

DESIGN INNOVATIONS FOR PROFESSIONAL

MONITOR

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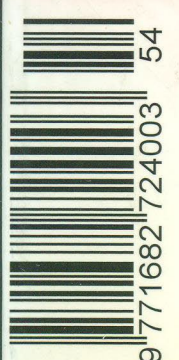
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SUPER//FLUO

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Two years after the re-launch of Brionvega, the «it» TV brand for every design connoisseur, the first Brionvega and Super//Fluo showroom has opened in Rome's old city centre. Within the limited space of the showroom, Paolo Balzanelli of Milan-based Archispazio has created an environment where each of the two brands has its own distinct presence. On display is the new Brionvega LCD TV designed by Valerio Cometti (V12), as well as the classic Algol and Doney models, which are back in production after a delicate and respectful retouch, and the first Super//Fluo TV, also by V12. Its characteristic curved sides represent a departure from the traditional 2D image of a flat screen TV. At the same time, they contain high-quality acoustic equipment and are used to fix the TV set onto the wall, which makes it a proper choice for hotels, stores, airports and other public spaces. The Brionvega products are arranged over 10 cuboids made of wood staves that have been flame treated for a special surface effect, with soft accent lighting incorporated in suspended iron bars. The Super//Fluo TVs are displayed on the opposite side within one single furniture piece covered with white enamel and diffusing soft light.

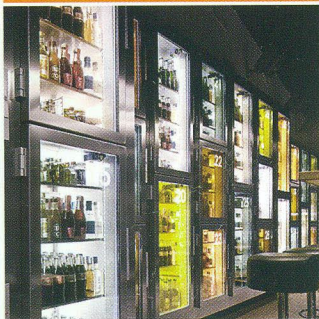
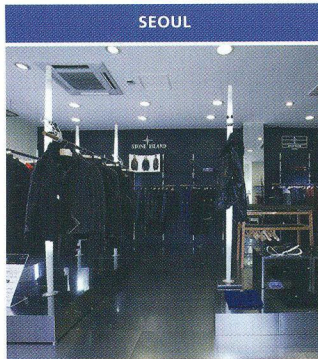
**AMSTERDAM**

PHOTO: EWOUT HUIBERS

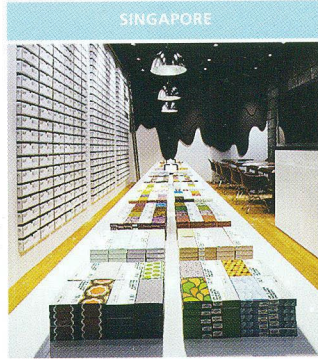
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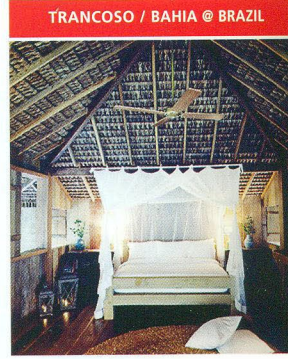
A new concept of the bar invented by three Dutch friends and addressed to those who want their drinks in a more relaxing environment. No more queuing, trying to catch the bartender's eye, or being ignored at the bar. Instead, a comprehensive selection of drinks taken at your own pace, from your own personal minibar. Designed by Concrete Architects, the bar is located in a building that used to be a woodworking factory back in the '60s. Entering the bar, you check in with the concierge who provides you with a key to one of the 45 MiNIBAR fridges stocked with premium quality beverage and snacks. Each MiNIBAR contains all the classics like beer, wine, spirits and organic juices. For those who feel hungry, the bar has a delivery menu of sushi and seasonal dishes. See our next issue for more design details.

SEOUL**C.P. COMPANY & STONE ISLAND**

650-20 GANG-NAM SIN-5A
The two stores are sited in Shinsa Dong: this residential area full of small cafes and trendy restaurants is becoming Seoul's new luxury shopping district attracting the likes of Hermes. C.P. Company and Stone Island occupy two different stores, while a large terrace on the third floor houses a private lounge bar. Developed by Italian architects Park Associati, the retail concept for C.P. Company uses marine multistratum, Plexiglas panels and Velcro strips to create a flexible wall display system. A custom-made suspended lighting fixture doubles as a clothing rack; the hookup system for the hangers was inspired by airplane safety belts. The Stone Island store stays true to the Item/Unit concept developed by design firm Zeichenweg TM. Stainless steel pedestals (Items) hold luminous fiberglass «sabres» (units) acting as supports for clothing racks and used as elements of window and in-store display.

SINGAPORE**CHOCOLATE RESEARCH FACILITY**

9 RAFFLES BOULEVARD, #01-30 MILLENIA WALK
WWW.CHOCOLATERESEARCFACILITY.COM
Conceived by a serious connoisseur of the subject, Chocolate Research Facility is a new brand and boutique-cum-cafe where an addict can discover 100 creative flavours in no less creative packaging. The small cafe serves an array of chocolate-based pastries, while chocolate bars — the raison d'être of CRF — come in ten series. Just like in fashion, seasonal «Spring/Summer» or «Autumn/Winter» range offers ten new flavours every half a year. The Connoisseur Series contains ten nuances (61% to 76%) of dark chocolate, each made with cocoa from the finest single-origin plantations. The Exotic Series is about unconventional flavours like Sichuan Pepper, Tiramisu, Red Bean, Cheese and the like. Add Tea and Coffee series and a handful of classic options, spiced up by alcohol, fruit, and nuts, and your next step will be to pick your own box — understated monochromatic facade with wild patterns inside. The branding and interior is designed by Asylum, a creative outfit comprised of a design studio, a retail store, a workshop and a record label.

TRANCOSO / BAHIA @ BRAZIL**UXUA CASA HOTEL**

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Since 2009, the fishing village of Trancoso — the UNESCO World Heritage Site on Brazil's enchanting Bahian coast — has also become the address of the UXUA Casa Hotel. An independent project by the creative director of Diesel, Wilbert Das, who describes Trancoso as «one of the most visually stimulating and relaxing places one can imagine», UXUA is comprised of 1–3 bedroom houses. The units are complemented by a restaurant and lounge, library, gym, spa, and a swimming pool. (Das insisted on making the pool look as natural as could be and spent quite a while in search of the proper stone, until in the end he has discovered aventurine). Three renovated fishermen's houses overlook the Quadrado, a grassy cliff-top square closed to traffic, while six more homes, including a multi-level treehouse, are nestled around pools in a tropical garden. Conceived as a tribute to the region, the hotel was realized in collaboration with Bahian artisans and builders who used local and recycled materials and traditional construction methods.