

Lara Bohinc Lifestyle and Fine Jewellery store

Press Release

location: Sloane Street 149F, London SW3, United Kingdom
type: lifestyle and fine jewellery store
facts: 20m2 retail space
structure: vacuum pressed kerrock

Design by Elastik: Mika Cimolini, Igor Kebel with assistance of Tomaz Pipan and Grega Pilih

Lighting design by Soncesenca
Carpenter works: Domiles d.o.o., Ljubljana
Refurbishment works: AGH d.o.o., Ljubljana

Photography: Bogdan Zupan

The request to make a design functional for selling purposes and to create a great consumer experience - as well as having an amazing, unique and very special design was client's initial commission briefing to Elastik. This is a second shop that Elastik has designed for Lara Bohinc. The first collaboration was the show room and a temporary shop on Hoxton Street, the second shop on Sloane Street is an evolutionary step forward.

The shop design from Hoxton served as a starting point for the new shop design on Sloan Street and a continuation of the Lara Bohinc's secret "treasure chest". Both shops are conceived around a three dimensional space-forming device that works as a lighting and holding element, but also provides an interface between the shop and the user of the shop. The experience for the shopper is translated into a systematic geometry by using the repetition of one three dimensional device, a modular wall element made from vacuum pressed Kerrock. With the repetition of the spatial device element Elastik also made a unique homage to the famous partition walls by Erwin Hauer from the 60-ies.

Kerrock is a composite material whose main components are aluminium hydroxide and polymer binding substance on the base of acrylic and has a feeling similar to stone or ceramics, but can be shaped and sculpted with the same tools as wood. In this case computer made mould was used for vacuum shaping of the 3D element (device). Combination of this material with black and gold color, maybe an unusual decision for the small space, provided an extremely luxurious touch and feel of the shop. The idea was not only to hint to luxury, ancient cultures and hidden treasures but also to create an unusual space without shadows. The only shadow is the one of the items displayed on shelves,

vitrines and the jewellery table. This enables all the shiny jewellery items to stand out in a glamorous way.

The surprising geometry of a continuous form that the shopper maybe doesn't grasp instantly and a combination of a modest traditional black restored Victorian façade works complementary to provide an instant identification and experience for the shopper.

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Elastik is an international brand for networking and designing architecture, urbanism and media with other disciplines, founded in 2004 by Mika Cimolini and Igor Kebel. Elastik is practising between two studios in Amsterdam and Ljubljana. Most important built projects include Bellevue Hotel (Amsterdam, NL), Pannonian House (M. Toplice, SLO) and Lara Bohinc Store in London (London, UK).

Mika Cimolini (1971 Ljubljana, Slovenia) graduated from the Faculty of Architecture, Ljubljana where she later worked as an Assistant Professor. She was an art and architecture correspondent for Slovene National Broadcasting Company (TV Slovenia) for many years. She graduated from Berlage Institute in 2001 with research into products titled >Whatever You Want< focusing on implementation of product design and marketing strategies into architectural organizations. She lives and works in Ljubljana. She has published numerous articles internationally and produced several short documentary films from the field of media and design. Mika Cimolini was also a guest professor at Berlage Institute in 2004/05.

Igor Kebel (1970 M.Sobota, Slovenia) lives and works in Amsterdam. He studied architecture at Faculty of Architecture, Ljubljana and also worked there as an Assistant Professor. He obtained master degree from the Berlage Institute, dealing with integral prototypes that derive out of new ways of how we live and work today in his work titled "Just in Time Infrastructure". He has worked for several years as design and project leader at UN Studio and was recently a guest professor at the Berlage Institute. He has been recently teaching at the Staedelschule in Frankfurt and a guest professor at Berlage Institute in years 2003-2005.

Publications

Elastik is a part of SIXPACK:Contemporary Slovene Architecture, a travelling exhibition and the coinciding book.

"Rexevolution" is the first book, written and edited by Mika Cimolini and Igor Kebel.

"Emerging Technologies and Housing Prototypes" by Black Dog Publisher, is co-edited by Igor Kebel.