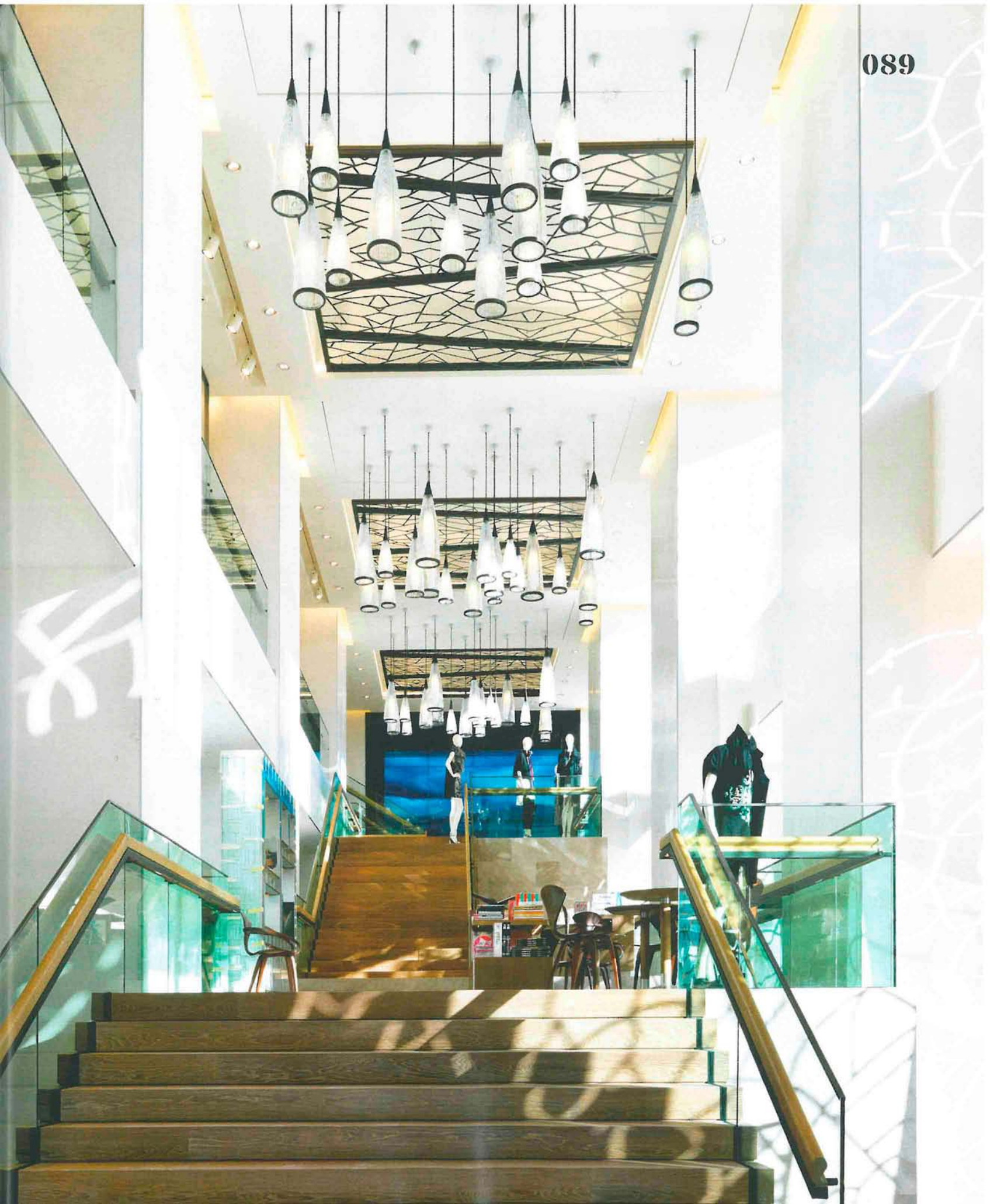


East Meets
West

By JENNY SCHRANK
Photos courtesy of BEYMEN

→ Beymen's modern design infuses culture and history along a journey of discovery in Istanbul





In a city literally divided among two continents (Istanbul is simultaneously located in Europe and Asia), it is only natural that a department store would bear design attributes of multiple cultural influences. Beymen, owned by Boyner Holdings and one of the Turkish fashion industry's leading brands, also carries more than 450 international lines in its 17 luxe stores across Turkey. For the stunning new Beymen luxury flagship store at the Zorlu Center in Istanbul, fashion, art and architecture combine seamlessly for a stunning spectacle. The 103,300-sq.-ft. retail destination is the largest Beymen store in the world, and adds to the elegant shopping experience at Zorlu Center, which is Turkey's first and only mixed-use project. Alongside Raffles Hotel, residences, a business center and a performing arts center, Beymen—with the help of Zurich-

based Michelgroup—introduces an East-meets-West design experience that is locally connected and globally inspired.

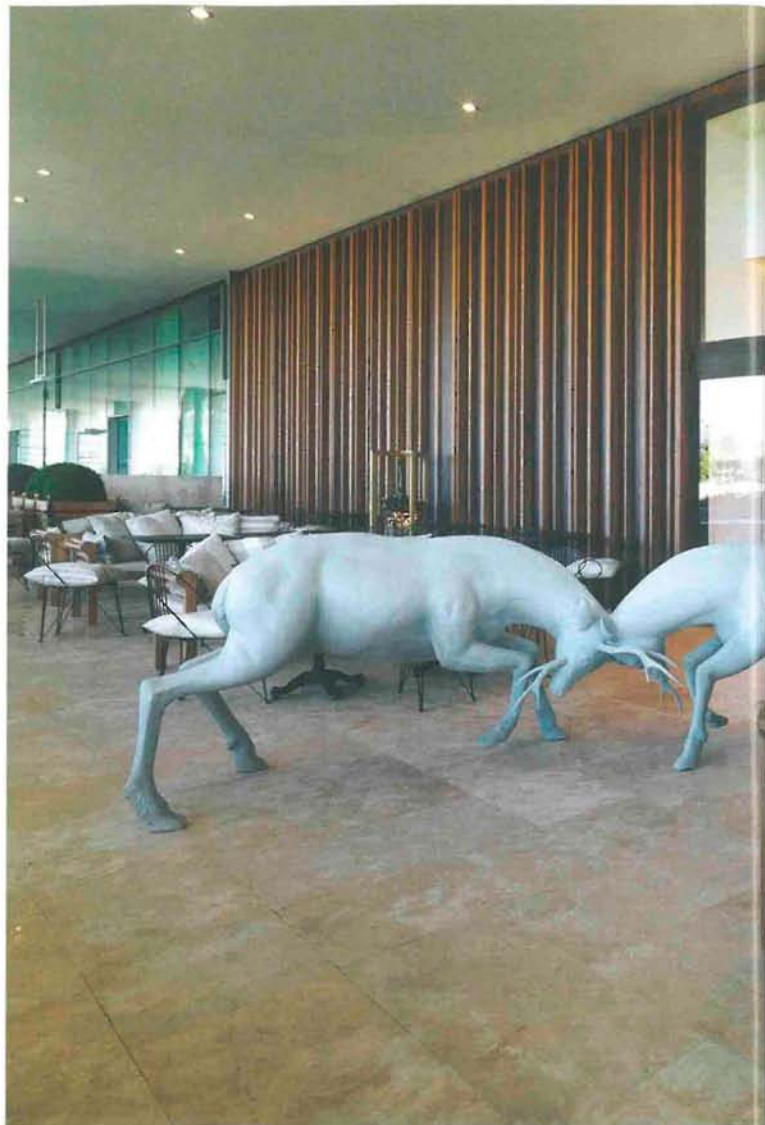
"Beymen Zorlu Center is our flagship store," says Elif Capci, CEO of Beymen. "We are providing more than 450 international brands to our customers. It is a very important destination for local and international tourists. Since its launch in September 2013, Beymen Zorlu Center has hosted 500,000 guests."

According to Wolfgang Michel, owner and CEO of Michelgroup, the design was influenced by the energy and intensity of Istanbul, as well as by the opportunities for adventure and discovery the city has to offer. With this in mind, Michelgroup developed a strategy for navigating the two expansive floor plates—a forward-thinking, modern design that infuses culture and history along a journey of discovery.

This delicate design balance begins at the façade, where a modern interpretation of a familiar Istanbul pattern motif is applied as "a playful print on glass." This same pattern is translated into a laser-cut metal structure that emphasizes the two store entrances and begins the Beymen journey.

"[Upon] entering the store, the magnificence of the space is immediately magnified by this visually striking monumental staircase, which leads the customer regally up to the second level," Michel describes. "While we sacrificed a large percentage of sales area to integrate two feature stairways, this design element was an important part of the strategy to allow customers to discover each floor on foot, just as they would discover the city of Istanbul." With the stairways used for the main traffic patterns, the escalators were moved to the elevator core where they are visible, yet not the focus of the design like in many other department store experiences. The staircase offers unique and unexpected experiences for customers, such as a bookshop and seating area, as well as handmade glass lamps suspended from the ceiling.

In order to guide customers along their Beymen journey and create intimate, warm and inviting destinations within the expansive floorplan, the design team used the strength of the building's architecture. They took advantage of the column grid to help orient customers and washed the walls with light in order to frame the space. Geometrically sculptured ceilings and distinct



flooring patterns were then integrated to define destinations while serving as a subtle wayfinding strategy.

The materials palette, flooring patterns and ceiling details also were used to pay homage to traditional motifs and details of the local region, while transforming them to create a modern experience. "We wanted to create a sense of familiarity, but present each element in a way that means something to the customers," Michel says. "We wanted to take a modern approach to the elements, materials and patterns, yet achieve that 'I know this, but can't quite place it' effect."

The ceiling details are a modern interpretation that references the strength of traditional arches. "The ceiling elements follow the building's structural grid and provide orientation for the customer," describes Claudene Anderson, project director for Michelgroup. "The elements' design and finish correspond and reflect the specific areas in the store." Gold-leaf-designed ceiling elements are found in the Cosmetics, Women's Fashion, Women's Shoes and Home areas, while silver is used in the Men's areas.



Fashion, art and architecture
combine seamlessly for
a stunning spectacle.



- ↑ The glass entrance to Beymen allows the store's glamorous design to be seen from outside, drawing shoppers in.
- Signature light fixtures and natural light make Beymen feel more open and elegant.

The marble selected for the majority of the store flooring is a local material, but different colors, patterns and surface variations were used to contrast against its application in the historic buildings. The flooring patterns change as one travels through the store as an understated method of wayfinding, with mosaic details used to define specific areas and transition shoppers from one category to the next. "Subtle variations in rich, neutral colors, surfaces and sizes create a non-directional pattern that is gentle on the eye—creating a free-flowing flooring pattern," Michel explains. "The ceiling and flooring changes give the impression that you are discovering something from one room or area to the next, just like the city."

Unique wall treatments complemented by the lighting strategy add to the visual interest and richness of the design as they help define destinations, highlight products and enhance merchandising. Venetian plaster, handmade wallpaper, silver mesh, 3-D wallcoverings, as well as metal, wood and textile screens offer unique textural surfaces that reflect and absorb light, achieving a residential ambience amid the expansive store.

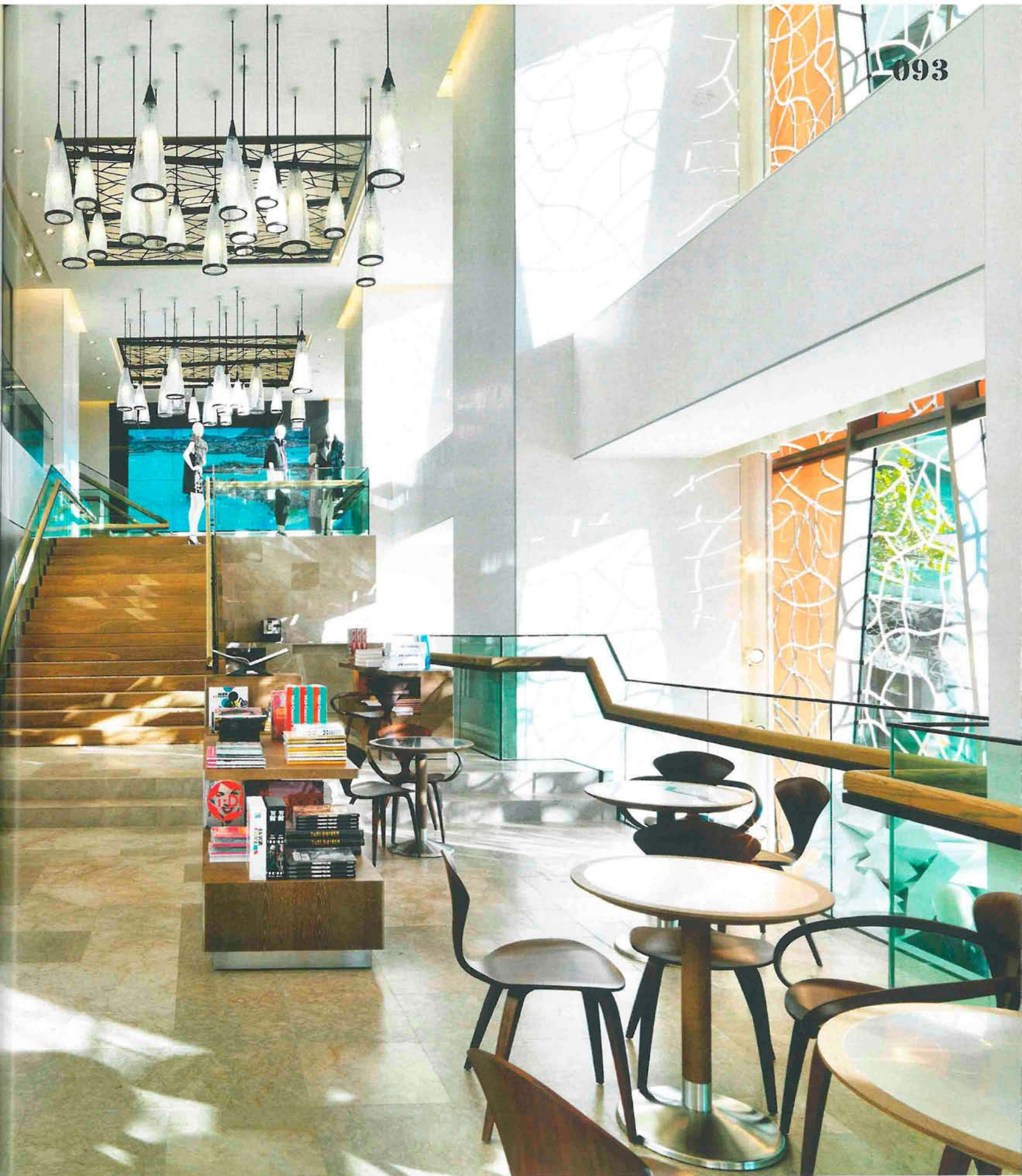
When it comes to the display strategy for Beymen, elegance and minimalism were guidelines that helped bring art-inspired aspects to the fashion experience. "There is not a lot of density of merchandise," Michel says, adding that elegantly staged mannequins and specially designed display stands by Beymen present merchandise in a prominent and aesthetic way.

Signature light fixtures that are art in and of themselves, such as the handcrafted hanging lights on the monumental stairs, and iconic furniture complete the fusion of art, fashion and architecture. A playful and surprising mix of classic, retro, contemporary and modern iconic furniture pieces specifically selected by Beymen offers a personalized residential feel and adds interest.

The subtle elegance and unexpected design elements in Cosmetics, as well as every corner of the store, truly reflect the spirit and richness of Istanbul. The design by Michelgroup provides a familiarity that beckons the local shopper, while offering a modern approach that will entice international visitors. The Beymen flagship adds to the cultural experience of Zorlu Center by offering international and local fashion, a contemporary art platform and an inspired architectural setting.

Michelgroup is currently working with Beymen in the planning and design of a new Beymen store at Akaysa Mall, which is scheduled to open in March 2014. d:r







PROJECT FILE

**Beymen Luxury
Flagship**
Zorlu Center, Istanbul

RETAILER

Beymen

CONTRACT DESIGN FIRM

Michelgroup

ARCHITECT/INTERIOR DESIGN

Michelgroup

GENERAL CONTRACTOR

Burcu Yapı

CONSULTANTS/ENGINEERS

Kevin Roche, Erel Mühendislik

STORE FIXTURES

Kartes Mağazacılık ve Ofis Sistemleri, Orsep Mobilya, Atak Mobilya

MANNEQUINS/FORMS

Bonaveri

LIGHTING

Lichtkompetenz AG

Information in the project file is provided by the retailer and/or design firm.

