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INTERIOR / ARCHITECTURE / DESIGN / OBJECTS / PEOPLE

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09





RETAIL
DESIGN
WINNER

THE COOP

DESIGNER: MATT GIBSON A + D

× **design statement** The Coop heralds the advent of the temporary lease retail installation. This part experimental installation, part retail tenancy "incubator" is intended to encourage new businesses and, in a collaborative effort with GPT (Melbourne Central), to change the face of casual leasing. GPT hopes that the concept of a "pop-up" store will generate excitement and buzz about new products and business. This "incubation store" strategy engages consumers by creating a sense of urgency. It provides a unique and attractive vehicle for Melbourne's shining stars and future style shapers to test the market without forking out capital for long-term leases and costly fitouts. The businesses will be sourced and hand-picked by GPT, with rent kept to a minimum to ensure that the business is a success within the prescribed one-year lease term. The businesses and indeed the structure itself need to exemplify "massclusivity," in which customers crave unique, instant and affordable gratification. The generic structure concept and story must resonate with the centre's core target market as well as CBD workers, commuters and students.

jury comment Matt Gibson A + D creates a very clever spatial solution incorporating fantastic detailing. The project reflects a resourceful use of materials; it is practical and honest but still encourages a unique retail experience. With quirky openings and a fresh, fun approach, this project is testament to the designer's talent and ingenuity.

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AWARD FOR RETAIL DESIGN
SUPPORTED BY

THE **laminex** GROUP





CORPORATE
DESIGN
WINNER

ELWOOD CLOTHING

DESIGNER, MATT GIBSON A + D

✕ **design statement** The Elwood Clothing office fitout was an exercise in providing brand recognition and a new workplace while recycling redundant building stock. Elwood Clothing is a local jeans and street-ware retailer. Its motto, "tomorrow's vintage," provided the perfect fit for a retain/reuse/recycle ideology. Relocation to a disused industrial warehouse represented a cultural change for Elwood – it heralded their move into high-quality jean-ware and also their shift from part US ownership to being fully Australian owned. In getting to know their product and work culture, we undertook intensive front-end discussions. The brief required not only an aesthetic response, but a strategy of "assimilation" with the existing building – one that would become a market symbol for the Elwood identity. Within a modest budget the new environment had to be open, relaxed and inclusive. This project is unique in that it presents a rare symbiotic evolution of both building and tenant (not often found in corporate fitouts). The old building stock, with all its devalued latent ingredients, in fact became the tenant's brand.

Jury comment The interior spaces of Elwood Clothing are true to brand: simple, resourceful and elegant for a modest outlay. The design reflects the personality of the client and represents a great outcome for a challengingly small budget. The clever reuse of materials, furniture, objects and the client's product creates the interior equivalent of the ubiquitous but classic "jeans and white T-shirt." These spaces are austere yet warm and reflect the rare qualities of honesty and genuineness in design.

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AWARD FOR CORPORATE DESIGN
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