

i29

# Natural habitat for luggage

Samsonite, Amsterdam





'The pattern is so iconic that it's recognized all over the world'



**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017



With bold black and white lines we created a showroom for Samsonite that refers to the natural habitat of luggage. The pattern is so iconic that it's recognized all over the world. It transcends terms as modern or classic and matches perfectly with the brand identity: strong, international, dynamic and urban. It also taps into a feeling all travellers recognize: meeting the streets of a new city to the sound of solid suitcase wheels.



**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017

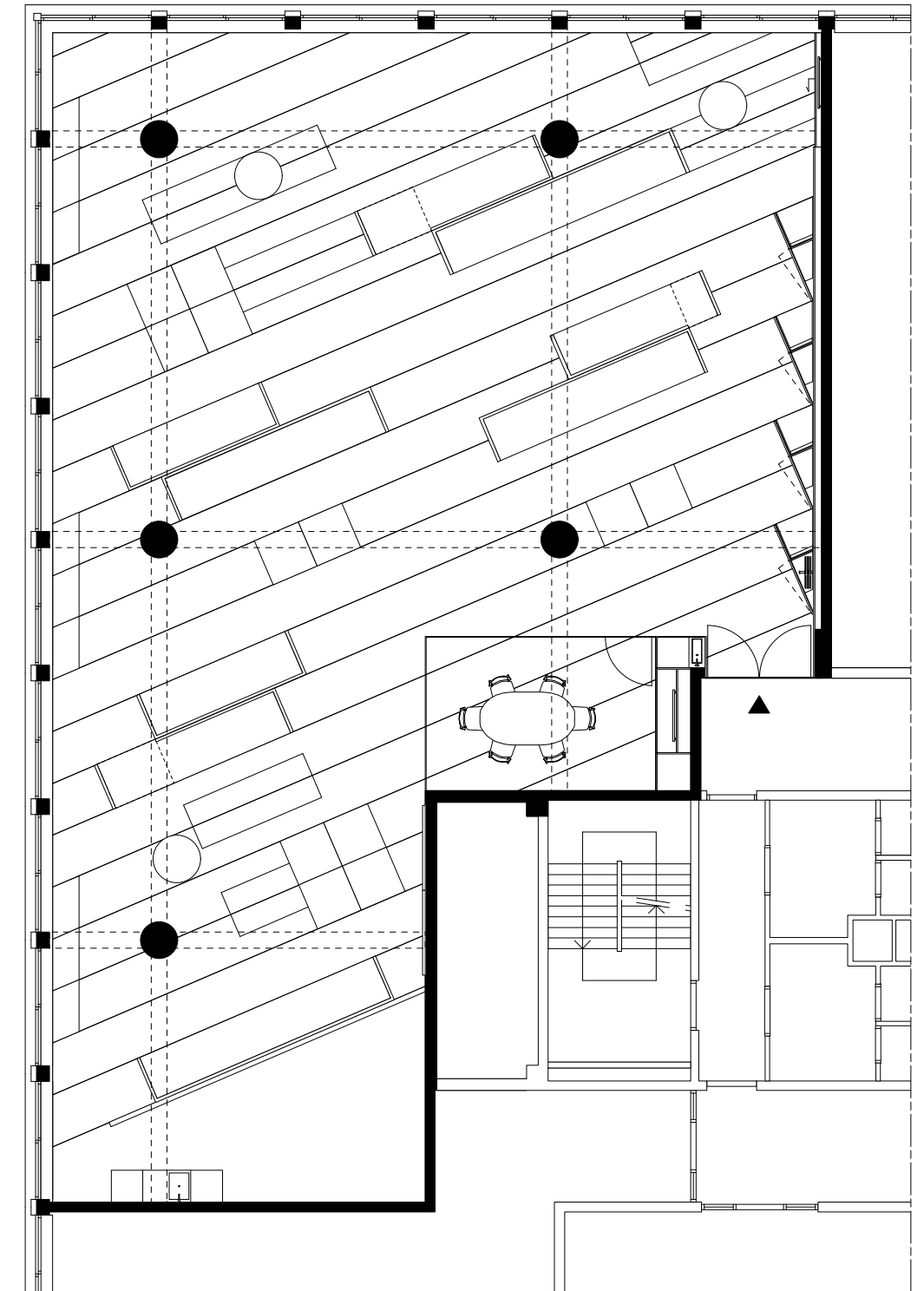






‘The diagonal layout tricks the eye: it seems the whole space is turned’

The black and white pattern brings a strong sense of direction and invites customers to cross the space. The diagonal layout tricks the eye: it seems the whole space is turned. Lighting rails and display units in the same diagonal layout enhance this effect.



**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017





**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017

5





**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017



Black and white display units provide plenty of space for the products and make their shapes and colours pop out. The long wall with photographic images zigzags along one side. When you approach it from a different angle, you discover it displays the Samsonite premium line.





**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017





**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017

8





**project**  
Samsonite, Amsterdam

**design**  
i29 interior architects

**client**  
Samsonite

**category**  
retail

**location**  
Amsterdam, NL

**floor area**  
290 m<sup>2</sup>

**completion year**  
2017

9

