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from Japan

GAS Flagship Store

Perched along a lively piazza in Harajuku is the new home of the boldly chic and urban-obsessed Italian fashion label, GAS – a store that's all about celebration. Aimed at introducing the label to the Japanese market and themed to encompass the celebration of art, culture and of course good fashion, the project was designed by Riccardo Tossani Architecture. Like the clothing label, it's unconventional but well thought-out.



WHAT THE LOCAL EXPERTS SAY

On the design and materials...

Edwin Bollig: *"The initial impact of this project is the use of corrugated zinc panelling providing a textural but neutral backdrop for the main event, the GAS merchandise."*

Andrew MacIver agrees the panelling is a unique way of framing the shop, which he says is most important in retail. *"The design enhances the brand as the merchandise sparkles whilst the rest of the store is muted."* He says Crush, a store in Mount Hawthorn, is another example of a retail project that has invested a lot in the shop exterior.

Christine Pidgeon says structurally the project has a very modern and clean look, and appears simple in terms of construction.

In relation to Australian design...

Edwin says the design would work within a Western Australian setting, likening the assimilation process to the new Gucci store on the corner of Hay and King Streets in Perth. He says: *"The issue in Perth is one of the market depth for this type of product, and the location of the store which maximises the market penetration."*

Andrew says GAS has created a concept, and that approach to design works anywhere in the world.



The design plays on grey and white tones, making GAS merchandise the focal point.

A particularly unique aspect of the design is the metal panels with oxidised-zinc vertical corrugations on both the interior and exterior. The panels resemble curtains on a theatre stage, and in this context symbolise the unveiling of the label's newest creations. The amalgamation of neutral grey and white tones along with strategically positioned lighting allows GAS merchandise – brightly coloured and detailed – to become the focal point. This is also enhanced by the simplistic and uncluttered

presence of the store. The "live wall" is an open canvas where selected artists, including Japanese artist Kami, use bold graphics to portray themes that coincide with GAS fashion and its customers. The wall and slatted staircase provide connections between the ceiling and the floor, drawing customers' attention to the additional levels. The store is ideally situated in a vibrant and active area that is well populated by the line's target market.