

FRAME

The Great Indoors

'Walking through the haze towards the light'

16 Striking Stands

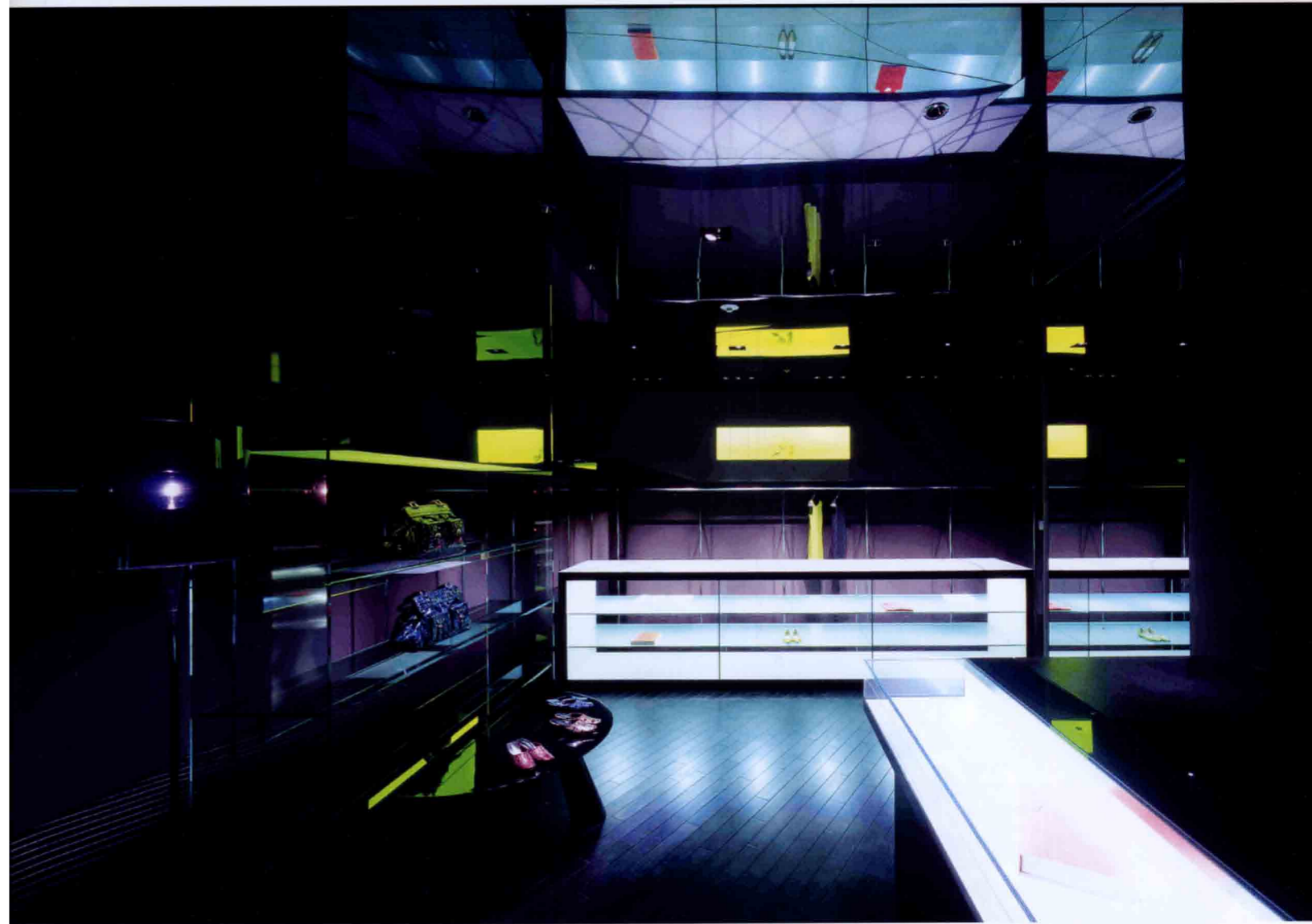
SPEX

The Designer Map of Salone del Mobile



€19.95 EU
\$24.95 USA
\$29.50 Canada
¥3,570 Japan
£14 UK
₩ON 40,000 Korea

I'm Into Ando



Light Play: A spotlight in the ceiling of the Axia shop in Omotesando Hills, Tokyo, casts ivy-like patterns on the furniture below.



Last February, the Omotesando Hills shopping complex opened in the Harajuku district of Tokyo. Designed by Tadao Ando, the vast structure has put a new face on an area sometimes referred to as 'the Champs Elysées of Tokyo'. The new venue includes a score of magnificent projects by famous interior designers whose up-market boutiques and restaurants

have set the visual tone of Omotesando Hills, which is undeniably a showcase for interior design. The Axia shop, located on the lower level of the complex, stocks women's fashions, bags, shoes and accessories. The interior, designed by Noriyuki Otsuka, features brown walls that rise to meet an overhead expanse of stainless steel polished to a dark, mirrored sheen. Wall-mounted boxes that house shoes and handbags glow with soft green and yellow light. The colour of these boxes can be adapted to the colours of a specific season, the merchandise on display, or the theme of a fashion show held on the premises. A

central display that shines brighter than all other lighting in the shop is reflected in a mirrored ceiling that visually doubles the interior. 'The counters and displays reflected in the mirrored ceiling seem to be created by computer. This produces an unreal atmosphere,' explains Otsuka, who says that in an era in which 'we can buy practically anything from online shops' he wanted to create a shop with an other-worldly feel to it. What he's given us is a taste of the virtual in a tangible form.

Masaaki Takahashi
Photography by Hiroyuki Hirai