell chairs especially for them.



2

Youthful enthusiasm plus mature sophistication



3