

POWER SHOP 2

NEW RETAIL DESIGN
VOLUME 2:
ANYTHING (BUT FASHION)

FRAME

Stepevi A24 Design Studio

WHERE: DUBAI, UNITED ARAB EMIRATES
WHEN: DECEMBER 2008
CLIENT: STEPEVI
TOTAL FLOOR AREA (M²): 200

A24 DESIGN STUDIO - FOUNDED IN ISTANBUL IN 2004 BY NALAN BAŞKIR, NİLGÜN BAŞKIR AND ALPTEKİN BAŞKIR - INTEGRATES ARCHITECTURE WITH INDUSTRIAL DESIGN. THE FIRM DESIGNS, MANUFACTURES AND INSTALLS QUALITY, CUSTOM-FRAMED, TURNKEY RETAIL SPACES AND EXHIBITION STANDS WORLDWIDE. UNDERLINING A24'S TAGLINE - "CREATING ATMOSPHERES THAT INSPIRE" - IS A STRONG BELIEF IN DESIGN AS A POWERFUL COMMUNICATION TOOL AND IN THE ABILITY OF FORM TO TOUCH THE HUMAN SPIRIT. A24 PRODUCES INSPIRING, INTELLIGENT, CAPTIVATING DESIGNS THAT CONNECT SPACES AND PRODUCTS WITH PEOPLE.

In 2008, A24 Design Studio had the opportunity to design a new shop for Stepevi, a manufacturer of high-end rugs. Because of the exclusivity of the product and the upscale position of The Dubai Mall, A24 set out to create an ultra-premium retail space. Just as Stepevi rugs express themselves through rich textures, colours and patterns, the retail interior crafted by A24 expresses itself through materials, accessories, colours, textures and patterns. The designers aimed for the most elegantly luxurious and cosiest indoor area possible. The intimate ambience was achieved in part with fine wooden furniture and a big sofa that invites visitors into a space with the comforts of home for a relaxing break while shopping. Wooden drawers filled with samples are found throughout the interior. People entering the Stepevi shop from the mall are welcomed by a wall covered in hanging rugs, which can be rearranged as desired. A cosy area at the rear of the shop is separated from the larger retail space by a patterned room divider made of glass and steel. Here customers can sit and, aided by Stepevi's expert staff, select colours, sizes and patterns - ultimately creating the unique, customized rug that is ideal for the room they have in mind.

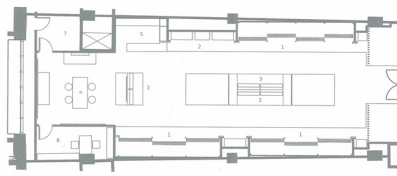
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Photography: Alptekin Başkır



01 A room divider separates the retail area from the design studio, where each customer can create his or her unique carpet.



- 1 Rug display
- 2 Accessories display
- 3 Sofa
- 4 Meeting area
- 5 Cash desk
- 6 Office
- 7 Storage



02 Stepevi is located in the worlds biggest mall, The Dubai Mall, part of the Burj Dubai.

03 The comfortable sofa at the centre of the shop offers customers a place to relax.

