

VIEWS:



Massimo Dutti
Spain



Meindl shoe retail shop
Germany



Timberland
Spain



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ARCHITECTURE IS THE FACE OF A BRAND.

SHOP CONCEPTS :

Brands need a stage to perform.

Brands need a stage to perform. There is a difference between a product and a brand; a product is something people need, a brand is something they want to have. Therefore the requirement level for designing shops and fashion stores gets higher and higher. At the point of sale where brands and clients meet, the perfect presentation of brands is responsible for making people buy a product or not.

Architects are increasingly designing shops where completely different materials like wood, stone, metal and plastics are used. In such a specifically designed shop the flooring plays a vital role: with the wide range of Admonter wide plank floors there are no limitations to design possibilities. This is confirmed by international installations all over the world.





ARCHITECTURE IS THE HEART OF A BRAND.

MAS
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Smoked oak

Massimo Dutti

Shops with style but deliberate understatement. Fashion designed by Massimo Dutti stands for natural beauty and elegance. There have been installed about 300 m² of smoked oak and white oiled knotless oak in the showroom near Barcelona.



White oiled knotless oak





ARCHITECTURE IS THE BODY OF A BRAND.

MEI NDL



Reclaimed wood spruce

Meindl shoe retail shop

Finest high quality shoes and noble, elegant wide plank flooring. Meindl, a shoe retail shop in Kirchanschöring in Bavaria offers top quality shoes made of leather for climbing, hiking and daily use. About 280 m² of wide planks in reclaimed wood spruce have been installed in this beautiful shop. This flooring with all the typical features of the past gives this shop a warm and traditional character.





ARCHITECTURE IS THE AURA OF A BRAND.

TIM
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Oak knotless

Timberland
Commitment to nature is Timberland's philosophy. By offering high quality outdoorwear Timberland developed a well-known clothing brand worldwide. For the shop in Barcelona about 120 m² of resistant and hardwearing knotless oak were the perfect choice.





ARCHITECTURE IS THE VOICE OF A BRAND.

THE ARC HIT ECT :



Interview with Arnaud Philippe, Architectural manager of Massimo Dutti and Evaristo Saenz-Chas, Image Department Manager of Massimo Dutti.

What are the main features & characteristics of all Massimo Dutti shops? Is there a special philosophy for this kind of shop?

The Massimo Dutti shop philosophy changed a lot during the last three years: Bigger collections, bigger shops, important locations. The most important thing was to conserve the "boutique" character even in shops with a size up to 1500 m². We worked on it by creating spaces, views, circulations and making clear separations between the different collections (sportswear, casual wear, accessories...) and playing with details, colors and different types of finish. Furniture in black, white and chrome. New items such as big mirrors, fans, special old tables or couches and specifically designed handrails made of metal and leather. The choice of the flooring has been very important as we wanted a dark floor that could match and contrast spaces with the cream marble area giving the shop a kind of classic and modern touch. This philosophy has been used since October 2002 starting with the opening of a restored and enlarged shop in Rambla Catalunya in Barcelona. This concept has always been improved and changed little by little since then.

Were there any special requirements for the floors?

The floor had to meet our aesthetic criteria in accordance with the philosophy of Massimo Dutti. The floor should have an elegant but also natural look. As there are always a lot of people in our shops, the floor has to be durable and hard wearing. Easy care and maintenance was also very important.

Generally speaking, in what direction would you say interior design and shop design are developing?

The way how interior design and architecture for shops are developing, depends a lot on the kind of product that is sold in the shop. In the Massimo Dutti shops we mix modern items with genuine furniture and details. We also take advantage of specific location characteristics, using heights and special corners. An important issue is also the vertical communication between floors (big stairs, elevators) making circulations more comfortable. These areas can also be used as decorating elements.

What does the architectural mega trend "minimalism" mean in terms of Shop-Designs or does it have no impact?

Minimalism is a trend that not only touches architecture but also fashion. The product always has a considerable impact on the design of a shop. In order to enhance the presentation of the product, a lot of shops introduced the minimalism trend as architectural concept. But at the same time architecture has to create areas where clients can do their shopping in a relaxed atmosphere. At Massimo Dutti we try to create cozy spaces where people feel like in a small "boutique" with a special character.

Beauty is based on details. Does this also apply for designing shops or are there other requirements more important?

Details are very important; they give personality to a shop and make it unique. But details can never hide or correct mistakes in design or general problems of space, circulation or use of a shop.