SUB-ZONE, KIND DESIGN

Vitality: Korean Young Designers

Valhalla
Takeshi Hosaka Architects
Roca Landon Gallery
it MICHAA - Boutique Cinema
Maggie’s Gartnave
BIFF JTI Smoking Lounge
Stefan Diez
GROHE
Xocolatti

Xocolatti is a premium chocolate brand, with its first flagship location in New York City’s Soho. Xocolatti defines itself as a luxury chocolate – chocolate remagnified. De-Spec’s concept for the 1560 sq ft space lies in eliminating the traditional barriers of a storefront and window display instead creating an interactive vitrine-like space that seamlessly integrates with the streetscape. The walls are lined with custom-designed, floor-to-ceiling bronze shelving systems that are based on the multiple variations of the different sizes of the green and brown chocolate boxes. The wall acting as both storage and display permit multiple graphic patterns, bold and iconic. Customers choose their favorite chocolate boxes and take it out of the wall. This interaction between customer and display provides an animating narrative to the presentation of the store throughout the day.