



RETAIL

## A storage-themed shop practises what it preaches



**SHANGHAI** – Editor sells all things storage-related, from travel bags and cardholders to water vessels. Its Shanghai outlet – designed by Beijing-based B.L.U.E. – marks the first of its kind in China. ‘The words “editor” and “storage” therefore became our main concepts,’ says the studio’s cofounder and director, Shuheï Aoyama.

Upon their approach, shoppers witness the architects’ translation of the first aforementioned term in action. The frontal view is inspired by graph paper, a link to the process of conceiving, editing and drawing up a design scheme. The entire layout – composed of 13 movable units in different sizes – fits back into a central wall, like pieces of a jigsaw puzzle, leaving a blank canvas behind. ‘Everything in the shop can be stored in the wall,’ says Aoyama. The inclusion of Editor’s four brand colours breaks up the uniformity of the partition, which is clad in white marble tiles.

With mobility as its main element, the store can be easily reconfigured. ‘Small changes to the layout happen almost monthly,’ says Aoyama. ‘And when an event takes place – a new product launch, for instance, which happens three or four times a year – most of the display units can return to the wall.’ – TI

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