

FRAME

THE GREAT INDOORS

N°110 MAY — JUN 2016

Brands *on* Show

From *in store* to *on stage*

Frame in Milan

Design for a
phygital world

Eight Ways to Diversify Retail

Content over
commerce

Store Displays

Mannequins,
shelves, lights



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ISTANBUL — When hired to design the six-storey Istanbul headquarters for the Turkish distributor of international footwear giant Skechers, Zemberek Design was tasked with realizing heterogeneity within a homogenous brand space. The resulting interiors reinforce brand identity while accommodating a rotating range of Skechers' 3,500 seasonal products across three dedicated footwear showrooms: Performance, Casual and Kids. 'We thought that a single showroom concept containing all products would be boring,' says Zemberek partner Başak Emrence. 'We didn't want customers to have a tiresome, time-consuming experience.'

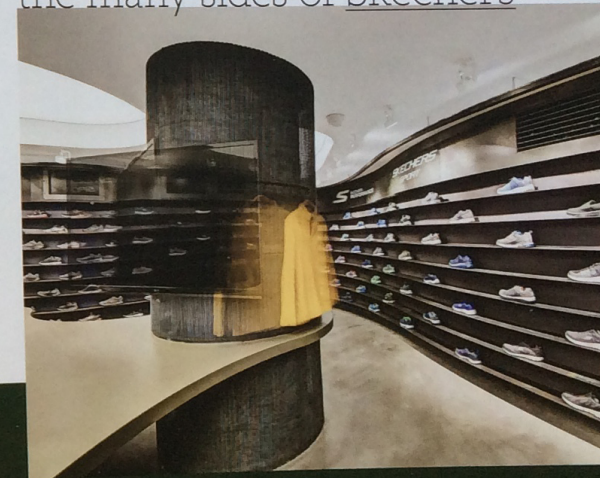
The team established distinct ecosystems within a larger biosphere. All spaces share some materials — such

as metals, black fabrics and concrete-like plaster — as well as curvilinear forms. In each functional zone (reception, offices and discrete showrooms), however, metals and plaster have diverse finishes, fabrics are used in different ways, and the resulting structures vary as well.

On the reception and meeting level, fabric stretches between CNC-milled steel frames that camber between floor and ceiling. Bisecting the building diagonally, these frames create walls that cant and flex elastically like billowing drapery, while looking as robust as canyon walls and drawing visitors from a dark, intimate entrance towards a bright meeting room.

In the Performance showroom, a display made of dark steel and fabric wraps perimeter walls. Holding shelves »

Three showrooms, three moods, one building:
Zemberek Design shows off the many sides of Skechers



that step back as they rise towards the ceiling, the display assumes a supple, dynamic form that communicates comfort, flexibility and fluid movement.

The mesh textile common to footwear appears to be scaled up in the Casual showroom, where Zemberek installed semipermeable display walls. Individual fold-down shelves of iroko wood are hinged to the solid perimeter walls or anchored on gridded frames of varnished raw steel. When a shelf is empty, it folds into the wall. It either becomes part of a graphic pattern against a solid wall or closes up a square in the grid of partition frames – a space that reopens when the shelf folds down to hold a shoe.

For the Kids showroom, 'we dug into our childhood memories', says Şafak Emrence. The designers applied their recollections in a grown-up fashion, using metal-mesh shelving in geometric shapes, Plexiglas and painted wood to evoke sweets, Ferris wheels and playtime. Here, and throughout the space, products remain in the foreground. — SM
zemberek.org



In the Kids showroom at Skechers Istanbul, Zemberek evoked sweets, Ferris wheels and playtime.