

# POWERSHOP 3

New Retail Design



FRAME

# KUBRICK BOOKSHOP

by ONE PLUS PARTNERSHIP



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WHERE Beijing, China WHEN January 2010  
CLIENT Broadway Cinema China DESIGNER One Plus Partnership (p.682)  
TOTAL FLOOR AREA 855 m<sup>2</sup> SHOP CONSTRUCTOR Design Delta  
PHOTOGRAPHERS Ajax Law Ling Kit and Virginia Lung

In the Dongzhimen neighbourhood, adjacent to one of the gates of the of ancient city wall of Beijing, is the modern architectural landmark by Steven Holl, the Linked Hybrid complex. This 'contemporary celestial city' has eight residential towers, urban green spaces and a commercial zone on the ground floor which includes a cinema. Multifaceted spatial layers are defined by geometric buildings which are interconnected with elevated bridges creating a unique skyline feature. Alongside the MOMA Movie Centre is the Kubrick Bookshop, designed by Ajax Law Ling Kit and Virginia Lung of One Plus Partnership, which captures and combines the sensual stimuli of the exterior aspects of the building complex within the store. The space is divided between the movie bookshop on the ground floor and the information centre and library on the first

and second floor. A key aspect of the interior design is the random jumble of green box-like cabinets scattered throughout. Positioned against the grey concrete backdrop of the space, the custom made, bright green cabinets serve as bookshelves, cash desks, counters and storage. Overhead is an eye-catching installation of pendant lights which fills almost the entire ceiling space. The radial webs of electric cables not only respond to the shop's colour scheme but also as act a visual link between the old and new; localising the modern design of the shop with their appearance, the cables are also reminiscent of electric poles with their trailing wires which appear all over the old alleys of Beijing.



# KUBRICK BOOKSHOP



Desk near the entrance is  
 and from the same bright green  
 used for display cabinets.  
 The cash desk, two screens  
 in a white wall show video clips  
 movies playing at the cinema.  
 Green electrical cords are spread  
 at the entire shop space, forming  
 an installation.  
 The counter is a combination of cash  
 information and membership counter.



## DESIGNER PROFILES M-O



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Merkx+Girod Architects offers its clients a wide range of services in both architecture and interior design. Established in 1996, the firm's portfolio includes offices, museums, public buildings, retail spaces and private residences. Based in Amsterdam, a team of over 30 staff employ an integrated architectural approach and a quartet of core values: coherence, elegance and quality.



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For over 40 years, Michelgroup has developed and designed national and international projects with the planning of urban retail projects as the primary focus. Led by Wolfgang Michel and Kevin Roche from its headquarters in Zurich, the firm's core competencies include strategy, architecture, interior design and project management.



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Ministry of Design was created by architect Colin Seah in Singapore in 2004. An integrated spatial-design practice, MOD's explorations are created amidst a democratic studio-like atmosphere and progress seamlessly between form, site, object and space. The studio's portfolio includes projects in architectural, interior, product and experience design.



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Mykita's in-house workshop in Berlin has been producing hand-crafted eyewear for the high-end segment since 2003. From the design and production to the marketing; everything is done under one roof at the firm's headquarters. The creative core behind the brand are its four founders, Moritz Krueger, Philipp Haffmans, Daniel Haffmans and Harald Gottschling.



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The studio of Nezu Aymo Architects was founded in April 2009 by Yukiko Nezu and Skafto Aymo-Boot in Amsterdam. The duo has a critical curiosity for the building process and the materials used. Through research and unconventional thinking, the Japanese-Danish design team has developed a portfolio that includes new buildings, urban plans, interiors and spatial concepts.



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In 2005, Yasuo Imazu founded the ninkipen architecture office in Osaka, Japan. After completing his studies at Osaka University and following a time working for another architecture firm, Imazu decided to establish his own studio in order to concentrate on a broad variety of architectural and interior design, including retail, residential and corporate projects.



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Noriyuki Otsuka travelled to Europe after graduating from design school in Tokyo. He worked as interior designer at Plastic Studio and relocated after returning to Japan and, in 1990, founded Noriyuki Otsuka Design Office. His intention to create interiors that 'seem like nothing but are something' is his studio's philosophy. The company's portfolio includes works such as boutiques, restaurants, private residences, furniture and product designs.



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After completing his architecture study at the Technical University of Berlin, Alexander Nowotny travelled to the United States and New Zealand to gain work experience. In 1999, he established his own architecture studio in the Netherlands that focuses on architecture, urban planning, interior and re-use of buildings. Nowotny Architecten also creates designs for shops and public spaces in banks, cinemas, restaurants and shopping malls.



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One Plus Partnership was formed in 2004 by Ajax Law Ling Kit and Virginia Lung. Based in Hong Kong, the company provides a full range of interior design services from conception to delivery including residential, hospitality, retail, office and cinema projects. The studio is a forum for generating ideas with a design philosophy which selects a theme for each project.