

The Thrill of the Hunt



ANY SHOE LOVER knows the thrill of the hunt—and the excitement of making the kill by purchasing that perfect pair of shoes. At Shoes of Prey's first concept store in Sydney, the store's centerpiece "carnivorous flower" sculpture plays up this idea to stop shoppers in their tracks—or, more likely, their heels.

The flower sculpture was commissioned by consultancy The General Store, who inspired Sydney-based studio Stukel Stone to reimagine a cluster of exotic blooms made from high heels. "A 'moment of euphoria' needed to be captured in a form to spark excitement in shoppers, and we decided to

do this by showcasing the endless design possibilities when one buys from Shoes of Prey," explains Tobhiyah Feller, creative partner at Stukel Stone. The design team also assessed how shoes are typically displayed, coming across the use of mirrored plinths, which led to an investigation into kaleidoscopic imagery, and ultimately to using the shoes each as a petal in a larger flower, Feller says.

It was, however, the store's name that inspired the designers' cues for the sculpture. "The business name 'Shoes of Prey' triggered a conversation around 'the hunt,' women using sexy footwear as part of a means to attract men and, in the plant kingdom, there are carnivorous species," Feller

describes. "The vivid tropical greens and deep burgundy reds of plants, such as Venus fly traps and pitcher plants, became the natural source of color inspiration for the sculpture."

Using 60 shoes that were designed using the Shoes of Prey online software, Feller and Stukel Stone Creative Partner Daniel Beasley created the 7-ft.-high flower sculpture, with Johannes Seger of MTech Solutions assembling the flowers and custom-shaping the polished stainless steel stems. The final result is a jaw-dropping art piece that adds beauty to the space while showing off the endless product options. Now, that's what we call a shoe-gasm, ladies.

— Jessie Dowd