

substance+STYLE

surface

FASHION
ARCHITECTURE
DESIGN

THE *annual*
DESIGN
ISSUE

GUIDING LIGHT: HAVING
A BALL WITH EMINA



65

SHORE THINGS THE MOST PROVOCATIVE AND PROMISING IN MEDITERRANEAN DESIGN
from RUDY RICCIOTTI'S architectural assaults to Turkey's grand KANYON and the urban plantings of ECOSISTEMA

FUTURE SHOCK ARNE QUINZE, SPHAUS and JURGEN MAYER H. *propel design into the next dimension*

NOUVEAU ITALIAN *Reinventing traditions and techniques with GIANVITO ROSSI, NICOLAS CAITO and 6267*

176 FOCUS_THE MED

ITALY



Photography BENNY CHAN

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 Borroso. "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 Borroso'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,



Photography BENNY CHAN



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

