

POWERSHOP 5



new retail design

FRAME

stefano tordiglione design

Where Hong Kong, China
Opening November 2013
Client Dinh Van
Designer Stefano Tordiglione Design (p.000)
Floor space 15 m²
Shop constructor Permastellisa
Photos Dinh Van Paris

The sales area is softened with all the edges and corners in order to make economical use of the compact space.



dinh van

the graphical shop is compact and elegant

The compact shop is faced with graphical Parisian landmarks, recalling the jeweller's romantic roots.

When French jeweller and Cartier apprentice Jean Dinh Van launched his eponymous atelier in Paris in 1965, his work was an intimate expression that felt both lifelike and modern. Stefano Tordiglione Design's creative team designed a graphical Hong Kong shop for Dinh Van that is as compact and elegant like a artisanal showcase. The designers mined Dinh Van's romantic Parisian roots to depict the city's iconic architectural landmarks across the surfaces of the store. These sketch-like illustrations unfurl over a feature wall in the form of a charcoal grey and white silhouette of the Eiffel Tower, along with reproductions of black and white prints of the Pantheon and the Place de la Concorde that were used in a long-ago Dinh Van advertising campaign. The jewellery display cabinets also celebrate all things Parisian through their resemblance to the fretted iron Tower, itself, with industrial-looking bases that are supported by thin tapering metal rods, recalling small-scale cross-sections of its architecture. To accommodate the boutique's pocket-size location, the designers tucked an indented sales area into the wall and gracefully downsized the cash desk. Against the metallic surface of the facade, which is also wrapped by the ribbon of hand-sketched illustrations, the silhouette scales up into a cross-hatch pattern of architectural struts.

