



THE SHOE BOX: PEDDER RED FLAGSHIP STORE, HONG KONG NHDRO

The need for an accessible display of extensive product ranges makes it difficult to give flagship shoe shops the single significant gesture that encapsulates their brand identity. This project uses the storage area, a utilitarian necessity to accommodate a full range of sizes, as the pretext for the two storey tower that dominates the more familiar areas allotted to selection and fitting – and builds on the pun in the shop's name.

The new tower/box is clad in plywood panels in which the grains of the stained oak veneers are laid in a pattern that suggests the hand stitching of well-made shoes. The display recesses are located within the modules of the stitching pattern and reveal the oak panels to be no more than the thin outer skin to a vibrant red interior, a second visual pun that refers to the brand name. The recesses have no back panels so that customers are given glimpses of the coloured core.

While the more public world of the shop – that inhabited primarily by customers – employs a conventional vocabulary of veneered wall panels and floor boards, occasionally counterpointed by concrete, all elements within the tower are painted uniformly red so that, while customers are unlikely to enter this service area, they catch glimpses that will leave no doubt about the nature of its interior.

The higher light levels within the tower create an environment that is significantly different from that in the perimeter public zones where the detailing of frameless doors and sharp edges is restrained and precise. The language of the inner tower is precise but less refined, determined by utilitarian metal elements, standard fixings that are clearly visible and typified by components of the spiral stair.

TOP RIGHT

The two-storey storage tower, with its 'woven' veneer and glimpses of its red core, dominates the street frontage.

RIGHT

Detailing of public areas is restrained, more subservient to the product display.

OPPOSITE PAGE, TOP LEFT

The tower slips through a void at upper floor level. The red slots sit within the matrix of the veneered strips and their intense colour complements the tones and textures of the veneers.

OPPOSITE PAGE, TOP RIGHT

In the tower, detailing remains precise, with individual elements defined by shadow gaps, so that the glimpses given to customers consolidate the impression of quality.

OPPOSITE PAGE, BOTTOM

The interior of the tower has a wholly different brush and utilitarian aesthetic.



