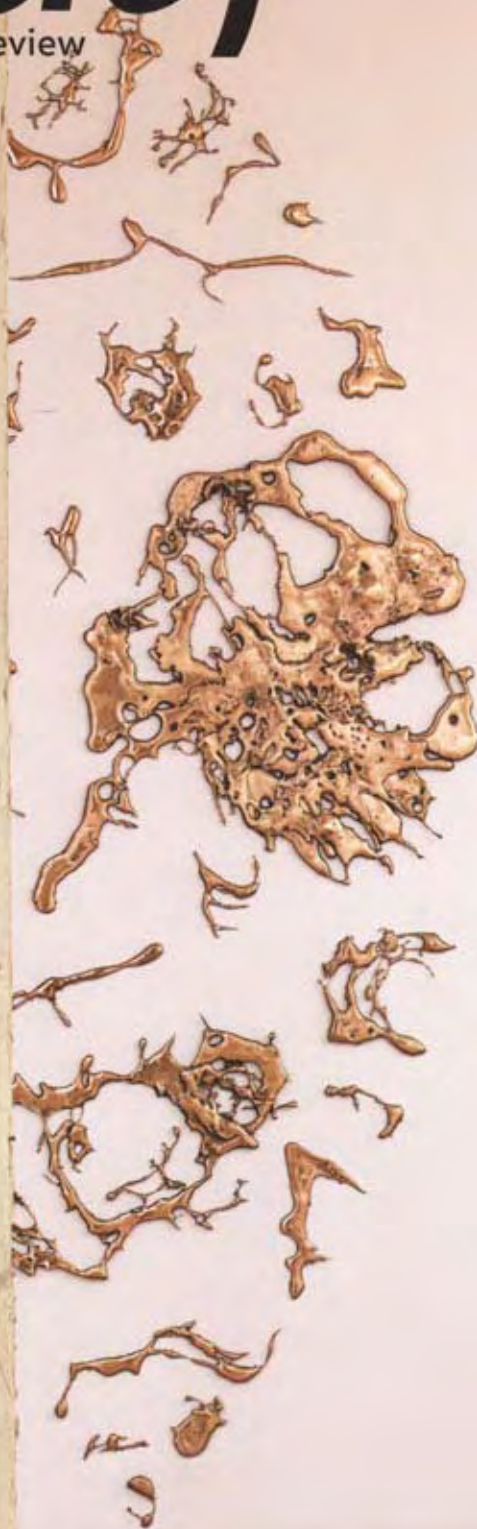


(inside)

interior design review

APARTMENTS



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VIA ALLEY FLAGSHIP

Design practice Lenny Wong **Photography** Leonard Wong **Project description** The fashion and homewares boutique, Via Alley, aspired to expand and 'grow up'. The extremely lean budget led to a discovery of formal and material beauty found in the essential. Industrial robustness is rendered elegant while physical space expands and contracts throughout the store to create moments that narrate the Via Alley experience. A rotated 4x4 cube creates a miniature urban condition, housing a mezzanine level, changing room, storeroom, POS counter and display, in an agile design that provides for function as well as aesthetics.



THE COOP

Design practice Matt Gibson A+D **Photography** John Wheatley **Project description** This part-experimental installation, part-retail tenancy 'incubator' changes the face of casual leasing. It provides a unique opportunity for new Melbourne businesses to test the market without investing capital in long-term leases and costly fitouts. Located in a disused access corridor, the brief required a low cost, quirky, functional and robust space with the flexibility to transform itself and cater for varied retail tenants. Aesthetically similar to the humble chicken shed on a bed of grass, The Coop appears as a conceptually clean container expressing a rudimentary constructivist aesthetic.



ELWOOD CLOTHING

Design practice Matt Gibson A+D **Photography** Shannon McGrath **Project description** The Elwood Clothing office's relocation to an industrial warehouse heralded its move into high quality jean-ware and transition to full Australian ownership. The brief required not only an aesthetic response to the fitout but a strategy of 'assimilation'. The rare symbiotic nexus in evolution of both building and tenant allowed the existing building and its old stock with all its devalued latent ingredients to in fact become the Elwood brand. The design process was progressive, typifying Elwood's 'slow and evolving' over 'fast fashion' approach.



FAME AGENDA

Design practice Matt Gibson A+D **Photography** Shannon McGrath **Project description** The concept for the store revolved around the idea of transparency and illusion, in-between interior and exterior, inspired by Janet Laurence's ephemeral artistic layering to create alternative third meanings, while reinterpreting the 'traditional' in contemporary ways. Eclectic laser printed decals, translucent and opaque, are applied to the glass façade, encouraging, from certain perspectives, inspection of specifically placed events. References to Borromini's famous Palazzo Spada provide apertures through which to view the interior.