

Volcanic Love Lair

Stacks of white cubes make labyrinthine shopping spaces at D2C's flagship store in Hangzhou.

Geological formations characterize 3Gatti's flagship store for D2C, including flashes of red magma that are set to inspire passions.



Hangzhou

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A rotating toilet, a love room and a volcano-inspired interior are the more unusual features of 3Gatti's 400-m² Hangzhou flagship store for online fashion retailer D2C. The design imaginatively takes the existing slab between the shop's two floors and reshapes it with stacks of cubes emerging from above and below. Head designer Francesco Gatti says they resemble the 'mineral forms born after tectonic activity'. Downstairs, the forms hang from the ceiling like stalactites, acting as

merchandise counters and floating fitting rooms. Upstairs, the forms appear to grow from the floor slab, creating different levels for display. In the mainly white and grey space, flashes of red epoxy represent hot magma.

Shopping in Gatti's labyrinthine lair is somewhat of a challenge, but that's the aim. 'We believe in the necessity of an uncomfortable architecture,' he says. 'It's important to challenge the body and mind with unconventional spaces.'

The store's VIP lounge is where the design gets really unconventional. A rotating cylindrical rest room has a concealed entrance system, hidden by a rubber-covered wall. Inside, another secret entrance leads to a loft-like 'love nest' for private parties. 'I love Chinese clients,' says Gatti. 'They accept almost anything a foreign guy suggests.'

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