

# AN

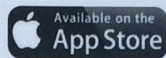
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SHOPFITTING MAGAZINE

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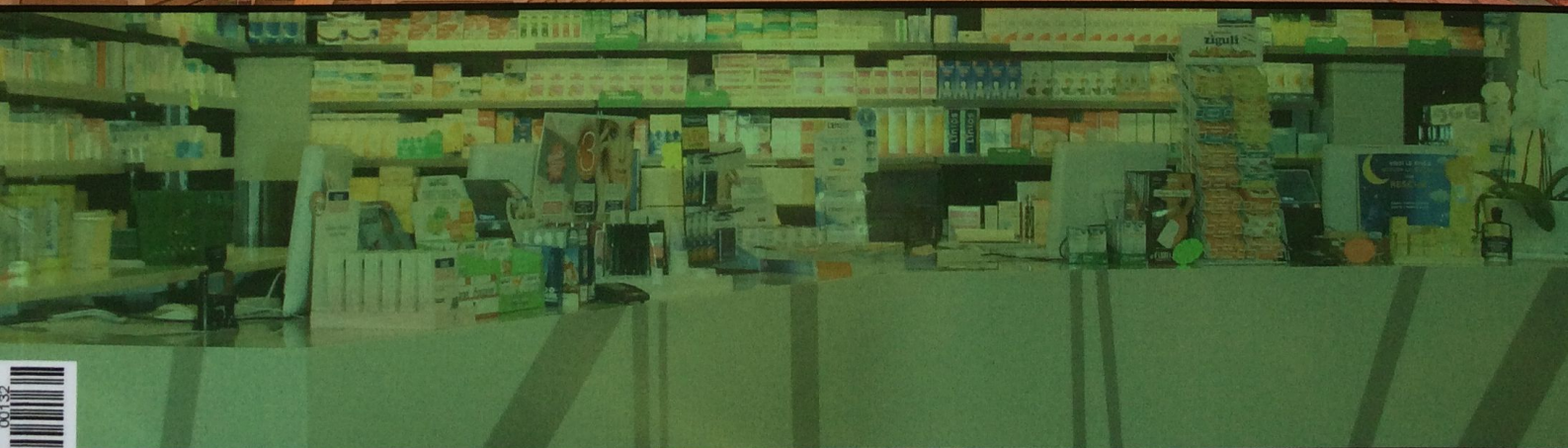
*The international  
magazine  
of shop furnishing  
and innovation*

English Translation

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## Pharmacy Concept



# SKECHERS TR

CASUAL SHOWROOM, ISTANBUL



LO SPAZIO, PROGETTATO DALLO STUDIO **ZEMBEK DESIGN**, È UTILIZZATO PER LA PRESENTAZIONE DI CALZATURE CASUAL DEL NOTO MARCHIO AMERICANO SKECHERS



THIS RETAIL INTERIOR BY **ZEMBEK DESIGN** INCLUDES A MODULAR AND DYNAMIC SHELF SYSTEM FOR PRESENTING SNEAKERS





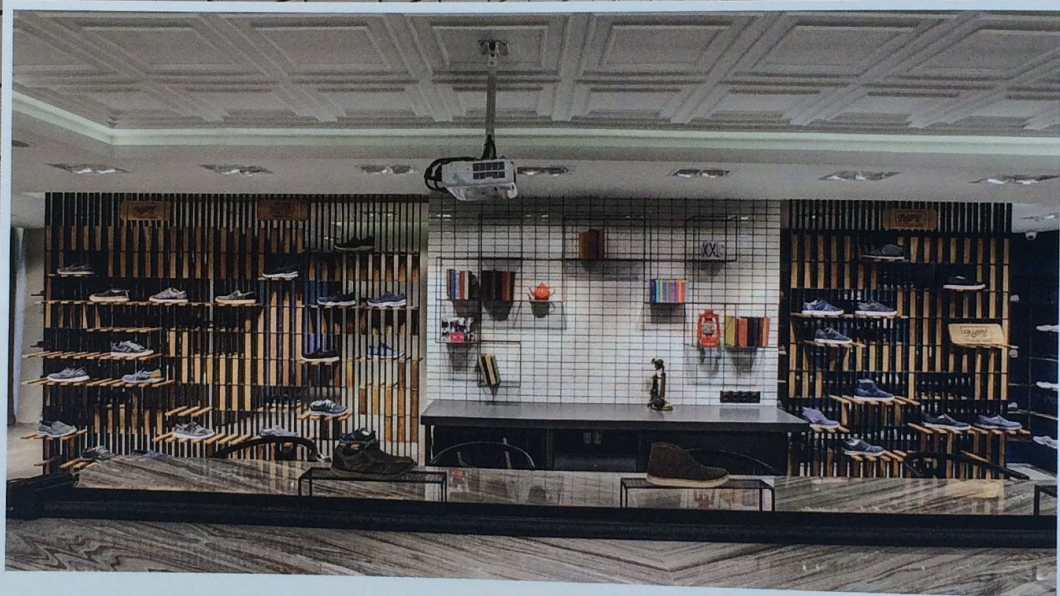
Lo showroom offre una vasta selezione delle ultime collezioni in un ambiente completamente ristrutturato, al cui interno sono stati delineati percorsi guidati attorno alla principale area espositiva. Inopportuno sarebbe stato un piano irrazionale di ristrutturazione dell'intero spazio, anche per la sua destinazione merceologica. Pertanto, in concomitanza degli ingressi principali è stata inserita una parete di separazione che distingue le zone destinate a mostrare le calzature che vengono disposte a seconda del loro impiego. I materiali ed i moduli espositivi sono stati studiati appositamente per aderire alle varie tipologie di calzature ed al cambiamento delle collezioni stagionali. Le collezioni possono essere tranquillamente valutate in un confortevole corner con poltroncine o semplicemente collocate sul lungo tavolo centrale. La modularità e la flessibilità del sistema espositivo consente un'organizzazione semplice e dinamica di tutto l'assortimento; ciò, in quanto essendo composto da elementi in legno massello, può rimanere sia aperto che chiuso o attaccato alla parete più esterna, oppure, con un semplice meccanismo, può essere ruotato di fronte. Questo concept di ripiani e mensole disposte sulla parete divisoria e lungo il perimetro permette altresì di mettere in rilievo o occultare le collezioni, a seconda delle opportunità, evidenziando così un luogo magico, aperto, semi-trasparente.



**Architectural Design** Zemberek Design  
**Design Team** Basak Emrence, Safak Emrence, Ece Ilgin Avci, Cansu Sezer, Pinar Sunbul  
**Location** Ortaköy, Beşiktaş, Istanbul, Turkey  
**Area** 85 sqm  
**Photos courtesy** Safak Emrence







**SKECHERS TR - CASUAL SHOWROOM ORTAKÖY, BESIKTAS, TURKEY**

Located in Istanbul Ortaköy neighborhood, the store has been designed for american footwear company Skechers and is used to showcase the brand's latest products. The design team completely reorganized the existing space, with a wall delineating the interior and separating the building's circulation routes from the main display area. The showroom is used for presentation of season products to the dealer agents by the sales representatives of the brand, in order cycles. Irrational plan of existing space was not convenient for the 'main volume', feeling that aspired to be created in accordance with the use case of the space. In accordance with these inputs, the space is divided with a wall delineating the inte-

rior and separating the building's circulation routes from the main display area. Casual category of the brand products appeal. Decisions about the materials, designs of the exhibition units used for specialized product groups and movable furniture selections took shape within this approach. There were different sub product groups in casual category of the brand which vary by classification and count every season. More conventional display cases are also employed, in a comfortable area of seating, or an island unit for footwear consultation. A modular and dynamic shelf system is designed that provides opportunity for sales representatives to organise their exhibition styles by classifying products in an easy

and flexible way, and so as to present variability according to different customers, in order cycles. The system is created by mounting solid wood pieces which can stay closed and open, to interior wall with a simple mechanism that can turn pivot in front of the wall. This system, which can also used with the purpose of separating selected/non-selected products by the visitors, strengthen user-space relation from the point of providing opportunity to interactive use. This shelf system is repeated with a variation that creates a semi-permeable situation on line of the divider wall which surrounds the main volume. The space gained transparency with this variation at the rate of intensity in closed and open position of wood pieces. \*