

# MARU

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## SUB-ZONE, KIND DESIGN

Vitality : Korean Young Designers

Valhalla

Takeshi Hosaka Architects

Roca London Gallery

it MICHAA · Boutique Cinema

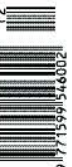
Maggie' s Gartnavel

BIFF JTI Smoking Lounge

Stefan Diez

GROHE

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## Xocolatti

**Design** Farnaz Mansuri, Thomas Shea / De-spec Inc.(www.de-spec.com) **Brand Designer** Exit Creative Company **Client** Xocolatti  
**Location** New York, USA **Use** Retail Shop **Area** 13.94m<sup>2</sup> **Photo** Frank Dudeman

쇼콜라티(Xocolatti)는 새로운 초콜릿 브랜드로 뉴욕 소호에 첫 플래그십 스토어를 열었다. 윈도우 디스플레이를 말끔히 제거하고 거리에서 직접 내부로의 소통이 가능하도록 했다. 녹색과 갈색의 네모난 초콜릿 상자를 바닥부터 천장까지 채워 초콜릿의 조각이 연상되도록 했다. 상자들은 좁은 공간의 단점을 극복하며 상품의 저장고 역할을 하고 조명을 더해 디스플레이 기능까지 해낸다. 고객들은 상자에서 직접 초콜릿을 꺼내보는 재미를 경험하며 공간과의 상호작용하는 형태는 상점의 독특한 스토리가 된다. **Editor** Park Minhye

Xocolatti is a premium chocolate brand, with its first flagship location in New York City's Soho. Xocolatti defines itself as a luxury chocolate - 'chocolate reimagined'. De-Spec's concept for the 150sf space lies in eliminating the traditional barriers of a storefront and window display instead creating an interactive vitrine-like space that seamlessly integrates with the streetscape. The walls are lined with custom-designed, floor-to-ceiling bronze shelving systems that are based on the multiple variations of the different sizes of the green and brown chocolate boxes. The wall acting as both storage and display permit multiple graphic patterns, bold and iconic. Customers choose their favorite chocolate boxes and take it out of the wall. This interaction between customer and display provides an animating narrative to the presentation of the store throughout the day.