



RETAIL

ACNE gets more concrete
with its site-specific references



Courtesy of Acne Studios

MILAN – In *Frame* 115, we reported that Acne was (literally) going for gold with a Midas-touched space in New York City. This time, the Swedish fashion brand is guilty of another idiom: being ‘in the pink’. Acne’s first Milan store – its rose-tinted interior in Brera modernizes traditional Italian motifs and includes materials specific to the country – signals that creative director Jonny Johansson is taking a less abstract approach to ‘looking at the space first and where it’s located before deciding which materials to use’.

The store’s Piazza del Carmine location, which took Acne five years to pin down, features a façade lined with arched windows whose forms are mirrored inside. Flooring made from Rosa Baveno granite – a pink rock that’s quarried less than 100 km from Milan – is the same height as the foot-path outside, continuing the indoor-outdoor connection. The roseate granite extends to interior walls and custom-designed furniture: tables and stools that are meant to resemble ancient stone monuments yet have a modern appeal. Completing the picture is Acne’s signature store material: stainless steel. – TI

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