

Mirror Mirror

FRAME publishers, Amsterdam





project
Frame Store, Amsterdam

design
i29 interior architects

client
Frame Publishers

category
retail

location
Amsterdam, NL

floor area
190 m²

completion year
2014

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'A shop that reflects on, surprises and inspires with design'

The location –the Felix Meritis building on one of the canals in the historic center of Amsterdam- is a monument. No need to say we wanted to use the qualities of this architectural jewel.



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FRAME shop is a stage for new talent, new products and brands from the worlds of fashion, art, design, media, beauty and food. A shop that reflects on, surprises and inspires with design just as much as FRAME magazine does, the world's leading magazine for interior-design professionals.



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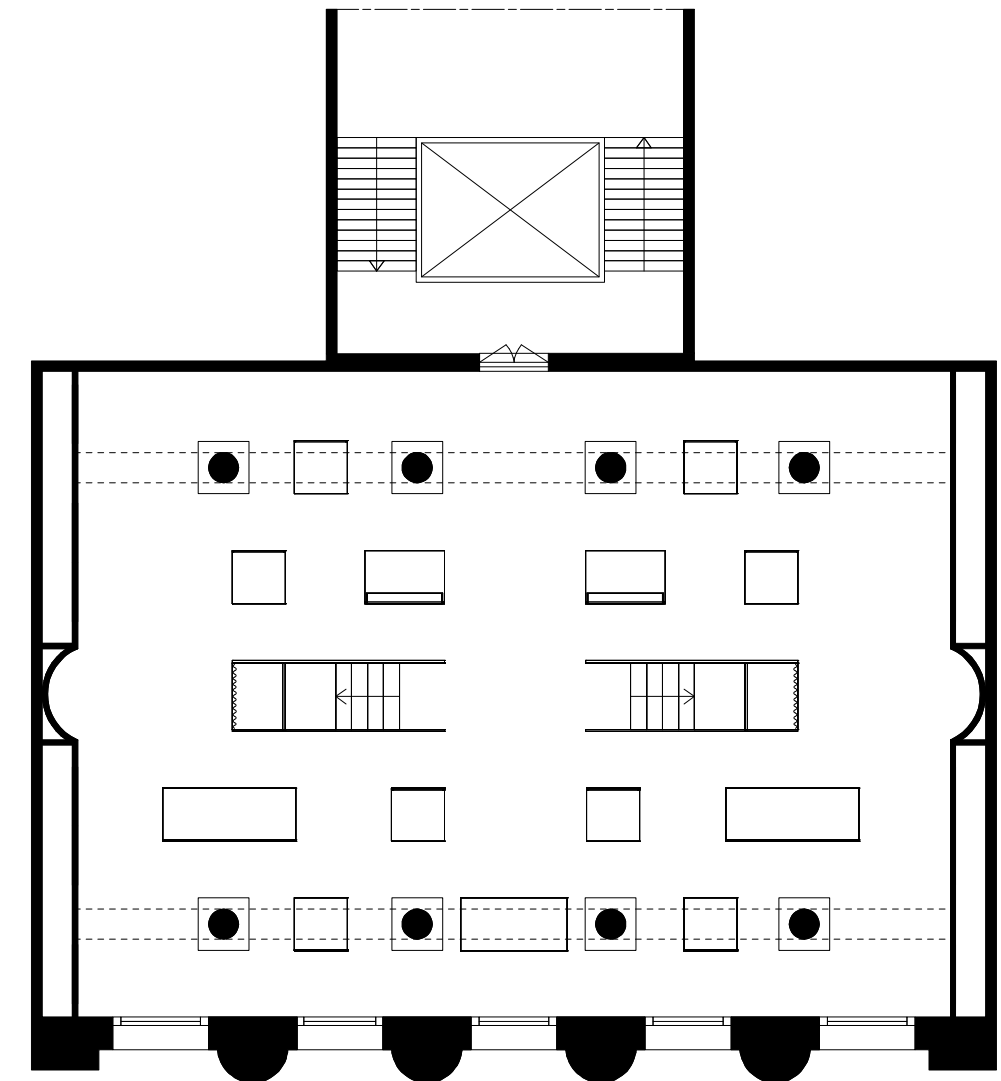




‘in the historic center of Amsterdam’

We used mirrored objects with black top surfaces to display the products and to reflect the grandeur of the building at the same time. The result: a surreal world where the merchandise seems to float in space and that connects the old with the new.

Large mirrored objects hide fitting rooms, a small art gallery and stairs. These stairs invite people to see the whole space from a different perspective. A minimal design intervention with maximum effect and a perfect translation of FRAME magazine’s brand identity.



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