

176 FOCUS\_THE MED

ITALY

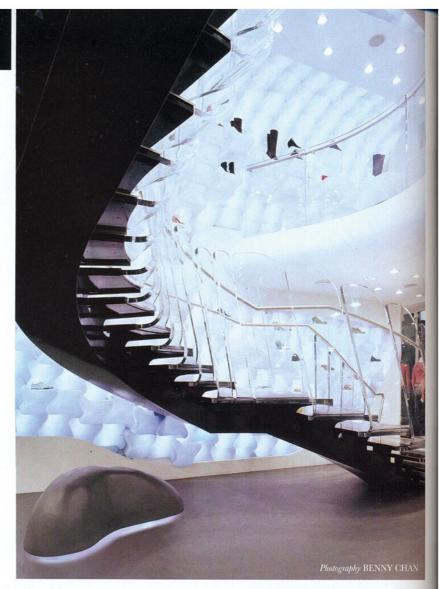


## ARTIFICIAL HORIZON

Interpretations of the Fornarina flagship's design on London's Carnaby Street can vary wildly. "It's not just a piece of art," explains architect Giorgio Borruso. "It makes a larger statement but, at the same time, it's very functional." Behind the shop's sculptural forms, including a spiraling metacrylic staircase, lies Borruso's obsession with detail. Over 1,000 polycarbonate panels morph from a display wall (with a capacity to hold 300 pairs of shoes) into the ceiling. The panels are backlit with LEDs carefully calibrated to simulate daylight, and for 25 minutes each day, become an artificial fuchsia sunset – the ultimate luxury on those overcast London days. fornarina.com

## TOUCH TONED

Conceived and created by Florence-based Studio 63 of Miss Sixty retail renown, Breil's Shanghai flagship is located in the trendy Xin Tian Di shopping district. Touch-activated displays – interspersed amongst leather-covered cubes – play off the advertising tagline, "Don't touch my Breil." Steel rods protrude at varying lengths from one wall, creating niches for merchandise. Another colossal,





seemingly tiled plane appears pixelated and anchors the space. "It's a graphic wall. You can change colors, materials and write hundreds of small poems directly on the panels, or even arrange them to spell 'I love you' in bas-relief," explains Studio 63 architect, Massimo Dei, of the detachable, inscribable squares. "It's never boring." Nor is the signature steel store, the reflective surfaces and pixel-inspired displays of which repeat the theme in myriad variations. breil.com JS

