

FRAME  
**store**

***Double  
Take***

Following a successful run as a pop-up shop, the award-winning Frame Store has moved to a new location in Amsterdam.

WORDS *Lauren Grieco*



The Frame Store has moved to a new space on Amsterdam's Herengracht.

**FRAME'S** editor in chief Robert Thiemann came away from the first Frame Store on Amsterdam's Keizersgracht (*Frame* 99, p. 72), with invaluable experience. 'It's true what they say about retail: the main principle is location, location, location,' he says. 'The new store is in a traditional Amsterdam canal house on the Herengracht, right around the corner from a shopping street.' The only catch? A long, dark, narrow interior - an archetypal feature of Dutch canal houses. Unfazed, the architects at i29 took up their latest challenge for *Frame*. With the Felix Meritis conversion fresh in his mind, i29 cofounder Jasper Jansen was impressed by the striking comparison between the two locations: 'The new store at Herengracht 178 is a serene, completely white space.' The only commonalities, according to his colleague Jeroen Dellensen, were time constraints and back-to-back briefs that both asked for an 'alluring and surprising design'. The ground-level entrance of the new store welcomes shoppers with a wall-sized graphic that stretches the ↪



FRAME

## store

length of the space. Step farther inside and watch as the perspective shifts to reveal its secret: an optical illusion composed of triangular compartments that conceal stacks of magazines and racks of fashionable apparel. Dellensen points out that the great distinction 'between two worlds within one shop' comes as an unexpected surprise to first-time visitors. He and Jansen amplified the contrast with opposites, like 'black versus white and empty versus full'. At the core of the retail concept, a scheme of interchangeable panels gives aspiring creatives a temporary canvas for their work. 'The use of text and graphic art is a link to the magazine,' says Jansen, 'and it also enables the Frame Store to invite artists and designers to transform the space completely.' And Thiemann's take? 'The interior speaks a totally different language, because the space itself is so different. Conceptually, I think it's at least as strong as its predecessor.' X

i29.nl  
frameweb.com/store

Products and fashion are displayed on triangular shelves hidden behind the black-and-white frames that confront shoppers as they enter the store.





**Shop this page  
and more at**

Frame Store  
Herengracht 178  
Amsterdam

Spaces x Frame  
Vijzelstraat 80  
Amsterdam

[frameweb.com/store](http://frameweb.com/store)

## Akatre

In an edition of 30, the unframed  
Monochrome Print by  
Parisian trio Valentin Abad,  
Julien Dhivert and Sébastien  
Riveron incorporates black,  
silver or varnish

45 EUR

## Muuto

Harri Koskinen's Cosy lamp  
produces a calm atmosphere  
thanks to a mouth-blown glass  
shade in transparent grey

199 EUR

## Avelon

The Hectic Jacquard Knit  
Sweater features stretch-  
ribbing edges in black with  
tonal stitching

249 EUR

## House of Dagmar

Sophisticated wardrobe staples like  
the Irena in black are produced by  
Swedish sisters – Karin Söderlind,  
Kristina Tjäder and Sofia Wallenstam  
– from the finest fabrics

89.95 EUR



## USLU Airlines

A luxury line of nail polish and cosmetics made in collaboration with fashion designer Bernhard Willhelm sets colour trends and omits toxic ingredients

24.95 EUR



# FRAME store

## The Hype Noses

An elegant source of illumination, the Urban Candle awakens the senses with the crackling sound of a wooden wick, which is immersed in scented vegetable wax within a glass vessel

49.95 EUR

## Études

Just for men, Archives Trousers are a contemporary pair of wool pants that sport button-flap back pockets

180 EUR

## House of Dagmar

The grey-scale printed Lisen Shirt is a fashion must-have by Swedish siblings Karin Söderlind, Kristina Tjäder and Sofia Wallenstam

179.95 EUR



## ASFVLT

The hand-constructed sneakers in White Smoke blur the boundaries between performance and fashion

79 EUR

