

INTERIOR DESIGN[®]

JANUARY
2012

all the right moves



Like a Box of Chocolates

You don't have to be Albert Einstein to know that necessity is the mother of invention. Often found designing generously proportioned fashion boutiques for Emporio Armani or J. Mendel, De-Spec lead designer Farnaz Mansuri was handed a New York hole-in-the-wall, just 150 square feet, and expected to turn it into a vest-pocket showplace for the luxury chocolatier Xocolatti. She immediately realized, given the lack of space for a stockroom, that the three interior walls would have to function as both storage and display.

From top: De-Spec's New York boutique for Xocolatti measures 150 square feet. French oak for flooring and oiled walnut for the gelato counter. Packaging conceived by the Exit Creative Company as part of the brand's visual identity.



DESIGN**wire**



She fitted them, accordingly, with floor-to-ceiling bronze-plated brass racks to hold hundreds of tightly packed boxes. Their vibrant green tops and chocolate-brown bottoms create horizontal stripes punctuated by protruding walnut shelves showcasing truffles and clusters. The solution sparks an immediate connection between the customer, the shopkeeper, and the product, just the way general stores did in centuries past. And a glass storefront allows the goodies to interface seamlessly with the streetscape. Sweet. ➤