



**POWER  
SHOP 6**

Retail Design Now

FRAME



Dennis Luo

## A Work of Substance

### KHROMIS

#### A WORK OF SUBSTANCE sculpts an eyewear boutique to help visitors better experience light

HONG KONG – To design a shop that would highlight the function and value of the product sold there, local studio A Work of Substance imagined this 75-m<sup>2</sup> sunglass boutique as a showcase of light by multiple means. The interior represents the studio's exploration of micro and macro light, reflection and refraction, through a clever use of materials that invoke the full participation of its visitors' senses. The designers sought materials that would transmit, focus and diffuse light, including stainless steel, mirror, acrylic, glass and even bright white (eco-friendly) paint. Three large windows, featuring elegantly rounded corners, bring light into the corner shop. This radius is repeated in multiple ways indoors and out: in doorways and passageways, multifunctional niches, and in furniture.

The store's flexible wall display system is made up of small, clear acrylic shelves slot into backlit grids of steel. The design team framed these reflective/refractive surfaces with luxurious reclaimed timber, while the sides of display tables, points of sale, and even a small coffee bar, were repeatedly and deeply chamfered. An example of craftsmanship of the highest standard, the chamfering recalls the shape of stacked prisms. The wood also gives the eyes a moment's rest from the shop's play of light.

**ABOVE** Located on an exposed street corner, the sunglass shop uses large windows to draw in natural light.

**BELOW** The wooden flanks of furnishings like displays and point of sales counters are chamfered to resemble opaque prisms and to conceal display or storage drawers.

**RIGHT** In an arched, steel-lined niche, visitors can sit and try glasses on as if at a vanity.

**FOLLOWING SPREAD** The wall display system is a grid of stainless steel into which acrylic shelves are slotted and illuminated from behind, forming a dynamic, yet neutral background for the sunglasses.



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## DESIGNER



**IZU33**  
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Munich-based award-winning studio Izu33 is an architecture firm working exclusively in the field of spatial brand communication. The studio develops and implements retail concepts, as well as scenography and exhibition design, reflecting brand values in object and material choices. Guided by founders Hendrik Müller and Georg Thiersch, the team of 25 architects and interior designers invests in long-term partnerships with clients like Gaggenau, Aesop, Occhio and Hansgrohe. **p.000, 000**



**A WORK OF SUBSTANCE**  
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At the epicentre of Hong Kong's design revolution, A Work of Substance utilises design as a tool to rejuvenate local neighbourhoods, creating works of substance that make the city a place people look to for inspiration. Ever-daring and ever-curious, the practice is constantly venturing into new projects and industries, including the launch of its exclusive line of furniture and lighting. Its work spans the globe from Seoul, Singapore, Bali and Bangkok to Rio de Janeiro and Vancouver. **p.000**



**AEDIFICA**  
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Aedifica is a collective of experts and creatives with a shared desire to develop inspiring, meaningful and sustainable living environments. Delivering projects of all scales and types across America, the firm relies on the synergistic know-how of its expertise to create mobilising spaces for organisations, users and communities. From its headquarters in Montreal, as well as offices in New York and the Caribbean, Aedifica brings together the efforts of nearly 200 talents for the benefit of its clients worldwide. **p.000, 000**



**ALBERTO CAIOLA**  
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Alberto Caiola is an award-winning practice specialising in interior, exhibition and product design. Its interdisciplinary thinking reinforces the entire work process, helping the team put forward comprehensive visions that combine a poetic approach with a pragmatic attitude. Through meticulous attention to both process and detail, the practice translates one-of-a-kind narratives into authentic designs. **p.000**



**ANAGRAMA**  
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Anagrama was founded in 2009 by Gustavo Muñoz, Sebastian Padilla and Mike Herrera in the northern Mexican city of Monterrey. The trio's idea was to break the traditional creative agency scheme by integrating multidisciplinary teams of creative and business experts. Today, Anagrama employs around 35 people that work for a troupe of international clients from two offices in Monterrey and Mexico City. **p.000**



**ANDREA GARCIA ARCHITECTURAL AFFAIRS**  
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Porto-based Andrea Garcia Architectural Affairs combines architecture with curation, research, design and urban scenography. The studio specialises in projecting architecture into the public consciousness through exhibitions and editorial projects. **p.000**



**ARCHIEE**  
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ARCHIEE is a creative studio founded in Paris in 2011 by Japanese architects Yusuke Kinoshita and Daisuke Sekine. Spanning across disciplines such as architecture, interior design, spatial art and graphics, the duo's creative output is always deeply connected to their architectural ideology and multi-cultural background. **p.000**



**AREA-17**  
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Long-time friends with a shared cultural and educational background at the University of Florence, Enrico Tomidei and Andrea Iacono co-founded Area-17 in 2004. Rooted in the designers' hometown of Florence, the international firm has since opened offices in Beijing, Hong Kong, Shanghai and Cuenca, Ecuador. Area-17 is a full-service architecture and interior design studio specialising in retail, hospitality, and residential environments. **p.000**



**ARKET**  
arket.com

An offshoot of Swedish mega-retailer Hennes & Mauritz, Stockholm-based Arket designs and sells products that are available in several European countries. The young brand describes itself as 'a modern-day market' that offers its own fashion and housewares for men, women and children, but it also curates products by other design-forward brands that contribute to its sophisticated retail mix. **p.000**



**ATELIER 522**  
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Brand strategy and design firm atelier 522 is always ready to undertake all possible adventures. The studio enjoys exploring new territories with its team of interior, product, graphic and communication designers, architects, communication specialists, business economists, artists, and philosophers. In a truly multidisciplinary environment, these specialists come together to put their energy, knowledge, talent and ideas into designing the things they dream of. **p.000**



**BARDE + VANVOLT**  
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Amsterdam-based interior design studio Barde + vanVolt was launched by Bart van Seggelen and Valerie Boerma in 2014. The duo's mission is to create unique, tailor-made interiors that translate the core values of their clients. Their projects often feature a combination of bespoke furniture, high contrast and brutalist elements. By transforming their client's vision into a space, they tell a story made up of form, colour, materials and narrative elements. **p.000**



**BATEK ARCHITECTEN**  
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Founder Patrick Batek has been working as an architect since 1999. Based in Berlin, Batek and his team develop architecture, interior and furniture design projects for a widespread client base, including star chef Tim Raue, fashion retailer Zalando, Red Bull and digital agency Razorfish. Preserving the individual atmosphere of spaces is the signature approach of the firm, which specialises in restaurants, bars, hotels, medical practices, offices and private residences. **p.000**



**BELEPOK**  
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Bel Epok is a design and communication agency consisting of a core team of highly qualified graphic, product and interior designers and communication specialists. Since its foundation in 2001, the studio has maintained a strong focus on luxury and premium consumer goods for brands in the cosmetics, fragrance, fashion and jewellery industries. Its service portfolio spans from consulting and concept development to design and is divided into four distinct units: brand communication, product design, packaging design and retail design. **p.000**



**BRINKWORTH**  
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London-headquartered Brinkworth is a well-established design consultancy that has worked across the disciplines of architecture, interiors and brand design since opening its doors in 1990. The company has collaborated with other designers and artists, and worked with a range of clients to create a diverse portfolio. The office's client list includes names like Nike, Google, Sonos, Selfridges, Karen Millen, Heineken and The National Gallery. **p.000, 000, 000**



**BURDIFLEK**  
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Based in Toronto, Burdiflek is an interior design consultancy founded by creative director Diego Burdi and managing partner Paul Filek. Burdi and Filek have designed internationally, partnering with retail, real estate, and hospitality brands for more than two decades. Their approach combines 'sophistication and creative intelligence', seeking inspiration in travel, art and craftsmanship. The resulting expressive interiors transcend trends and engage audiences from all over the world. **p.000, 000**