

White canvas for change

FRAME publishers, Amsterdam



FUTURE TRIBES
NIEK PULLES

STU
MUUTO
THE WHITE
FIRST OF AU
MONTALE
USLU AIRLINES
É T U D
TOILETPAPER
HOUSE OF DA
AVELON
SM



'the shop is a stage for new talent'

For this temporary location we created two shops in one. Enter the shop and experience a white store full of rectangular frames; walk back and discover a totally different, black and diagonally oriented store. A shopping experience full of contrasts.



project
Frame Store, Amsterdam

design
i29 interior architects

client
Frame Publishers

category
retail

location
Amsterdam, NL

floor area
80 m²

completion year
2014

2



'we created two shops in one'

FRAME shop is the three dimensional translation of the famous FRAME magazine; the world's leading magazine for interior-design professionals. Just like the magazine, the shop is a stage for new talent, new products and brands from the worlds of fashion, art, design, media, beauty and food.

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'The frames function as white canvasses and shop windows at the same time'

We designed this interior around the idea that staying topical or 'on trend' asks for continuous change. This counts for the shop just as much as for the magazine. The frames function as white canvasses and shop windows at the same time. Their content can easily be changed. In collaboration with FRAME we invited artists to fill them.



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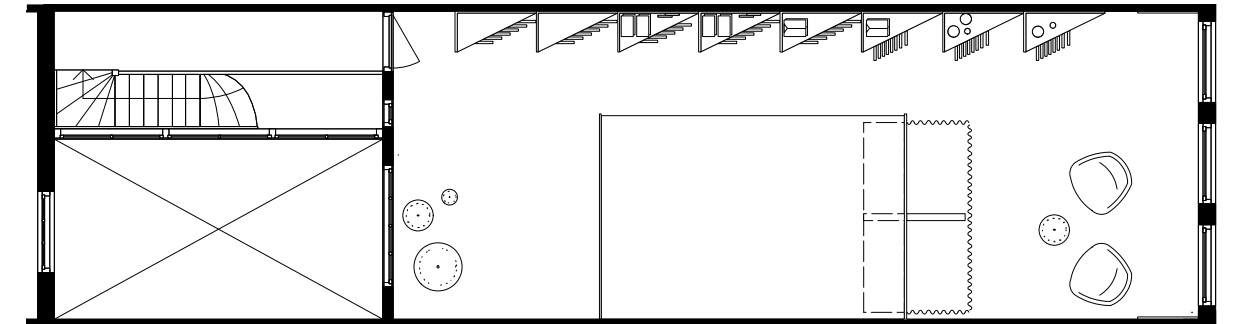
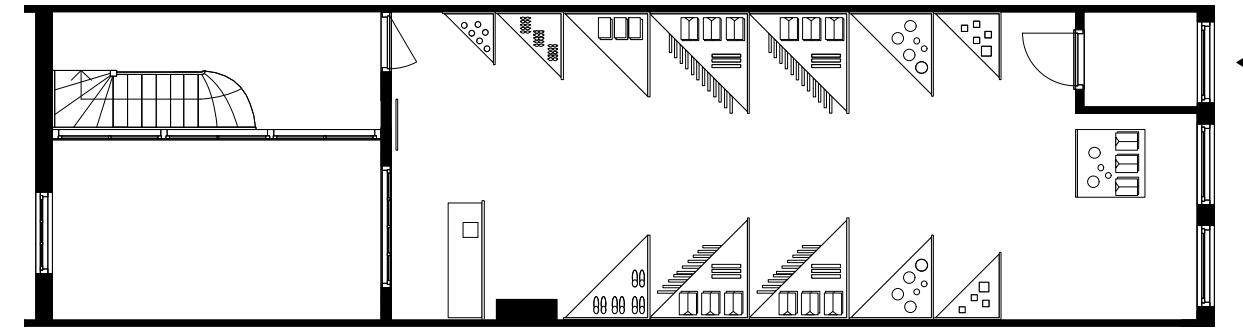
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The content they delivered changed the shop into a completely different environment every week. Shown here is our opening installation 'NEW'. The word is only readable from one angle.

This way the most worn out word in retail brings together the worlds of 2D and 3D in a shopping experience with stopping power.



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