

S T Y L I S H

# STORES

Visual Gusto  
For  
Shoppers

VOL. 2

ARTPOWER

Stylish Stores  
Visual Gusto For Shoppers

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# Preface



Detlef Becker

Head of Retail Design & Manager,  
Heikaus Concept GmbH

### Individuality wins – successful 21st century shop concepts

70 % of all purchasing decisions are made subconsciously at the POS. 80 % of all sensory impressions are taken in by the eye – but only if the customer is comfortable! A successful shop concept is characterised by being unique and emotional. Customers are surprised and whisked away into a different world. The design raises attention or polarises – and most of all, it is emotionally touching. This is the only way to effectively differentiate your shop from direct – spatial or price-related – or indirect competition. In contrast to the online trade competitor, you can offer the true sales experience free of charge. I would like to briefly sketch some general considerations - the puzzle pieces for success.

### Diversity requires ideas – hitting the target group

The most important objective therefore is that the customers will feel good and their interest is raised. However: there is no single one ‘right’ emotion to be raised because there is not any single one product and any single one customer. Still, one generally positive emotion is feeling right at home: this is an ambitious objective. Perception and preferences are just as diverse as people are. An ascetic 68-year old will hardly feel comfortable in a modern design temple, and a fashionable teenager will not want to buy his glasses in a shop reminiscent of his great-aunt’s living-room. The overall concept must be right.

### Individual and unique – concise and customised

Generally, a shop’s emotional character results from the colours, shapes and materials used. The individual appearance of retail trade or the independent looks of a brand can be supported or emphasised particularly effectively at the POS using a matching architecture. This applies regarding ‘hardware’ like walls, floors and

furniture, as well as for less firmly anchored design elements. All of them contribute to the room’s impression. Therefore, the atmosphere and room ambience can be positively changed by some simple means: lovingly selected details like accessories, pictures, settees – comfortable or stylish, depending on the target group and effect desired – will often turn out very effectively.

### More than just lighting – light architecture

The importance of well-balanced lighting concepts should not be underestimated either. They effectively use products and brands, place visual focus points and subtly but effectively direct all looks to the presented (campaign) goods. In particular indirect lighting essentially supports comfortable room ambience while direct lighting is important for accents as well as for safety (e.g. for walkway illumination).

### Excursion 1: A trip into the fashion world

There is hardly any industry as diverse and trend-oriented as the fashion industry. It has product versions galore: from children’s fashion to men’s fashion, from sportswear to gala fashion, shoes or accessories; elegant, glittery and glamorous or sportive and fresh – the textile area hardly limits imagination at all. Innovation and new ideas are particularly important here. Therefore, the fashion area offers a perfect field of action for creative designers and courageous business owners. Working up-to-date and to match the current trends without being short-lived is particularity important here. Let us turn shops into stages! Let us stage brands – and their customers – as stars!

### Excursion 2:– Seeing and hearing aids pose special challenges

In particular with products and services that are not purchased or used ‘gladly’ or ‘voluntarily,’ we are facing the special challenge of making the supposedly ‘unpleasant’ visit to the specialist shop as easy and pleasant to the customer as possible. Two examples are the optician and hearing aid industries. No one will be happy to suddenly need an ‘aid’ in everyday life. Nevertheless, these areas have also experienced a change in the wind over the last few years.

Spectacles and hearing aids have long stopped being just a necessary evil and have almost become a fashion accessory. This is reflected in the incredible diversity

of models and versions. Their designs, forms and colours differ vastly from the unobtrusively discrete models of the past. Spectacle-wearers today wear their ‘seeing aid’ proudly and confidently, and the hearing aid area also sells more and more obvious hearing systems. Customers therefore have high demands not only to the products as such. They also demand good consulting in an attractive, comfortable atmosphere. Rooms reminiscent of a doctor’s office or waiting room are absolutely forbidden here. Quite the opposite: the rooms must convey a fashion and, in part, wellness idea. Some effective stylistic devices for them include generous glazing in the façade to permit just enough of a view of the interior to raise curiosity. Presentation furniture and display cases with distinctive shapes and colours hold displays that are changed periodically. Targeted use of spatial and design elements like colour or material contrasts directs attention subtly and unobtrusively, but nevertheless effectively. Creativity will prevail!

### And last but not least: Authenticity will prevail!

Last but not least: the owner must feel right at home in his shop. Only then can he be truly himself, truly authentic. Therefore, shop design that will cause him as a person, the shop and the target customers to speak different languages, will hardly be successful. The ideal rooms might be compared to our personal rooms: we make sure to use special materials and a relaxing atmosphere to make them as comfortable as possible for our friends and ourselves. Nothing is more personal than our own rooms – and nothing will reflect our personalities better.

Shops should be the same: innovative, individual, multi-faceted. Comfortable, homey or classical. Modern and straight-lined. Or maybe – if we are very bold – even polarising. Rooms that will turn shopping into an adventure and customers into fans.

This book beautifully shows that the understanding of successful sales via emotions, imaginings, fantastic journeys and enticement of the customer is slowly developing. Enjoy! I hope that this book will give you the inspiration and courage to take up one idea or another.



Ákos Schreck

Architect, Minusplus

Magic revue or surrealist fairy tale?

Looking at the world of retail stores can raise such questions. The designers’ task resembles to the creation of a new expressive universe: the design should focus mostly on the magnification of one single feeling, the elaboration of one single idea. If we consider designers as magicians, they



Tsung-Jen Lin

Director, CROX International Co., Ltd.

Commercial space has been influenced and reflected the human civilizationactivities.

A commercial architect, therefore, is in the important role to presentthe store inresponding to the spiritual of the brand. It is not just about the display system and the consumer flow, the design needs to

do one magic trick: we are merged into the ambience, we become part of the product, as if scales were inverted like in the surreal world of Alice in Wonderland. We are delighted and deluded at the same time.

What do we find if we try to understand the creation of these suggestive universes? Contradictory conditions of cultural, financial and brand demands are hidden by the perfection of the result. The deeper nature of the design lies in the trade-offs behind the scenes. The beauty rises from the resolutions or the bypasses of the ambiguities and contradictions. First of all there is the clash of cultures to be faced: the meeting of the global brand with a culture of a city. Hello I am Brand, nice to meet you City! Secondly, the freedom of the expression is strongly limited by brand identity. Architectural and spatial solutions should echo the world of the product. The

next challenge to be faced is the adaptation to the site. Architectural details and the use of materials is so elaborated and refined, they assume the qualities of product design. During the adaptation this perfection is opposed to the local situation and the limitation of the premises. Of course this is relative and reflective, the adaptation process can be very inspiring as well. Finally the “less” confronted to “more”. No matter the size of the space there is a constant urge to fit many things, to make large structures and to create unique statues. The sensory and emotional representations make the results feel dense and oversaturated.

Still we are more than happy to be drawn into this wonderland. This is illusion, this is magic, let yourself be bewitched. Abracadabra!

leverage the entire shopping experience and enhance the unique brand identity.

Like the project Artemide Flagship Store, design firm CROX approaches the space design with branding strategy. The actual design is launched after the study of the brand value, philosophy and business model. The result is a free form cloud in corresponding to the natural light source to enhance the image of Artemide product.

This book collects outstanding commercial spaces those with clever branding solutions. It is the different culture, lifestyle and business position makes life full of visually, emotionally and spiricially exciting space experience. Through architects aethetical sense and lifestyle sensitivity, commercial space will continue be engaging and glamour.

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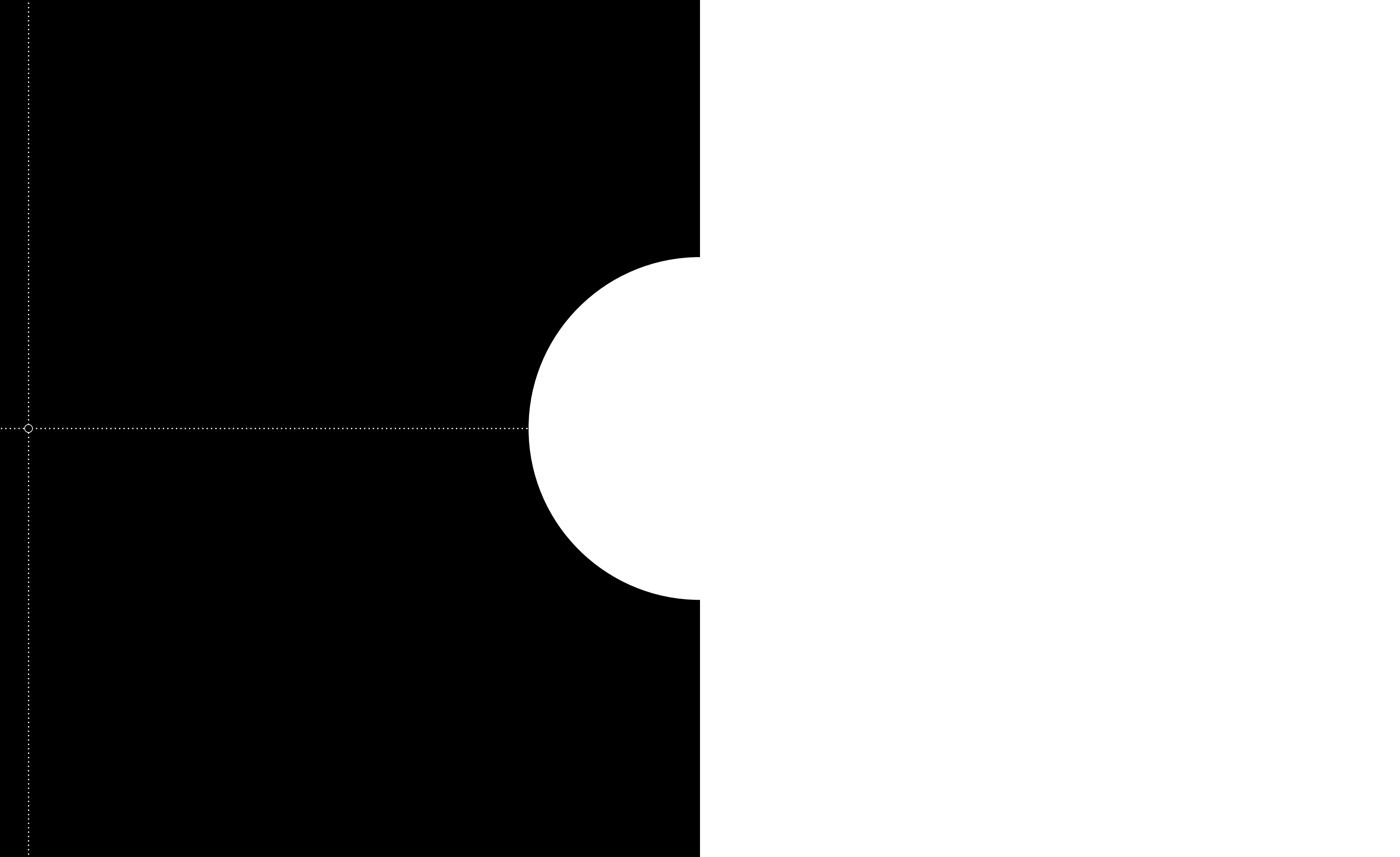
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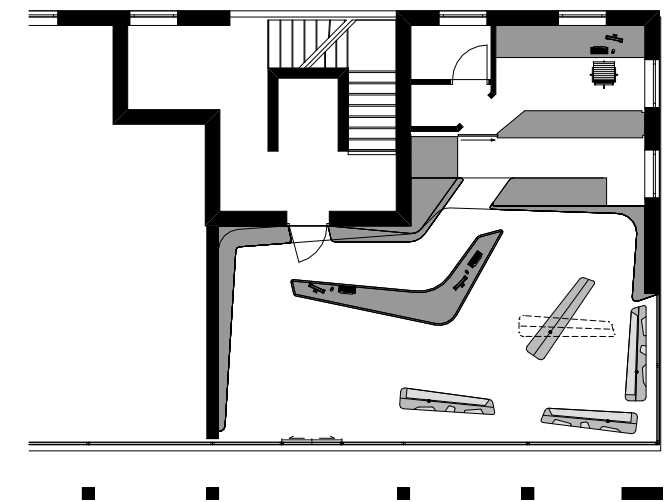
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Health & Beauty Stores



#### Project

## Parapharmacy

#### Design Agency

## monovolume architecture+design

Satisfying functions as well as aesthetic demands are not exactly easy for the pharmacy business, at least not in architectural terms. Things are apparently different in South Tyrol. Here, in a new building in the centre of Eppan, pharmacy has been built to actually meet the highest design standards.

Due to the limited floor area, a thrifty, well considered use of space was essential for the executing architects from Monovolume. The concept therefore has its origins in every pharmacy's holy of holies, the pharmacist's cabinet, whose lines penetrate all the furnishings. Shelves around the edge of the interior were used to create copious presentation areas, whose horizontal lines embrace and visually enlarge the space and provide a setting for a tailor-made Corian counter, which seems to float as a dynamic focal point on a band of light above the white marble terrazzo floor. Due to its unusual size for a village

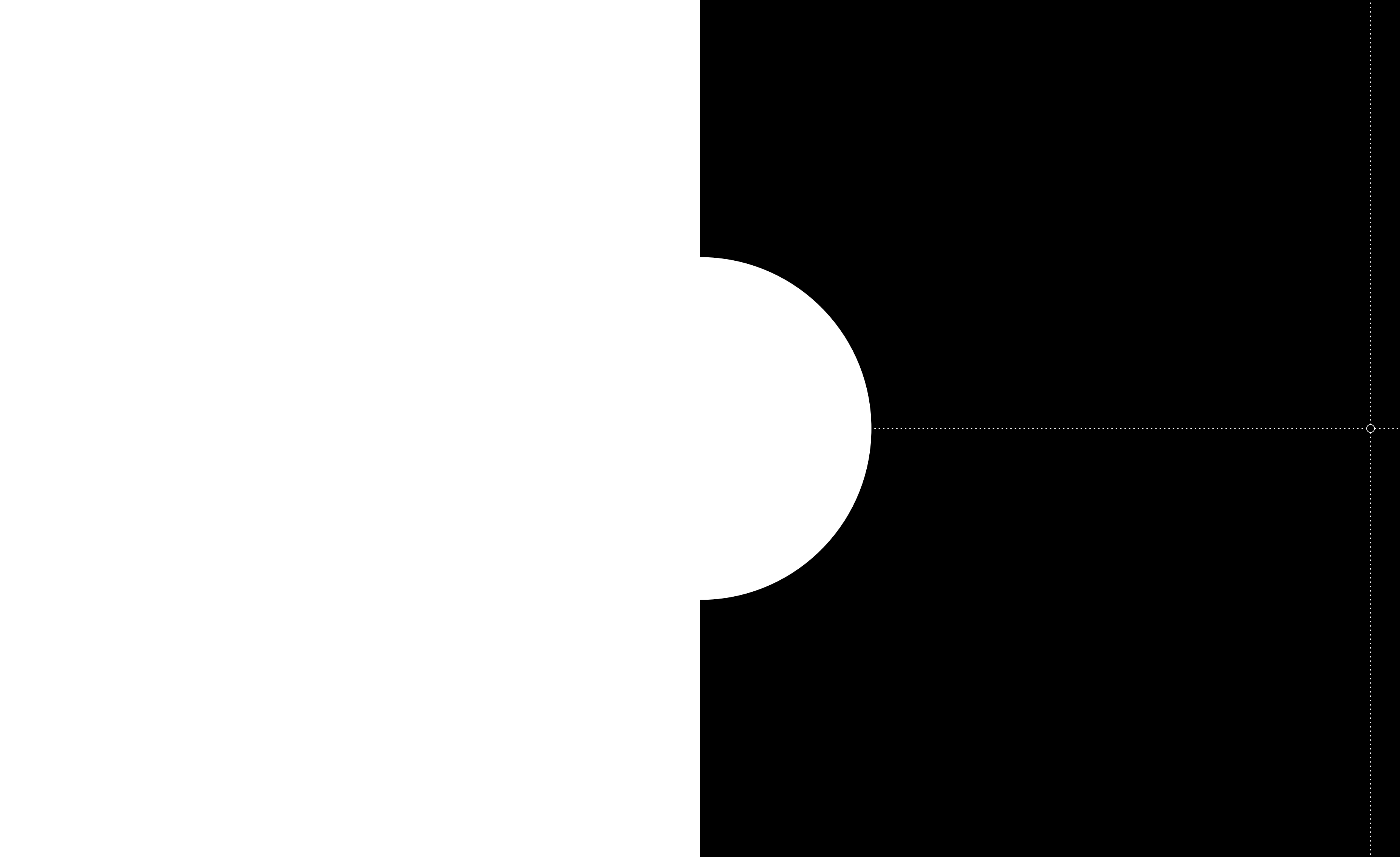
pharmacy, this simultaneously enables appropriate consulting activity and maximum discretion, while the unusual, highly curved shape prevents it from having too powerful an effect. Pivoting shelves were tensioned between floor and ceiling and present niches for displaying selected products on the side facing the window. Their height was determined such that they restricted the view from outside without lessening the generous feeling of space or amount of light entering the building. In order to direct the attention of customers to the mostly colourful products, the entirely white furnishings made from painted MDF retreat into the background. Balanced lighting throughout allows the pharmacy seemingly to disappear entirely behind its products.



**Project Information**

○	<b>Location:</b> Appiano, Italy	<b>Lighting design:</b> Solux
●	<b>Client:</b> Kofler	<b>Photography:</b> Piero Perra
●	<b>Area:</b> 85 sqm	<b>Materials:</b> Corian and white marble terrazzo floor





## Alberto Apostoli Architecture & Design

Alberto Apostoli was born in Verona in 1968. Graduated in Industrial Electronics, degree in architecture in Venice in 1993 with a thesis about Economy. He opens in 1997 Alberto Apostoli Architecture & Design, characterized by a varied professional vocation consequence of its personal path. In 2006 opens his first personal exhibition at the headquarters of the European Parliament in Brussels by the title 'contaminated architectures between communication and design', causing the attention of the European press. In the same year he opens a study in Guangzhou (China) and in 2007 a representative office in Casablanca. In 2010 Apostoli designs SaSHa (Sauna+Shower+Hamмам) for Jacuzzi, worldwide well-known manufacturer of tubs. Alberto Apostoli has design and marketing culture, that gives every project strong innovation. His projects are published all over the world.

## Armada

Armada is a multidisciplinary creative studio located in Ljubljana - Slovenia. Founded in 2000, Armada is specializing in interactive design solutions. Armada and their clients share the belief that idea and user experience are the most important elements of any successful marketing design.

Darko Miladinovc, Creative & Art Director, understands design as a Science that transforms art into function.

Marko Miladinovic, Manager & Writer, is responsible for initiation of all Armada projects, also following clients potential, market trends and possibilities for innovative solutions.

## AvroKO

AvroKO is a New York-headquartered design and concept firm that is most notably defined by its lack of definition. Equally adept at the creation of such varied disciplines as architecture, furniture, food, books and even fashion, AvroKO's four partners – William Harris, Greg Bradshaw, Kristina O'Neal and Adam Farmerie – each bring a unique vision to their multi-faceted design mission.

AvroKO has grown to a staff of over 20, headquartered at their Elizabeth Street offices in NoLiTa. Their growing portfolio of critically-hailed architecture work, including restaurants, bars, hotels, and residential projects, shows a humming conversation between the ideals of the past and off-beat sensibilities for the future; between cultural memory and social interaction; and between the physical, emotional, and psychological realms.

## BEING BORN

BEING BORN is a German brand agency located in the city of Hamburg. The agency manages and designs 3-dimensional brand identities such as retail, trade fair stand, or showroom design in order o accommodate the growing importance of identities and brands. The 3-dimensional branding rings brand identity to life in space. The designs provide ongoing support for companies, helping them develop and manage the emotional power of their brands.

Believing in the indispensable combination of indepth strategic consulting with a designer's level of detail, they offer both. Their design always follows a well-formulated strategy to convey the uniqueness needed to foster brand identification. The strategic goals and visions are translated into forms perceptible to the senses.

The agency consists of consultants, strategists, project managers, 2D and 3D designers. The employees are supported by a specialized network of select and experienced organizational developers, PR consultants, fashion designers, architects, journalists, directors, illustrators, programmers and more, a network that has been developed and refined over many years.

The agency is managed and owned by Katja Born. They won several design prices and Katja Born teaches Brand Building at the AMD, an academy for fashion and design in Hamburg.

## Chrystalline Artchitect

Born in Jakarta, Indonesia in 1983, Christophorus Jauhari graduated in 2005 from Tarumanagara University as a valedictorian with a perfect grade on his final assignment entitled 'Garbage Recycling Station' which his professors called as a 'novelty and extraordinary' concept.

After his study, he assigned himself as a freelance architect for 2 years, searching for in-depth experience, before finally establishing his own architecture firm in 2007, named 'Chrystalline Artchitect'.

To him, architecture is an inexplicable form of art, which can't be categorized as abstract. His passion for architecture has never stopped growing. His fervor expands even more, especially when it comes to working with insubstantial conditions.

His scope of work includes mostly residential, hospitality, institutional, and retail stores. His extraordinary designs have led him to receive special recognition from 'Bravacasa', an Indonesian magazine, for best design in lighting, dining room and bedroom.

## Cinimod Studio

Cinimod Studio is a cross-discipline practice based in London specializing in the fusion of architecture and lighting design. It was started by the architect Dominic Harris, whose passion for interactive art and lighting design has produced built projects now found across the international art and architecture scene.

The ongoing work of Cinimod Studio is both visually stunning and technologically advanced. A dedication to research and development ensures that the studio stays abreast of the latest technologies and fabrication techniques. The studio is currently involved in several projects in both the UK and abroad, and has designed bespoke lighting products that are now in production.

It is a fundamental belief of the studio that Cinimod Studio should design the experience first and then use our best technologies and techniques for making it a reality.

## Concrete Architectural Associates

“There are no problems, only solutions”

Concrete develops total concepts for businesses and institutions. The agency produces work which is commercially applied. This involves creating total identities for a company, a building or an area. The work extends from interior design to urban development integration and from

the building to its accessories. Concrete, for example, also sets the perimeters for the graphic work and considers how the client can present itself in the market.

This all happens from the ‘one concept’ philosophy. The designers of concrete create holistic plans and everything they design is used for the benefit of that total concept: that’s where their strength – and thus the client’s greatest advantage – lies.

Concrete is dynamic, quick on its feet and self-determined. The agency thrives on hard work and the creation of beautiful things. Concrete does not have a pre-determined style and the designers do not simply create designs, interiors or buildings: concrete devises solutions.

## Creneau International

Creneau International is a Belgian concept and design consultancy and has more than 20 years of experience in realizing highly reputable projects worldwide. With offices in Hasselt and Dubai, representation in Sydney, Prague and Kiev and a production plant in Jakarta, CI is exploring its boundaries every day.

That’s the corporate side, but what does it mean? Their house logo featuring two winged monkeys and the baseline ‘Hac itur ad astra,’ gives a pretty good idea: CI makes you reach for the stars. Through their design concepts, including interior design and brand image to graphic creations, their ‘ideas of the anti-ordinary’ are stamped on the imagination of global visual communication below the line. Modeling the intangible and transforming the tangible,

that’s their working domain. As atmosphere architects, they thrust their way into your environment and transform your brand values and company’s mission statement, into a total design concept.

## Crox International Co., Ltd.

Inspired by Rem Koolhaas, the world famous architectural theorist and his landmark publication S, M, L, XL, Crox International is a design firm established with the belief that the relationship between the users and the environment must reach the state of equilibriums in all space design projects. From metropolis plan, city landscape, interior decoration, exhibition design to scenery creation, Crox has successfully

overcome the traditional space definition and presented a new experience of communication without boundaries.

Based in Taipei and Shanghai as one of the world’s most dependable space design firms, Crox embraces every project type from all geographic regions and budget levels. With the enormous energy and insights from the global specialists, the team is committed to collaborating with clients and their ideas. Crox is continuously working in the productive team-cooperation system to deliver the inventive marketing conformity through design satisfaction.

## CUBE Architecten

The basis for each of CUBE’s projects is a pragmatic approach in which architecture and content are strategically used. A successful project will use all the opportunities that lie within the context, whether spatial, conceptual, programmatic and financial.

Each project starts with a clear and focused analysis beforehand. An analysis of the place and the requirements but also the underlying question. The latter can be through interviews, financial modeling or workshops. On the basis of analysis an intelligent answer to the question can be given. But it also allows all possibilities to be explored to the full.

CUBE uses architecture as a strategic tool in a creative process. Not vice versa. Creativity does not mainly make beautiful drawings. It is the ability to create new or unusual solutions to existing problems. Combining knowledge and establishing links, the work of CUBE always comprise more than just the design.

CUBE has a broad experience in developing specialized components for special projects.

CUBE believes a project should make as little an impact on our environment as possible within it’s boundaries. There are numerous possibilities in energy efficient solutions and sustainable materials. CUBE is a Cool Endeavour company, working closely with its partners on a more sustainable world.

## De Jorio Design International

De Jorio Design International, a leading Italian company, was established in 1956 by Architect Giuseppe de Jorio. From the 80s, Architects Vittorio de Jorio and Marco de Jorio joined him in the company management, and currently are responsible of all projects. As company of creative design and technical consulting among the most successful and innovative in the field of high-level design, De Jorio Design International is today considered a real and true school of thought and a trend setter.

A pioneer in believing in the didactic role and in the function of the cultural ‘product’ of every new project irrespective of the sector to which it belongs, DJDI has always stood out for the high qualitative and artistic value of its creations, considered ground for experimentation of new and recognizable formal languages, often so surprising as to constitute a reference model for Design in general.

## Elia Felices Interiorismo

Elia Felices was born in Almería (Spain) in 1973 but soon moved with his family to Barcelona. Their family environment is linked to furniture business and painting, legacy which has allowed him know the decoration market as well as develop a special passion for graphic and colour, always presented in their projects.

Despite his youth, Elia Felices has a clearly recognisable style that is balanced with the specific needs of each project; a style of theatricality that reaches elegance without stopping in minimalism.

Elia is defined as a scenic interior designer, creating environments which seek to generate visual impact on the ‘Viewer’, evoking feelings of peace, relaxation, emotion... and all these in a simple and straightforward way, staging it exempted overburdened elements.

Elia’s projects do not neglect the commercial purpose, making interior design a profitable investment for their customers. They view as their businesses acquire power on brand providing added value. Proof of this are projects such as Dalai disco, New Kuvee or Finques La Llar upgrades.

## Epigram Group + FGMF Architects

Founded in 1999, Forte, Gimenes & Marcondes Ferraz (FGMF) has shown in these few years the ability and flexibility to deal with a wide range of design types and scales.

Based on the partners’ international and academic experience, the studio pursues a different and fresh approach to every design proposed. There are no pre-determined formulae or strict method defined – we start always from scratch and make the design process our research tool for a brand new vision of the city.

We are proud to have earned several relevant national architectural prizes, mostly awarded by the Brazilian Institute of Architects (IAB-SP). Such prizes stimulate our passion and focus on creative and efficient designs.

## HEAD Architecture and Design Limited

HEAD Architecture and Design Limited was established in Hong Kong by a group of architects, designers and project managers who shared the common goal of the pursuit of excellence in architectural design. Their scope of experience broadly covers all aspects of projects from inception through brief development, conceptual and developed design on a wide range of projects.

HEAD Architecture and Design Limited is headquartered in Hong Kong and managed by Directors Mark Panckhurst and Mike Atkin. With affiliated offices in Shanghai, Brisbane, London and Guangzhou. HEAD are well positioned to respond to assignments around the world.

During their careers, Head Architecture and Design Limited staff have been extensively involved in projects of varying size and complexity and in many regions throughout the world. Their multi-disciplinary team enables a comprehensive design service from initial conceptual planning through to supervision and completion of project site works.

## Heikaus Concept GmbH

Marc Heikaus, current manager of Heikaus Interior GmbH, Heikaus Concept GmbH and CEO of HEIKAUS AG, has been working in the company from a young age. After passing his Wirtschaftsabitur, he started his apprenticeship at what was then Vittrashop (today´s Visplay/Vizona) in Weil am Rhein. In 1992, he entered the company and extended the portfolio step by step.

Heikaus now has two successful locations in Germany and one sister company located in Hergiswil, Switzerland. Heikaus is a general contractor as well as a successful provider of innovative design concepts and considers himself as an architect of the future: ‘We are not just simple designers. We are developers and visionaries. We do not satisfy demands, we create them!’

In doing so, he is supported by Detlef Becker, manager of Heikaus Concept GmbH.

Detlef Becker, manager of Heikaus Concept GmbH and head of the team of ten architecture and design department, completed an apprenticeship as a carpenter after he had passed his A-level exams. In addition to his passion for wood, he soon discovered an enthusiasm for design, and consequentially studied architecture.

Since May 2001, Heikaus is the creative home of Detlef Becker. Here he is responsible for the development of architectural, retail and design concepts, mainly for the branches watches/jewellery, optics/hearing aids, fashion and footwear.

## Ippolito Fleitz Group

Ippolito Fleitz Group is a multidisciplinary, internationally operating design studio based in Stuttgart. We are identity architects. We work in unison with our clients to develop architecture, products and communication that are part of a whole and yet distinctive in their own right. This is how we define identity. With meticulous analysis before we begin. With animated examination in the conceptual phase. With a clarity of argument in the act of persuasion. With a love of accuracy in the realisation. With a serious goal and a lot of fun along the way. Working together with our clients. As architects of identity, we conceive and construct buildings, interiors and landscapes; we develop products and communication measures. We do not think in disciplines. We think in solutions. Solutions that help you

become a purposeful part of a whole and yet distinctive in your own right. We architect your identity.

## Isay Weinfeld

Born in São Paulo, Brazil, in 1952; graduated from the Instituto Presbiteriano Mackenzie’s School of Architecture in 1975, Weinfeld returned to the school years later to serve as tenured professor of Theory of Architecture.

Amongst the various projects developed over more than 30 years, there are houses, commercial buildings, banks, advertising agencies, hotels, stores, restaurants, etc., in Brazil and abroad.

He was awarded several prizes by the IAB (Brazilian Institute of Architects) and other competitions. 2009 has been a remarkable year for him, his project won the MIPIM Architectural Review Future Projects Awards in the Residential category. It was also chosen Overall Winner in the competition. Besides, he won in the Shopping category of the World Architecture Festival.

## Iván Cotado

Freshness, design, functionality and love for work well done, are perhaps the concepts that best define this original Spanish studio. They perform all types of projects for interior design in which the design itself is the main protagonist. They shape and customize the original idea for obtaining a global solution based on finding a balance between aesthetic, functional and structural aspects. Bold and constantly evolving, they rarely repeat an idea, a material or a concept, because they believe in the realization of personal feelings, and these are always unique.

## Joey Ho Design Limited

Born in Taiwan China, raised and educated in Singapore, Hong Kong-based interior designer Joey Ho is the founder and creative director of Joey Ho Design and Basheer Design Books. Majored in architectural studies, Joey’s adventure in architect-led interior design was studied in Hong Kong.

Being obsessed with interior design, Joey displays his inexhaustible energy and passion by founding his own

design firm in 2002. To date, Joey has won more than 70 awards, both from local and overseas.

Driven by his multicultural background, Joey has become known for his vision and avant-garde in his design expression. His independent taste and sense of modernism enable him to specialize in designing spaces that boldly discover the genuine themes of useful lives and adeptly visualize the augments of narratives in figurative form and contemporary style to provoke people into using their imaginations and redefining experience of lives.

## Jorge Sousa Santos

SOUSASANTOS is a design team focused on the connection between the human environment and the cultural and technological context of our times. They feel that every architectural scheme is multidisciplinary, and not related only with the conventional definition of architectural design. The design process must support a fluid mutual relation between architecture as an area of knowledge and other fields: economics, ecology, science, philosophy and technology.

Jorge Sousa Santos, a Portuguese architect, was born in 1971. Graduated from the Lusíada University of Lisbon in 1994. Designer at Manuel Tainha Office in Lisbon from 1994 to 1999. Master Degree in Contemporary Theory of Architecture at FAUTL (Technical University of Lisbon Faculty of Architecture) in 2002. Teaches Design Studio 3rd Grade in The Lusíada University of Lisbon from 1998. Visiting Teacher at the Architectural Association of London in June 2003. Currently develops the PhD in the Lusíada University of Lisbon.

## Juan Carlo Calma

Juan Carlo Calma is a freelance architect, interior designer and sculptor. He graduated with an AA Diploma at Architectural Association School of Architecture in London 2009. He now works as an architectural design consultant for MDCC (Multi Development and Construction Corporation) based in Philippines and specializes in interior finishing particularly hotel industry, commercial, retail and high-end residential projects. His works always push the boundaries and creates unique spaces. His works are published in international magazines such as Frame, Metropolis NYC and books such as Very Small Shops by John Stones and Fairchild College Level textbook entitled

Sustainable Design in Interior Environments by Susan Winchip. He was also nominated for Best International Retail Interior by Retail Week.

## Karim Rashid

Karim Rashid is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest to Karim’s legend of design. His award winning designs include democratic objects such as the ubiquitous Garbo waste can and Oh Chair for Umbra, interiors such as the Morimoto restaurant, Philadelphia and Semiramis hotel, Athens. Karim collaborated with clients to create democratic design for Method and Dirt Devil, furniture for Artemide and Magis, brand identity for Citibank and Hyundai, high tech products for LaCie and Samsung, and luxury goods for Veuve Clicquot and Swarovski, to name a few. Karim’s work is featured in 20 permanent collections and he exhibits art in galleries world wide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA Industrial Design Excellence Award.

## kissmiklos & Tatlin

kissmiklos (Miklos Kiss)  
Hungarian emerging artist and designer, 1981 born in Dunaújváros, HU

Education:  
2002-2006 Hungarian Academy of Fine Arts, Teacher Department  
2003-2006 Hungarian Academy of Fine Arts, Painting Department  
2001-2003 Hungarian Academy of Fine Arts, Graphics Department

Tatlin (Ferenc Gabor Görög)  
Hungarian artist and dj, 1980 born in Kazinbarcika, HU

Education:  
2004-2008 Hungarian Academy of Fine Arts, Teacher Department  
2002-2007 Hungarian Academy of Fine Arts, Intermedia Department

## IIPTHAY + COHN + CONTENLA

The studio is a fashion and style free place that allows the experimentation with materials and building solutions, making of each project a unique space. Each project has a deep analysis and study stage, were the basis is structured.

From this common space, projects are designed to solve challenges with proposals that accompany, respect and link with the location, without imposing.

Today, LIPTHAY+COHN+CONTENTLA is working in diverse areas such as residential, retail, corporative buildings and public spaces, making of this studio an interdisciplinary office where professionals and technicians work side by side.

They believe that understanding the specific needs of the client is fundamental in order to achieve a successful result. This is achieved by an open and direct dialogue between the involved areas: consultants, technicians and the client.

In the international field, LIPTHAY+COHN+CONTENTLA is the local correspondent architecture studio for worldwide known multinationals, and is part of an international collaborator net.

## M+R Interior Architects

M+R Interior Architects is an international operating office founded in 2000 by Hans Marechal and Marie-Louise Rooijmans. Their fields of activity often involve complex assignments such as converting and designing offices, airports, libraries, restaurants, hotels, theatres and shops. Among their design skills and core activities for building and interior architecture they are also involved with revitalizing existing buildings and monuments in particular. The architects from M+R determine the form and content of each design assignment on the basis of the program of requirements. Creativity, functionality, sustainability and ergonomics are translated in a well thought-out manner into a unique final product with an identity of its own. The power of a strong design is vision, innovation and the quality of realization.

## Ministry of Design

Ministry of Design was created by Colin Seah to Question, Disturb & Redefine, the spaces and forms that surround us and add meaning to our world.

An integrated spatial-design practice, MOD’s explorations are created amidst a democratic ‘studio-like’ atmosphere and progress seamlessly between form, site, object and space. They love to question where the inherent potential in contemporary design lies, and then to disturb the ways they created or perceived - redefining the world around us in relevant and innovative ways, project by project!

This, they declare, is real change, not change for the sake of novelty.

Fortified with these aspirations, they begin each distinct project anew by seeking to do 2 things - to draw deeply from the context surrounding each project, but also to dream freely so that they might transcend mere reality. Each MOD project endeavors to be delightfully surprising but yet relevant, distinctly local but still globally appealing.

The response to their ethos has been overwhelming and they’ve received critical acclaim with a multitude of international award wins and key media coverage.

## Minusplus

MINUSPLUS | Custom Made Architecture  
Minusplus is a Budapest based innovative architecture and research studio with the aim to integrate a wide range of disciplines in our work. We focus on collaborative and experimental design methods, accenting on human presence.

Our work is defined through a wide research field: modeling, animations and interactive tools. we would like to set a new attitude, to show the advantage of cooperating with researchers from other disciplines. This would help us to widen our perception on available technologies, to involve new solutions and innovations in our projects.

Cooperation  
The surveying of the requirements as well as the optimization and processing of the possible solutions for a project is elaborated in close collaboration between the client and the senior design partners of the office.

Creativity  
The criterion of creativity for us is the ability of the

reconciliation of the special, unique and unexpected ideas with reliable solutions. Minusplus regularly and successfully participates in national and international competitions. This free and competitive environment provides the opportunity to experiment and develop various design methods. Later the results and experiences can be reliably integrated into the everyday design practice.

Sustainability  
Sustainability is an indispensable condition for the success of an architectural project. The careful coordination of the profitable operation and the social and environmental responsibility is a priority elaborated through the examination of the overall process, and the optimization of resources.

## monovolume architecture+design

The architecture office monovolume has been working in the sector of architecture and design since 2003 piloting projects that go from urban design to interior design and furnishing.

The architects met at the faculty of architecture at the University of Innsbruck where they have already collaborated and worked together on projects. The participation at several national contests has given them the opportunity to carry out a number of successful projects which laid the foundation stone of the actual teamwork and the beginning of the mutual professional activity.

The monovolume team is continuously looking for a challenge. Architecture and design mean much more than just the creation of a form. It is important to us to question the traditional beliefs and habits and look at them from another point of view in order to create something innovative. In the foreground there is always the human being with its needs and desires. At each individual project the constructor and the architects start from this context rising methods of resolutions which are analyzed and adapted together. Remarkable overlapping uses, interesting spatial sequences, diverse applicability are the results of an exemplary cooperation in between the constructor and the designer. The basic thought which runs throughout the whole project and which represents the label monovolume is an intelligent architecture and an audacious design which reacts on the environment taking advantage on its characteristics.

## nemaworkshop

nemaworkshop is a team of architects, designers, and thinkers who create spaces which are conceptually innovative and highly sensitive to cultural and social contexts. The studio approaches projects through research and collaborative brainstorming wherein ideas are discussed and reworked until the team emerges with a cohesive concept. The process is a non-linear approach, adhering to the conviction that good ideas can come from unlikely places. Ultimately, the designs challenge architectural typologies, demonstrate acute cultural awareness and propose original spatial concepts.

## ONG&ONG

With a track record of almost 40 years in the industry, ONG&ONG has earned an unparalleled reputation for integrating skilled architecture, clever interior design, creative environmental branding and sensitive landscape design. Paramount to their success lies in their insistence on servicing their clients with creativity, excellence and commitment.

In addition to projects in Singapore, ONG&ONG has also completed large-scale developments regionally. This has prompted the setting up of offices in China, Vietnam, India and Malaysia. In-depth knowledge of the local context, culture and regulations allow them to better understand their clients’ needs. They are an ISO14001 certified practice and consistently strive to meet and exceed their clients’ expectations. To grow their international reputation, ONG&ONG has now set up an office in New York, USA.

Mr. Ong Teng Cheong and Mrs. Ong Siew May established ONG&ONG Architects in 1972. Since its humble beginnings, the firms' staff strength has grown to almost 500 over the past four decades. Going from strength to strength under robust and exceptional leadership, the organization was incorporated in 1992.

## OOS

OOS was founded in Zurich in 2000 by Andreas Derrer, Christoph Kellenberger, Lukas Bosshard and Severin Boser. Christiane Agreiter joined the management team in 2009 as partner. OOS handles projects in the fields of architecture, temporary architecture and space development. The firm is

characterized by a transdisciplinary working method and a comprehensive perception of its tasks.

## RAFAEL DE CÁRDENAS

Rafael de Cárdenas received his B.A. from The Rhode Island School of Design and, following graduation, took a job at Calvin Klein, working for three years as a designer for the men’s collection. In 1999, he began pursuing an architecture degree at Columbia University, later transferring to UCLA where he received his Masters in architecture in 2002. His first project following graduation was working with the architect Greg Lynn on the redesign of the World Trade Center site. Their submission, a series of five buildings interconnected to create a cathedral-like space, was one of the six final entries. De Cárdenas then began work in the New York offices of special effects production house Imaginary Forces. As a creative director working on experience design projects, he oversaw a range of innovative concepts including the BMW Experience at their headquarters in Munich, and the HBO store in New York. In 2005, de Cárdenas opened his own design firm out of an office in New York’s Chinatown. His interest in creating environments with moods, as opposed to any specific style, has allowed him to work with an array of clients. Using color, light, and pattern, de Cárdenas has created artful, imaginative interiors for boutiques, restaurants and private residences in London, Rome, Athens, Chicago, Miami, New York, and The Hamptons. His work has been featured in Elle Décor, Vogue Paris, The New York Times, Surface and Metropolis in addition to others.

## reMiks

reMiks is a Belgrade based design studio providing service in the field of design (interior, architecture, graphic/web, package and industrial design) as well as branding.

reMiks design trio based in Belgrade - Maja Lalic, Marko Basarovski and Mihajlo Juric - is enriched with the branding talent of Nina Babic, former Executive Director of Belgrade Design Week. Recently, reMiks has opened its New York branch led by Aleksandar Macasev, progressive web artist and communication designer.

Together with it’s sister organization Mikser, reMiks was proactive in co-organizing Belgrade Design Week and responsible of many cultural events and design promotions

such as exhibitions Ghost Project and Young Serbian Designers; lectures by Rem Koolhaas, Daniel Liebeskind, Gaetano Pesce, Karim Rashid, Droog design, etc. reMiks’ clients come from Serbia, US, Japan, China, Norway, Spain, etc.

## Torafu Architects

Established in 2004 by Koichi Suzuno and Shinya Kamuro, they work on a wide array of projects from architectural design to interior design, exhibition space design, product design, etc. Main architectural works include “Template in Claska”, “Nike 1 Love”, “Boolean” and “House in Kohoku.” Received the top Design for Asia Award in 2005, the first-place JCD Design Award for in 2007, the Commercial Space 2007 Design Award Grand Prix and the Good Design Awards 2009.

## WE Architecture

Office  
WE architecture is a young innovating architecture office, based in Copenhagen, Denmark.  
Our capability spans from architecture, urban strategies, tangible design and utopian ideas.

WE architecture  
WE architecture was founded in 2008 by Marc Jay and Julie Schmidt-Nielsen. All of the partners are experienced project managers leading competitions in large high profile offices such as BIG, Skidmore, Owens and Merrill and Carmen Pinos. Through employment in Barcelona, New York and by doing competitions and commissions abroad, the office has gained international experience and a worldwide network of collaborators.

Believes  
WE believes that the best result emerge through teamwork and transdisciplinary networks. That is why WE architecture works across continents as well as across professional borders to enter complex conditions with the best insight and precision.  
WE creates proposals that merge through creative translation of all the information we all get from contexts, conditions and programs.  
WE architecture strives to push innovative architecture forward to improve the condition of the world. No less.

Over the last year the office has been awarded in several open competitions, and has been invited to give lectures and teach at Aalborg University and DIS (Danish International Studies.)

## Working Play Design

Working Play Design is an integrated company mainly in spatial design. Our team consists of people coming from all over the world majored in Environmental, Architecture, Interior, and Art; our team is filled with multi degree thinking, and a team ready to investigate with different approaches in the field of design. We do not avoid difficult projects. we are capable of making attempts, concentrating our clients’ concept and imaginations, and project more possibilities of the living space. We believe that through ongoing communications and discussions there produce a balance in perfect definition.

## ZMIK

ZMIK is a spacial design studio with a focus on creating identity, individuality and communication in space. ZMIK exists to create unique, bold and accurate special environments.

ZMIK operates at the fringes of various disciplines, such as interior design, scenography, architecture, object design and installation, blending these to achieve integrated solutions to complex questions.

ZMIK was founded by Rolf Indermühle, Mattias Mohr and Magnus Zwyssig in Basel in 2006 and masterminds projects in the fields of shop design, brand environments & corporate spaces; exhibition design; conversions & spacial transformations; cultural events; restaurants, bars & clubs; wellness & office spaces.

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Cinimod Studio	nemaworkshop
Concrete Architectural Associates	ONG&ONG
Creneau International	OOS
Crox International Co., Ltd	RAFAEL DE CÁRDENAS
CUBE Architecten	reMiks
De Jorio Design International	Torafu Architects
Elia Felices Interiorismo	WE Architecture
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