

POWERSHOP 3

New Retail Design



FRAME



2 OPERA

by ZOEVOX



2

WHERE Paris, France WHEN December 2010
CLIENT BNP Paribas DESIGNER Zoevox (p.687)
TOTAL FLOOR AREA 909 m² SHOP CONSTRUCTOR Talia
PHOTOGRAPHER Veronique Mati

BNP Paribas is a European leader in global banking and financial services. With the opening of its first concept store – in the historical building of 2, Place de l’Opera in Paris – the ultimate objective was to defy the usual aesthetic codes of the banking world. The vision of architect Fabrice Ausset (Zoevox) was to conceive a luxurious experimental space, where innovation and new customs were to be encouraged, breaking the age-old banking set-up where the client and the adviser sit on opposite sides of a desk in a straight-laced atmosphere. A colourful and creative scenography allows customers to discover the banking services on offer in a user-friendly and interactive way, enticing a sense of investigation and discovery with elegance and energy. ‘Active waiting’ is encouraged in the lounge,

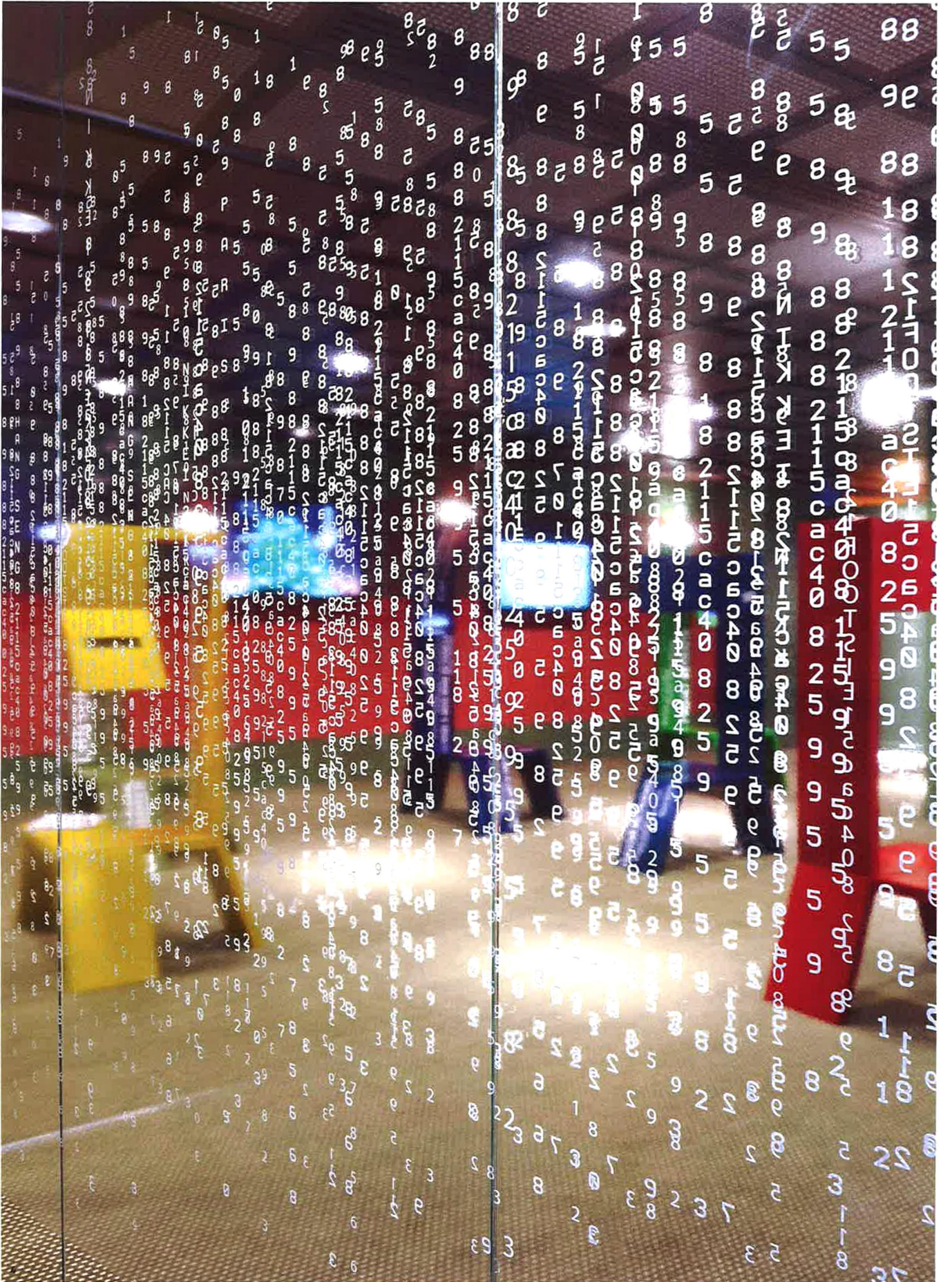
alongside bespoke Zoevox furnishings and numerous designer pieces. A few select historical references and retro features were chosen to provide an elegant link between past and future for the new function of this unique space, such as the sophisticated mirror work and intricate honeycombed ceiling. This tridimensional structure overhead, beneath the building’s 11-m-high cupola, also serves a practical purpose to dampen the acoustics and sound vibrations echoing in the atrium. Around the vast central lounge were positioned ten customer interface zones divided by glass walls (by the Ateliers Pictet), striped with fine-featured reflecting lines that create an unexpected kinetic effect. The use of reflective and metallic elements are key aspects to the interior design, enhancing the perception of depth by expanding the feeling of space.

- 1 Stools by India Mahdavi surround the long central table near the entrance which acts as the welcome desk. The pattern on the rug by Ege is designed by Zoevox.
- 2 The large honeycombed structures are incorporated overhead to break-down sound reverberations.

The luxurious experimental space entices a sense of discovery with elegance and energy



- 3 Some lower honeycombed cells are lacquered in gold and brown and lined by LED lights, providing extra illumination above the grand collaborative meeting table with its chairs by Bartoli Design.
- 4 Dividing the zones are 25 inner walls, each made of two glass slabs striped with fine-featured reflecting lines of digits that create an unexpected kinetic effect. This wall demarcates the playground zone where children can play, draw or watch cartoons.



DESIGNER PROFILES V-Z



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VBAT is an Amsterdam-based branding and design agency, focused on servicing both consumer and corporate oriented clients in retail formats, products, services and organisations. The company, co-founded by Eugene Bay in 1984, delivers unique brand concepts and benefits from the strong interaction between creatives and brand strategists in the multicultural team.



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WE Architecture is based in Copenhagen, Denmark and was founded in 2009 by Marc Jay and Julie Schmidt-Nielsen. The company has a philosophy that architecture is not the result of one person's stroke of genius. Through teamwork and trans-disciplinary networks, the studio's projects span architecture, urban strategies, tangible design and utopian ideas.



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The Wilson Brothers, Oscar and Ben, joined forces in 2004 to accomplish creative projects for an international client list. Oscar specialises in 2D image creation and handcrafted typography, and Ben is a 3D industrial designer.



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(p.524)

Wit Design is an interior-design agency based in the Netherlands specialising in brand communication and architectural concepts. Established in 1982 by Hans de Wit, the company has developed a varied portfolio, creating spaces for retail interiors, events, exhibitions and trade fair presentations with a primary focus on branding and achieving commercial objectives.



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Bob Bulcaen is an interior architect with over 13 years experience in the industry. In 2010, he established his own architecture firm witblad, which specialises in designing for commercial communication needs. The company proffers a full retail package, from corporate identity to interior and website design.



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Founded in 2000 by Masamichi Katayama, the interior design firm Wonderwall is best known for its retail concepts. Katayama's interest in design has always been broad, respecting conventional aspects of architecture, whilst breaking traditional boundaries. The company's portfolio includes projects which are distinctly unique in design and yet attentive to function.



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Zest Design + Architecture is a creative design agency with a focus on retail and the commercial sector. Architect Paul Buyschaert founded the Brussels-based company 23 years ago, which now also has an office in New York. The firm's philosophy seeks to add value to brands through the development of new service models across all design categories.



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Interior design agency Zoevox was founded in 1993 by architects Fabrice Ausset and Eric Bougaud. Specialising in exhibition and retail design, the Paris-based firm has a portfolio of 1500 projects ranging from architecture and interior design, to product and graphic design.



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Zoom Industries is an architecture and design studio which was founded by René Thijssen in 2000. Operating from two offices located in Amsterdam and Maastricht in the Netherlands, the studio combines multiple disciplines and techniques, developing brand identities and design concepts for projects that include retail concepts and exhibition booths as well as product design.

Powershop 3 is an exploration of the best in retail design from around the globe. It details 173 shops and showroom interiors and is essential reading for anyone wishing to get up-to-date with the current trends in this field. Readers will discover how designers encapsulate different styles with a brand coherence whilst often mixing-up the settings to create fun, theatrical spaces.

Divided into nine chapters over 695 pages, the book features the latest interiors which range from car showrooms to pharmacies, supermarkets to book stores and luxury fashion boutiques to sneaker shops. The showcased shops are by both new studios and world-famous designers, including Ronan & Erwan Bouroullec, Hayon Studio, Ippolito Fleitz Group and Wonderwall.

The essence of this book comes from the inspiring interiors which are featured. Each article, accompanied by outstanding photography, explains how the design concept was developed and executed. For many shops technical information is also included, such as sections, floor plans and sketches, helping to further explain the design process from concept to execution. Completing the book is an index of the featured designers, with studio profiles and contact details, along with addresses of all the shops. *Powershop 3* outlines the key role that designers play integrating brand identity into retail concepts in order to realise some of the most inspiring retail spaces in the world.

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