



small stores



no. 2

JUDY SHEPARD

apple & pie

One Island South, Hong Kong

Stefano Tordiglione Design Ltd.



The concept behind apple & pie, a children's shoe store in Hong Kong, completely aligns the store's name, its logo and its interior design. The creation of Hong Kong-based Italian interior design and architectural firm Stefano Tordiglione Design, the logo—half fresh apple, half baked pie—was inspired by the store's name, apple & pie, with attention paid to the "&." Every element and material found in the interior then grew from the concept that combines, according to Tordiglione, "the wellbeing elements represented by the apple with the more playful pie. The former is reflected in the use of environmentally- and child-friendly materials with a focus on wood as opposed to plastic for the furnishings, while the latter can be seen in the whimsical interior design, which ranges from bright red apple-shaped sofas to imaginative wall displays."

The journey begins as shoppers walk through the giant apple that frames the doorway to face an imaginative "apple tree" growing from one wall, and from which merchandise can be "picked." Elsewhere shelving resembles pie-shaped lattices or wooden fruit palettes and the warm wood-lined flooring brings to mind a rustic barn floor. In the windows semi-circular pie-like features evoke the logo and provide

passersby with a glimpse of the European shoe brands found within. Add to this the color palette that blends bold reds and vivid greens with a calming mint and light beige and one has a complete brand experience.

The designers gave careful consideration to the experience of its clientele, both child and adult. Explains Tordiglione, "For children coming to try and buy shoes, the back of the store offers a table at which they can sit and play between fittings, not far from a wall that provides familiarity through its giant blackboard design. Yet the focus is not solely on a positive experience for children. The iconic Kartell chairs surrounding the low table, the Ethel lighting hanging from the ceiling above, and the Giant Red Lamp designed by Anglepoise are design features which lend a sophisticated and elegant air to the store."

The playfulness, elegance and practicality of the apple & pie store combine to create an environment for children and adults to relax and "pick" an enticing pair, or two, of shoes.

apple & pie is a completely branded environment. The store name is depicted with the half apple, half pie logo and throughout the store elements evoking fresh apples and baked pies abound.



For all its whimsy and creativity, the design of apple & pie is also highly practical. The red, apple-shaped sofas hide storage space while the apple tree on one wall provides display opportunities among its branches. Elsewhere shoes are displayed on pie-shaped lattices and semi-circular pie-like features. In the back of the store is located a table at which children can be entertained between fittings.

DESIGN AND LOGO DESIGN: **Stefano Tordiglione Design Ltd.**, Hong Kong
CHIEF DESIGNER: **Stefano Tordiglione**
LIGHTING: **Ethel, Anglepoise**
FURNITURE: **Kartell**
CONSTRUCTION: **Anzac**
PHOTOGRAPHY: **Stefano Tordiglione Design Ltd.**
SIZE: **915 sf / 85 m2**