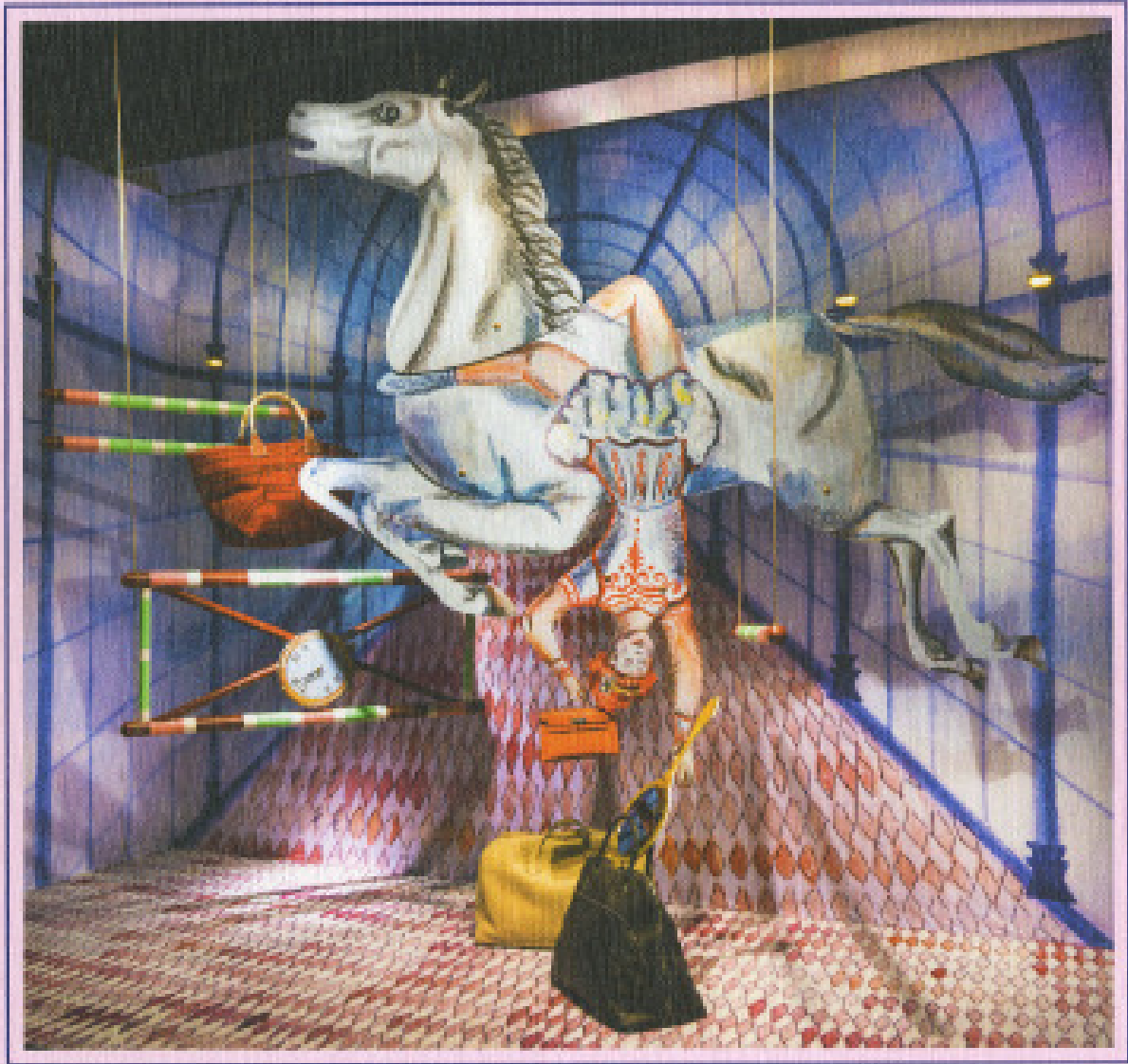


# Brand Spaces



*Branded Architecture and the  
Future of Retail Design*

gestalten



XOCOLATTI

XOCOLATTI



XOCOLATTI

CHOCOLATE reimagined.





De-Spec  
**Xocolatti**

Client: Xocolatti  
New York, USA, 2011

The first flagship location of an expanding luxury chocolate brand makes the most out of its modestly sized storefront. Eliminating the common barriers of traditional window displays, this shop instead creates an interactive, vitrine-like space that seamlessly integrates into the surrounding urban context. The walls are lined with custom-designed, floor-to-ceiling bronze shelving systems that shift in scale based on the varying sizes of the green and brown chocolate boxes. The walls act as both storage and display, permitting customers to pull their favorite chocolate boxes directly out of the walls. The result of this engaging chocolate façade is an array of unique graphic patterns that appear and propagate throughout the course of each day. This interaction between customer and display lends an animated, visual narrative to the store while also giving insight to the owners, as the largest gaps in the walls indicate the most popular flavors.

