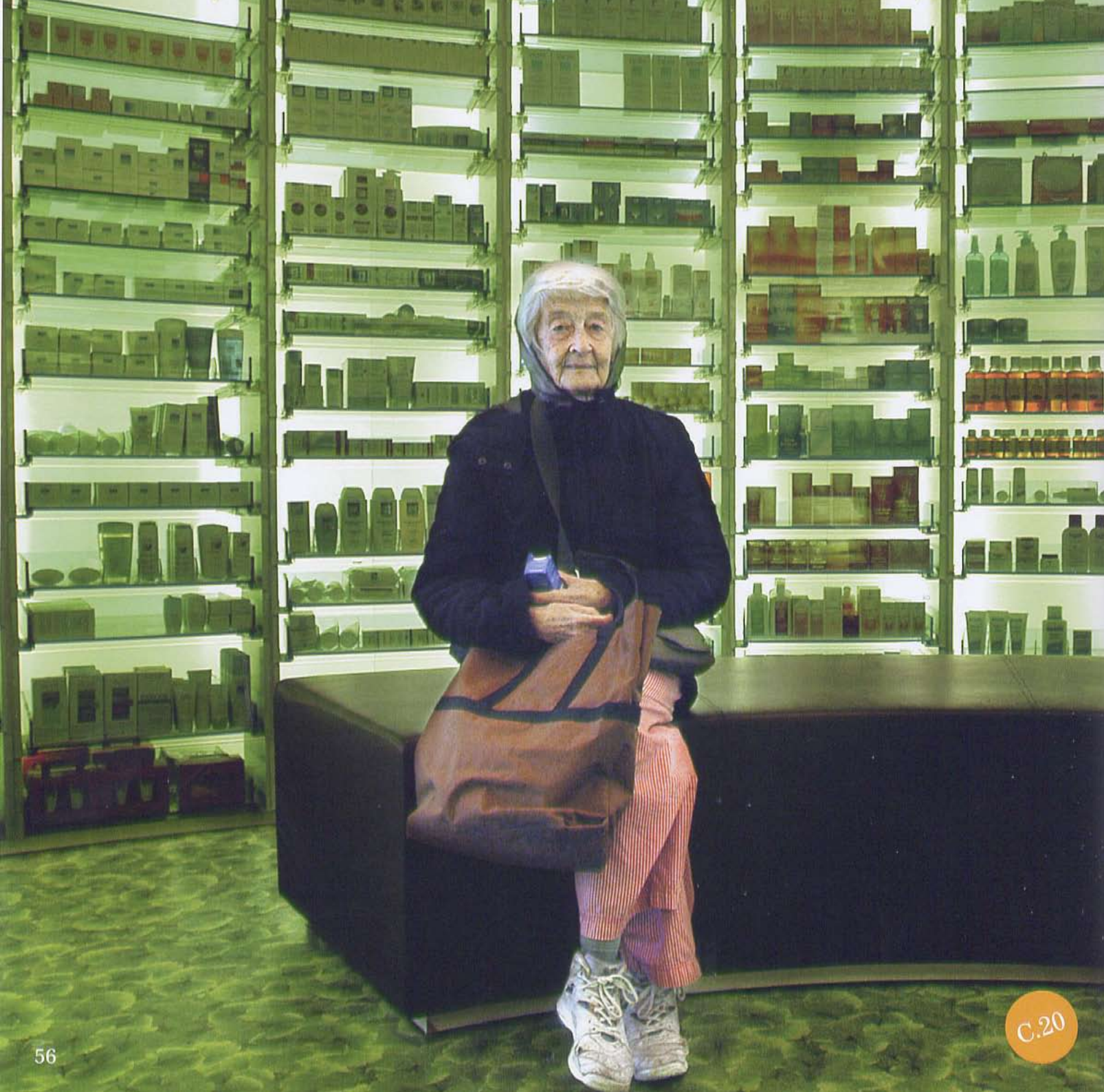


SMALL in business//BIG in design
LECTURE 03

THIS SHOP ROCKS
prof./FRANCESCA MURIALDO

10 OTTOBRE 2012

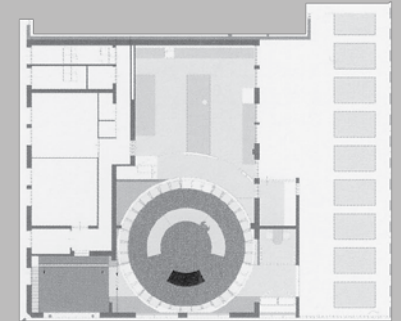




C.20

REFERENCE

DE Lairese Pharmacy,
Amsterdam, Concrete, 2002

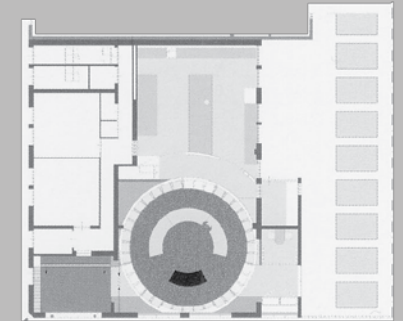


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REFERENCE

DE Lairese Pharmacy,
Amsterdam, Concrete, 2002

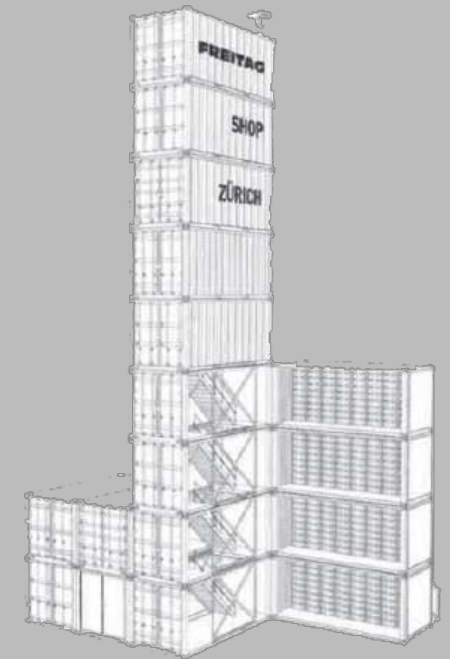


Francesca Murialdo



REFERENCE

Freitag Flagshipstore, Zurigo,
Spillmann Echsle Architekten,
2006



Francesca Murialdo

REFERENCE
Adidas pop-up store



REFERENCE

The Boekhandel Selexyz
Dominicanen, Maastricht,
Merkx and Girod Architects,
2007



Francesca Murialdo



REFERENCE

The Boekhandel Selexyz
Dominicanen, Maastricht,
Merkx and Girod Architects,
2007



Francesca Murialdo

REFERENCE

Areaware + Charles & Marie +
I.D. Magazine, Design Miami
2008, Rich Brilliant Willing



REFERENCE

Maison Martin Margiela,
Londra, 2005



Francesca Murialdo



REFERENCE

Maison Martin Margiela,
Londra, 2005



Francesca Murialdo

REFERENCE

Maison Martin Margiela, Beijing,
2012



Francesca Murialdo

REFERENCE

Maison Martin Margiela, Beijing,
2012



Francesca Murialdo



REFERENCE

Camper Store, Milano,
Jaimie Hayon, 2007



Francesca Murialdo

REFERENCE

Camper Store, Berlin,
Campana Brothers, 2007



Francesca Murialdo

REFERENCE

Camper Store, NY,
Shigeru Ban, 2012



Francesca Murialdo

CAMPER TOÐER

Camper Together è un modello di collaborazione tra Camper e disegnatori di grido per creare prodotti esclusivi e punti vendita eccellenti.

Together è la risposta a una nuova realtà internazionale che richiede la capacità di integrare, tramite il design, culture diverse e un know-how creativo in un unico progetto assieme a una compagine in grado di comunicare e di distribuire iniziative uniche nell'ambito di un mercato globale selezionato.



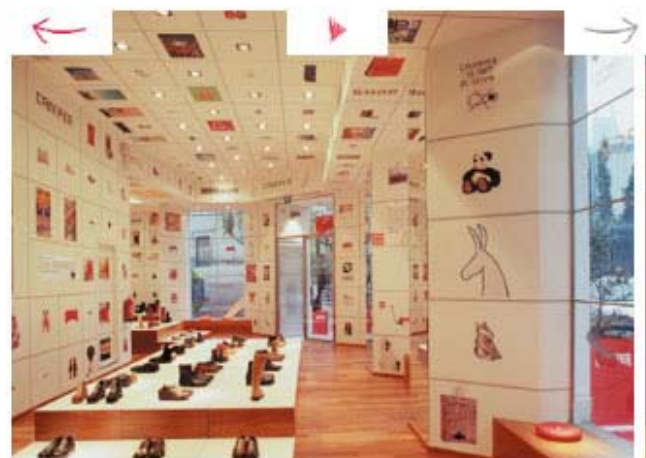
WALK IN PROGRESS

Il concetto "Walk in Progress" nasce nel 2000, frutto dell'ingegno di Camper e del designer catalano Martí Guixé. L'idea è semplice. Eseguire un design temporaneo, provvisorio e interattivo con arredo fatto di materiali riciclati, per consentire l'apertura del punto vendita e l'avvio dell'attività commerciale prima dell'ultimazione del design e dell'arredo definitivo.

L'ultima collezione viene esposta su un tavolo fatto di scatole di scarpe mentre le pareti, di color bianco, recano la dicitura "Immagina un mondo migliore" per esortare la clientela a lasciare messaggi, idee e sogni. L'interattività del concetto "Walk in progress" è semplice, ecologica e 100% Camper. Il punto vendita si spiega sempre da sé.

INFOSHOPS

Creato nel 2003 da Martí Guixé, tale concetto prende spunto da un'idea ben precisa: gli elementi del design veicolano un messaggio il cui contenuto diviene tanto importante quanto l'estetica. Così facendo, l'arredo viene trasformato in informazioni e le informazioni in arredo.





REFERENCE

Camper Store, Rotterdam,
Alfredo Häberli

Camper Store, Tokyo,
Jaimie Hayon





REFERENCE

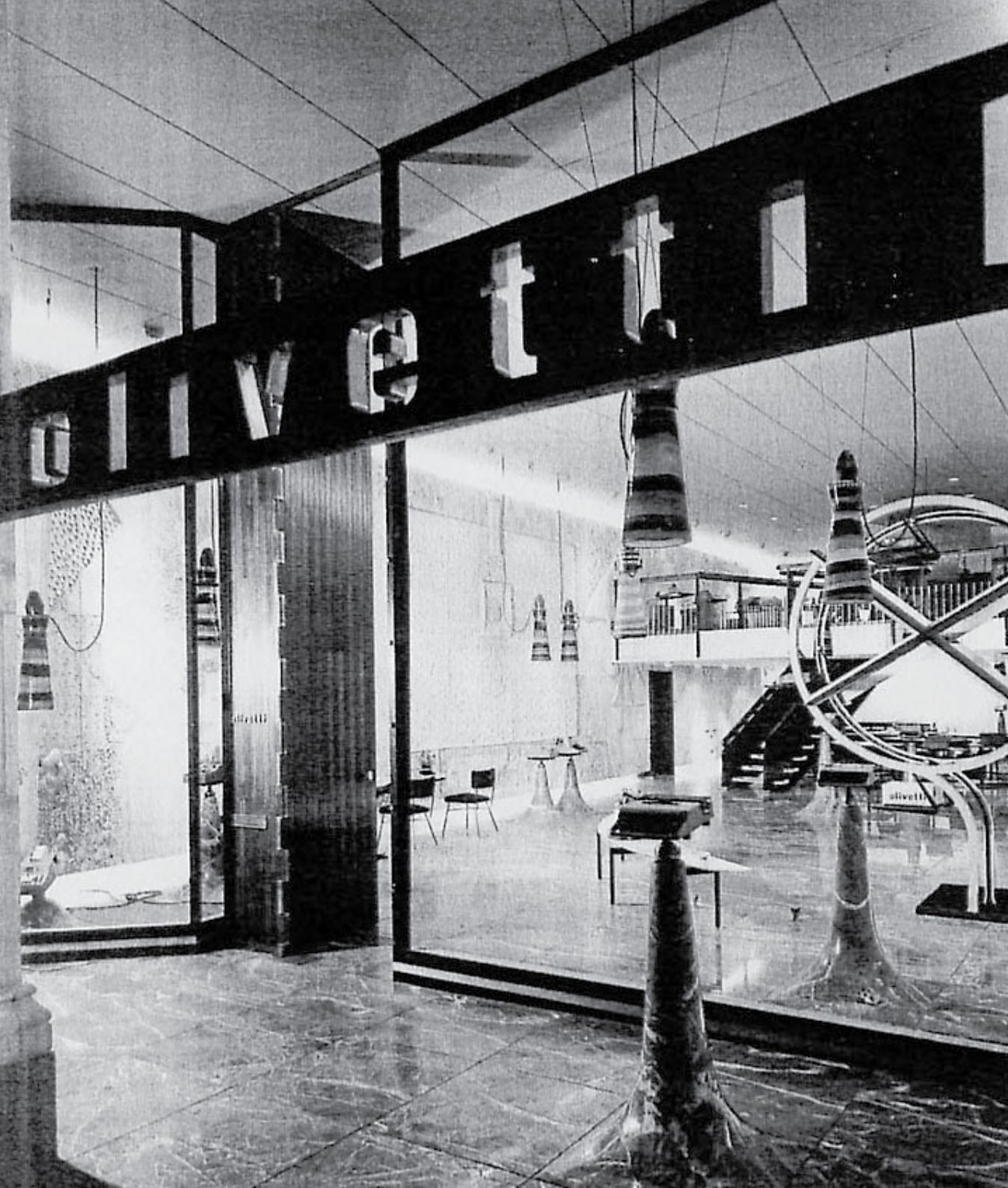
Camper Store, Paris,
Tokujin Yoshioka

Camper Store, Sevilla,
Benedetta Tagliabue



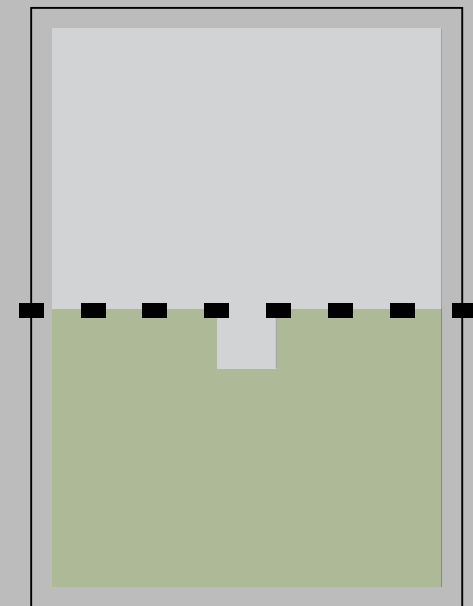
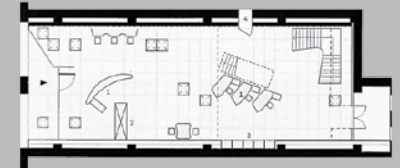


Malcolm Mc Laren,
Sex, London, 1975



REFERENCE

Showroom Olivetti, New York,
BBPR, 1954



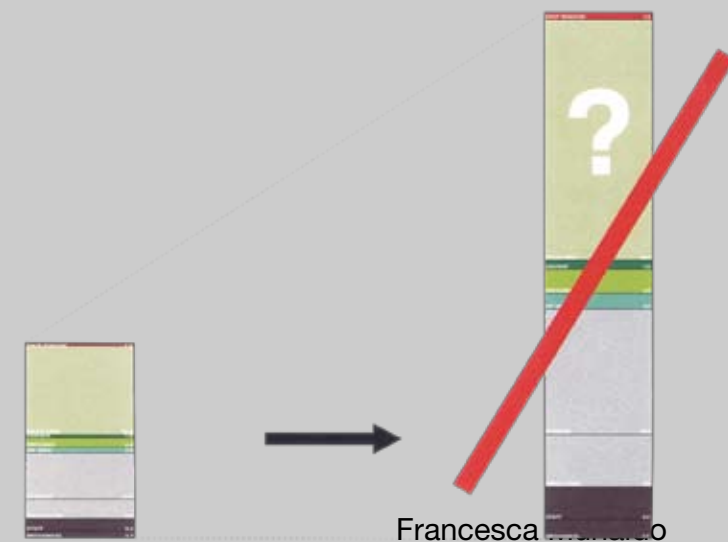
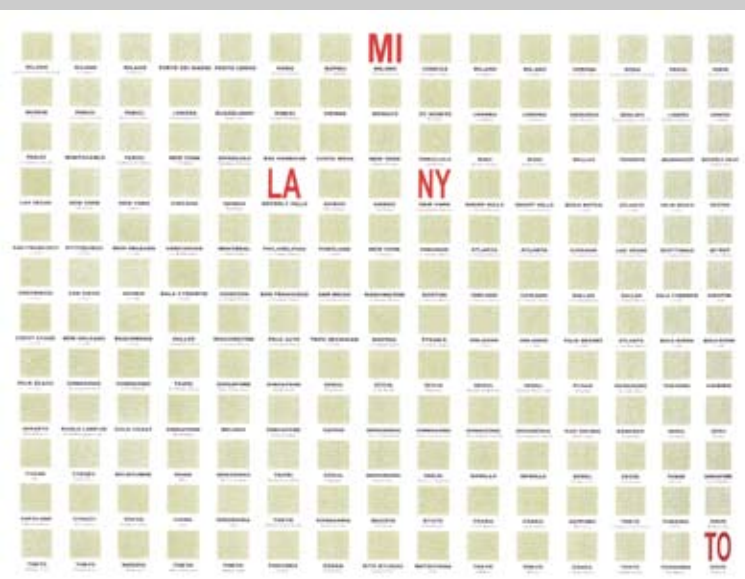
Francesca Murialdo

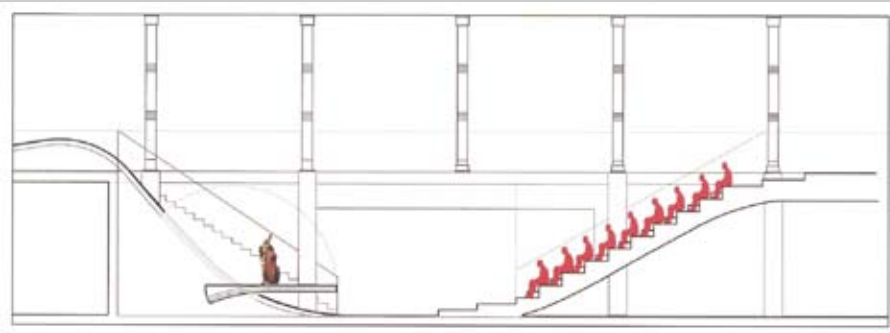


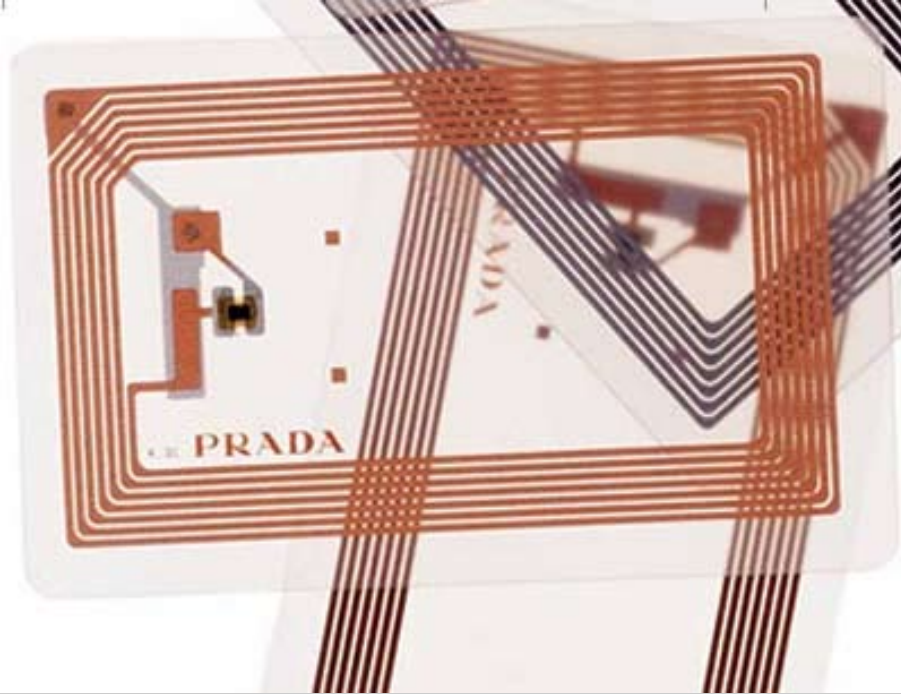
Rem Koolhaas,
Prada,
New York, 2000

«Shopping is boring».
Francesca Murialdo





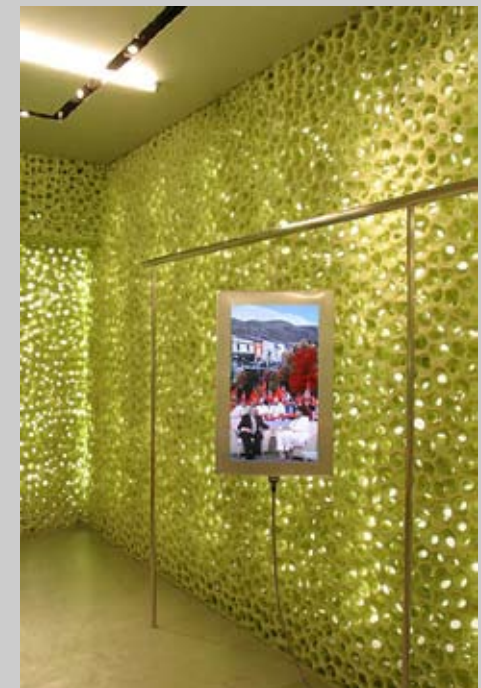




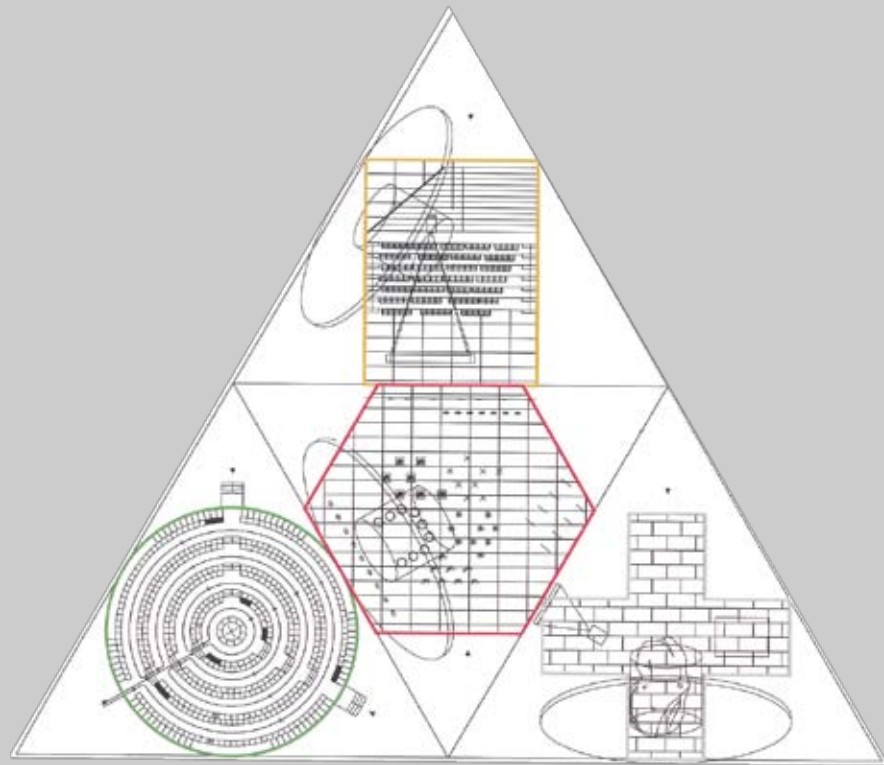


REFERENCE

Prada Beverly Hills, Los Angeles,
OMA, 2004

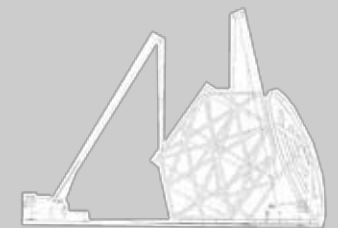
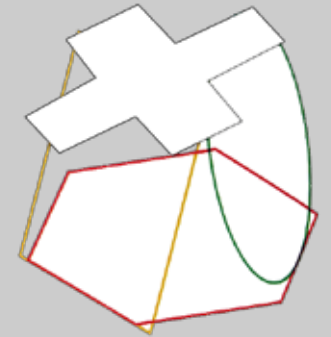


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REFERENCE

Prada Trasformer, Seoul, OMA,
2009

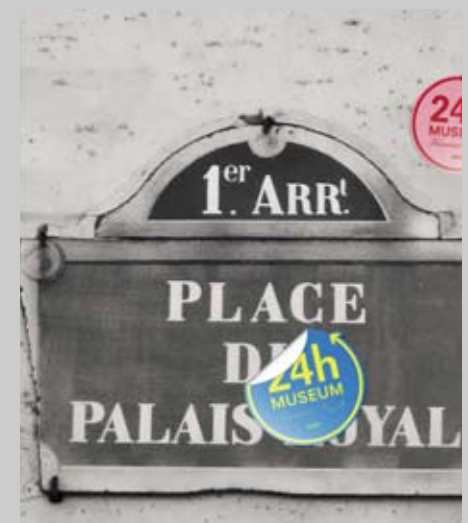


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REFERENCE

Prada 24h Museum, Paris,
Roberto Vezzoli, AMO, 2012



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REFERENCE

Apple Store, New York, Bohlin
Cywinski Jackson, 2002



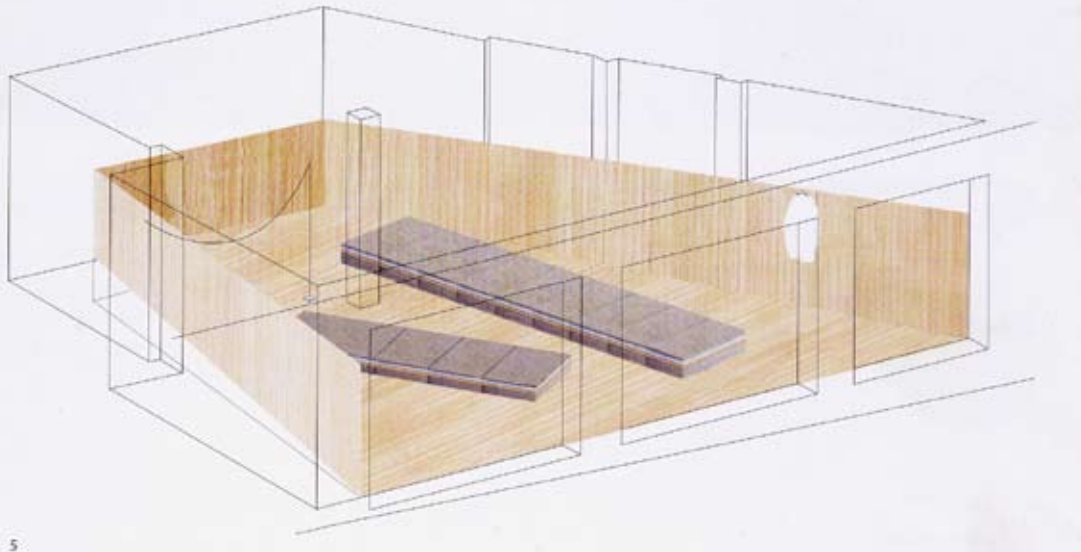
Francesca Murialdo

REFERENCE

Apple Store, New York, Bohlin
Cywinski Jackson, 2002

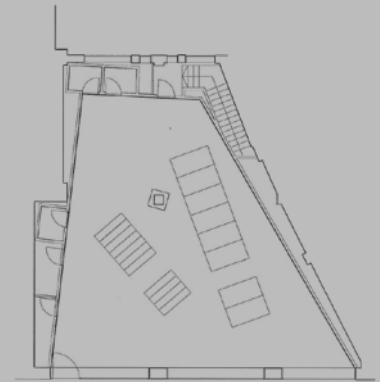


Francesca Murialdo



REFERENCE

Oki-ni, 6a Architects, Londra,
2001

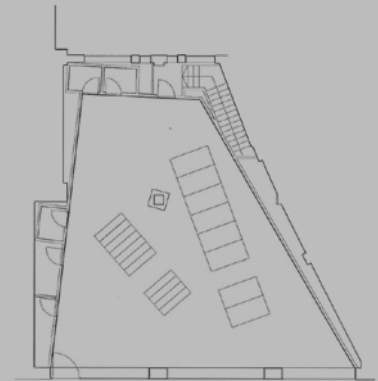


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REFERENCE

Oki-ni, 6a Architects, Londra,
2001

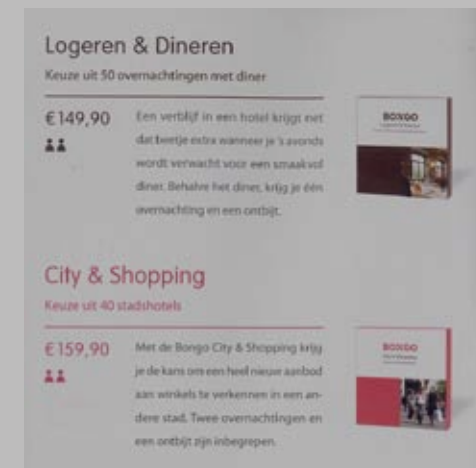


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REFERENCE

Bongo, Amsterdam, 2009



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Shop

Create

Start Over

0/20 Completed



Outer Stitch

Choose a color



Chuck Taylor All
Star Hi Double
Upper Canvas

\$75.00

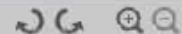
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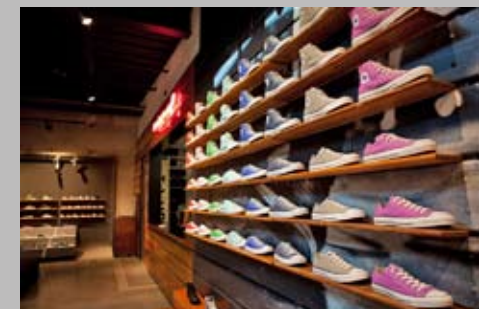
More Views





REFERENCE

Converse Store, Santa Monica



Francesca Murialdo

REFERENCE

Blueprint, Droog NY, New York,
Studio Makkink & Bey, 2009



Francesca Murialdo

REFERENCE

Blueprint, Droog NY, New York,
Studio Makkink & Bey, 2009



Francesca Murialdo

REFERENCE

Eatalycoop, Bologna,
Paolo Lucchetta



Francesca Murialdo

REFERENCE

Schrannenhalle Munich,
Oliv Architekten Ingenieure,
2011



Francesca Murialdo

REFERENCE

Schrannenhalle Munich,
Oliv Architekten Ingenieure,
2011



Francesca Murialdo



REFERENCE

Colette, Paris, Arnaud Montigny,
1997



Francesca Murialdo



REFERENCE

Colette, Paris, Arnaud Montigny,
1997



Francesca Murialdo



REFERENCE

10 Corso Como, Milano, Carla Sozzani & Kris Ruhs, 1991



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REFERENCE
Merci, Paris

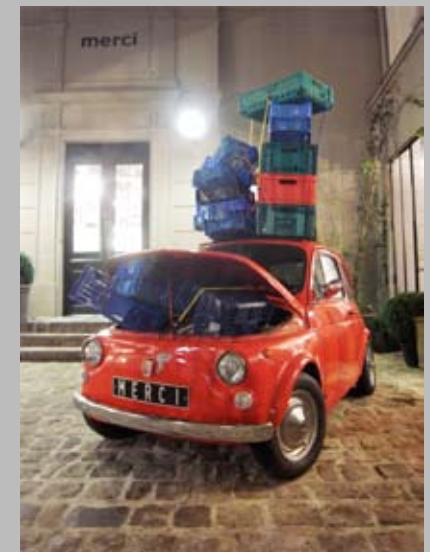
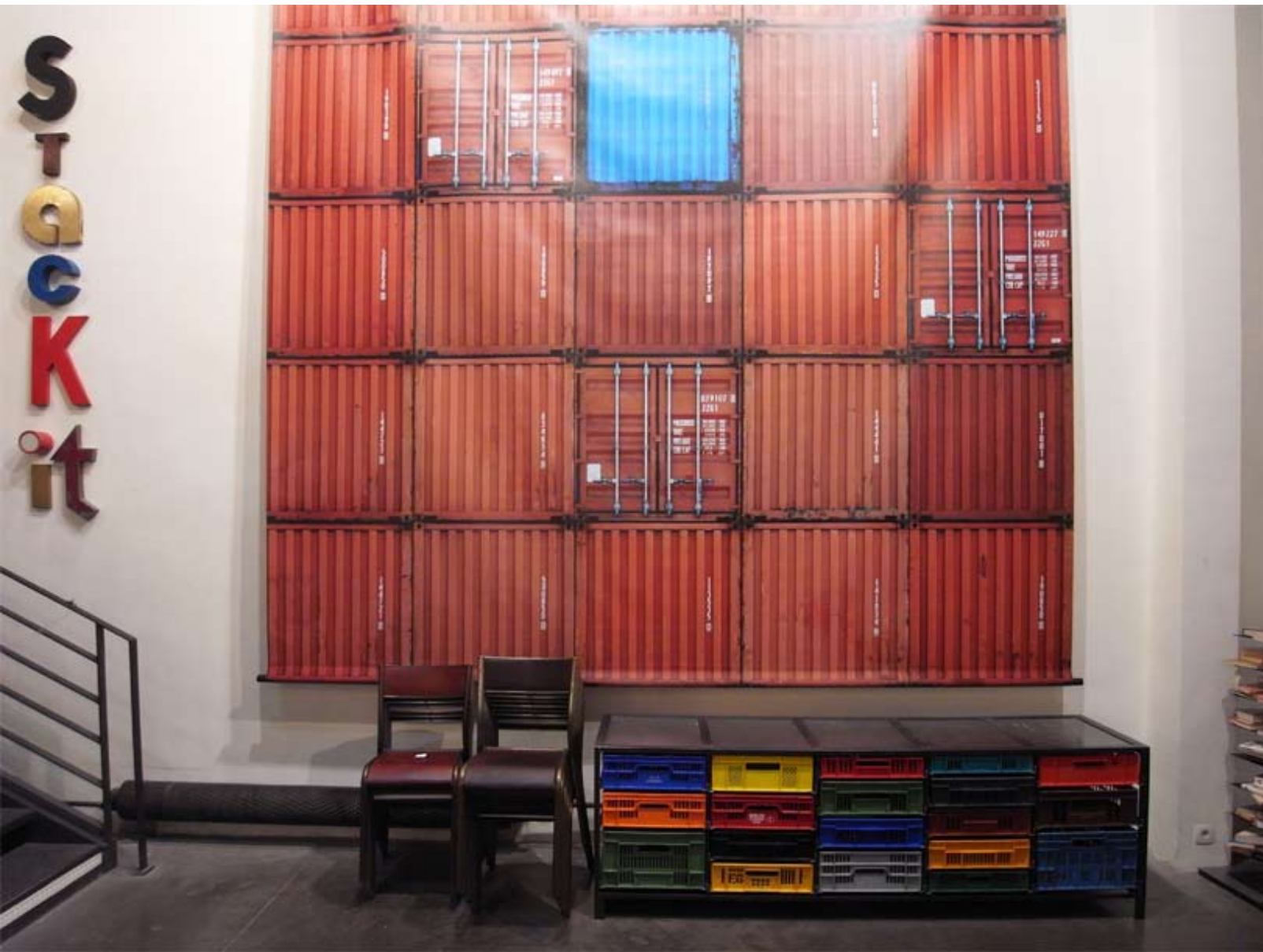


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REFERENCE

Merci, Paris,

Stack it Exhibition



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REFERENCE

Merci, Paris,
Stack it Exhibition



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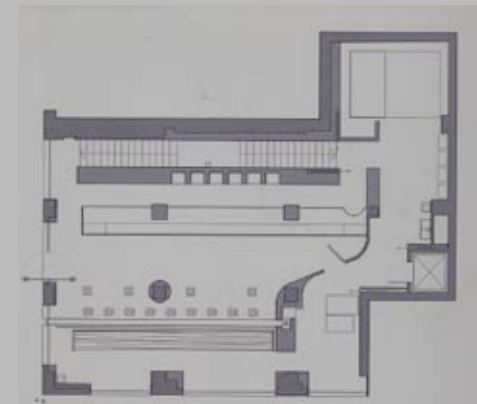
REFERENCE

Boxpark, London, 2011



REFERENCE

Princi, Silvestrin, 2004, Milano



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REFERENCE

Princi, Silvestrin, 2004, Milano

REFERENCE

Fishbar, Fishbar, Gundry &
Ducker, Londra



REFERENCE

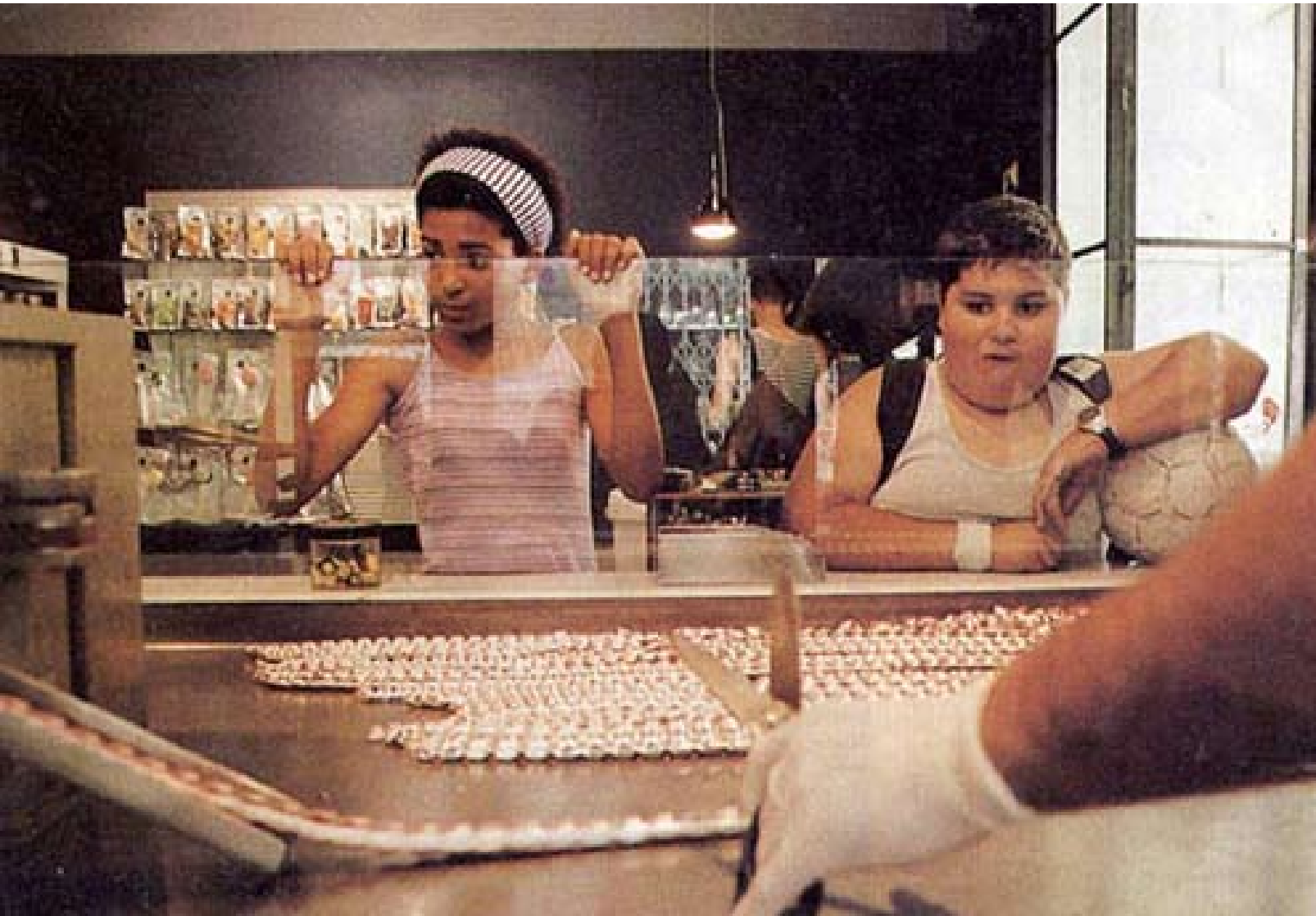
Papabubble, Barcelona,
worldwide



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REFERENCE

Papabubble, Barcelona,
worldwide



REFERENCE

The Gorman ShipShop, Next Architects



Francesca Murialdo



REFERENCE

Dr. Martens Pop up Store,
London, Campaign, 2009



Francesca Murialdo



REFERENCE

Dr. Martens Pop up Store,
London, Campaign, 2009



Francesca Murialdo

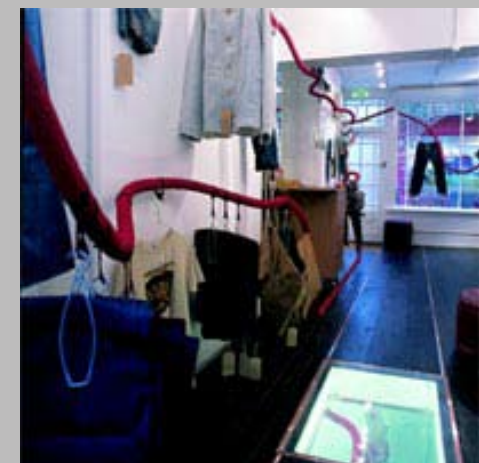
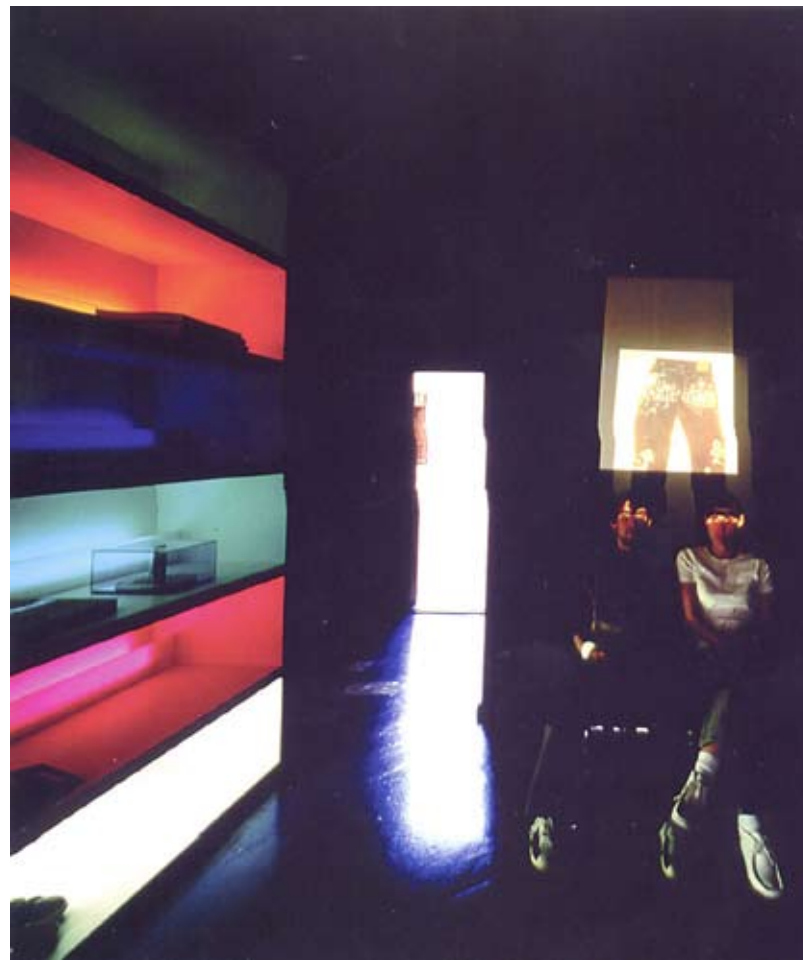


REFERENCE

Dr. Martens Pop up Store,
London, Campaign, 2009

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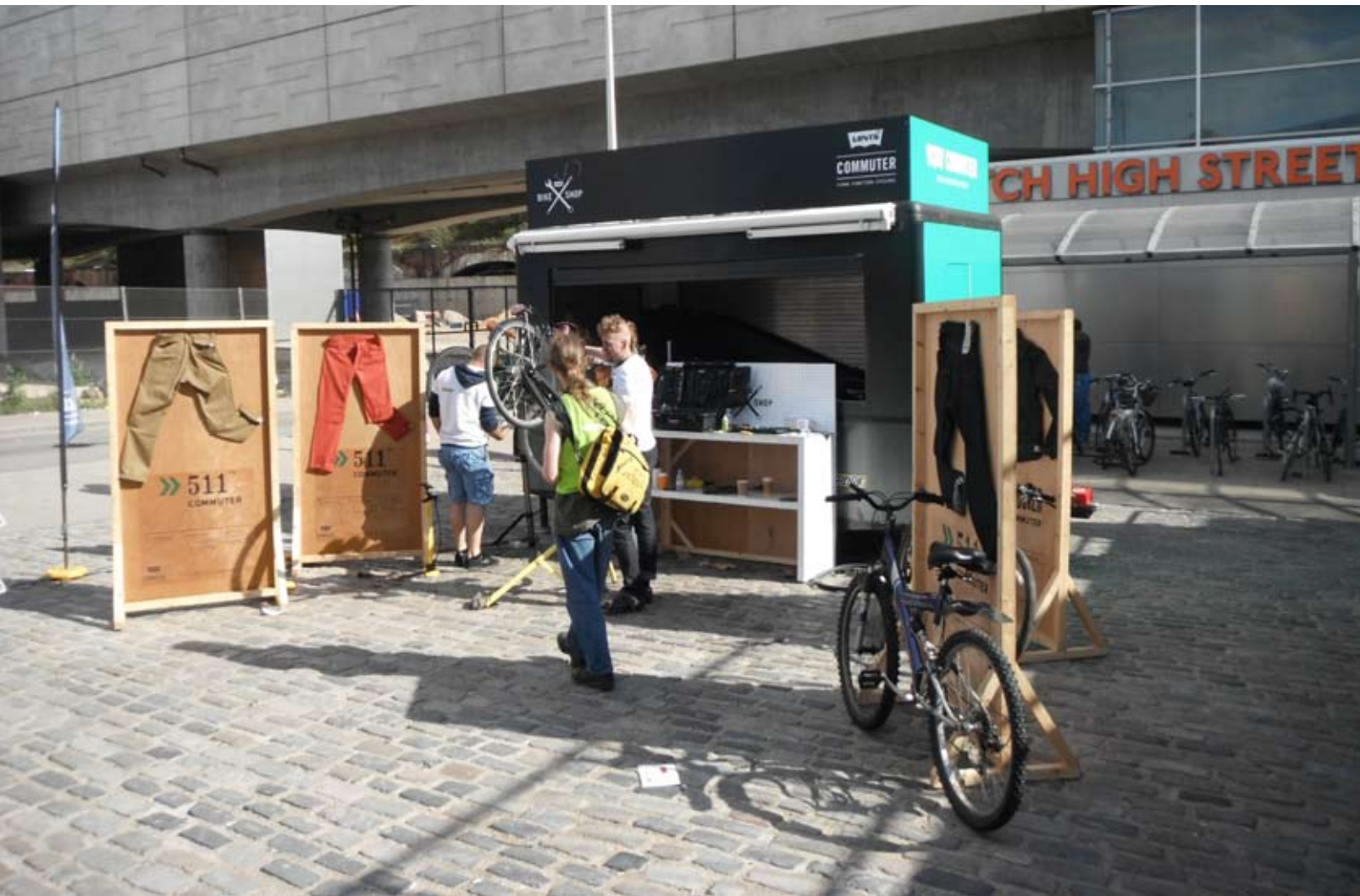
Levi's Icon Store, Berlino,
Checkland
Kindleysides



Francesca Murialdo

REFERENCE

Levi's Commuter, London, 2012



Francesca Murialdo

REFERENCE

Uniqlo, New York, Wonderwall



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REFERENCE

Uniqlo, New York, Wonderwall



Francesca Murialdo

REFERENCE

Uniqlo, Lotek, New York and the
States, 2006



Francesca Murialdo

REFERENCE

Uniqlo, HWKN, New York, 2011



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REFERENCE

Uniqlo, HWKN, New York, 2011



Francesca Murialdo



REFERENCE

Uniqlo, Shanghai,
Bohlin Cywinski Jackson, 2010

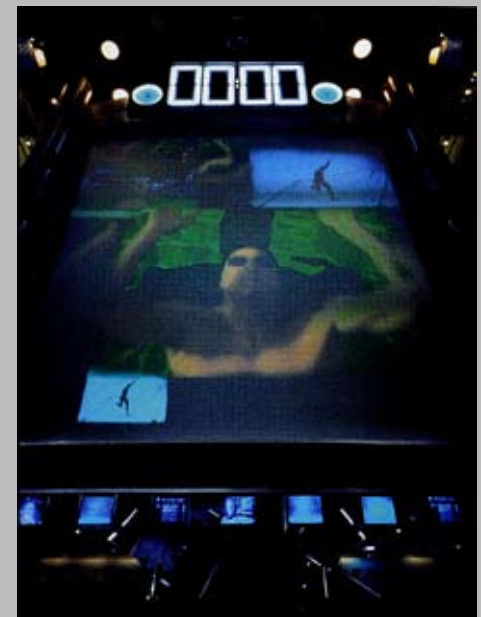
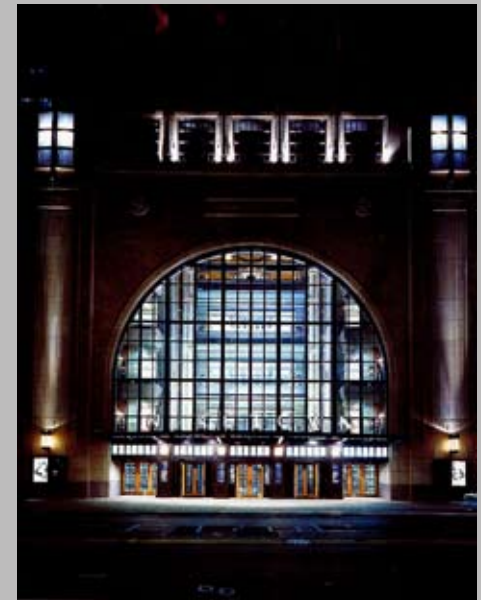


Francesca Murialdo



REFERENCE

NikeTown, New York, LeClere Architects, 1998



Francesca Murialdo



REFERENCE

1948, London, The Wilson Brothers, 2008

Nike Sportswear, Paris, Antoine + Manuel, 2009



REFERENCE

Bowery Stadium (Nike), New York, Rafael de cardenas, 2010



Francesca Murialdo