



RETAIL

What do you do with materials left over from BEIJING DESIGN WEEK? Give them a new life in store



Wang Ting and Wang Jin

BEIJING – The science of display dictated the blueprint for Beijing's 751 Fashion Buyer Boutique. Incorporating the rusted steel chimneys and crumbling red brick of the Chinese capital's once-defunct-now-gentrified industrial district, the futuristic commercial space exemplifies lessons learned from strategic product positioning.

The 430-m² unit in 751 D-Park was reimagined as an immersive shopping experience by Chinese designer Cui Shu of Cun Design. A rhythmic display system that combines analytical consumer data and practical reasoning aims to encourage exploration of the entire store without the need for obtrusive signage. 'The design is very rational,' says Shu. 'We set up the booths and used hanging items to boost visibility and to make use of wasted areas. In this way, our design helps facilitate selling.'

One key feature sees shelving units that were abandoned after the last Beijing Design Week dismantled and rebuilt. Their display capacity increased from 600 to 1,623 items after the upper and lower sections were inverted to form independent multilevel platforms.

Shu also employed colour to shepherd shoppers within the space. He chose a cool shade as a contrast to the warm tones of existing rust and brick, which would have been 'too distracting' if used in excess. 'Blue, which is very stable and pure, creates a dark surrounding environment,' he says. 'White helps to highlight the central displays. It's the best colour to perfectly showcase the hues and textures of the merchandise.'

The industrial accents that remain from the building's original function are further softened by the integration of natural

materials, such as bamboo and wood, along with targeted lighting and mirrors. The result is a subtle transition from outdoors to indoors and historical to modern. 'I studied the previous area, scale and significance of the building. The placement of props and lamps in correspondence with the curves of the space allowed me to soften the old elements and achieve unity in form,' says Shu. 'In my mind, design should reflect our lifestyle and create a dialogue between consumer and commodity.' – CW

cunchina.cn