

---

# POWER SHOP 2

---

NEW RETAIL DESIGN

**FRAME**

---

Today's retail interiors need to accommodate a diversity of functions. While serving as an attractive backdrop for the products on display, a retail interior also represents and reflects brand identity - and, in many cases, doubles as a showroom, event space or gallery.

Powershop 2: New Retail Design provides a global view of visionary retail spaces created by international designers. This 640-page publication offers readers a unique opportunity to visit 200 outstandingly designed stores, which appear in two volumes. Volume 1 - Fashion - presents single-brand and multi-brand clothing stores. Volume 2 - Anything (but fashion) - opens the doors of flagships, boutiques, shops-in-shops, showrooms and temporary stores for accessories, shoes, eyewear, books, food, cars and much more.

Included is the work of world-class designers such as Marcel Wanders, Wonderwall, concrete architectural associates, Karim Rashid, Matteo Thun & Partners and Tokujin Yoshioka, to name but a few. Featured projects are richly illustrated and accompanied by floor plans, designer profiles, project credits and detailed descriptions of the interiors. Eight essays addressing the challenges facing tomorrow's retail sector provide an interesting glimpse into the future.

---

# POWER SHOP 2

NEW RETAIL DESIGN  
VOLUME 2:  
ANYTHING (BUT FASHION)

FRAME

## Powershop 2 New Retail Design

20120 - a l m project - A24 Design Studio - Aigner Architecture - AlexChoi design & Partners - Anders Nord and Aleksii Hautamäki - Angelo Micheli - Antonio Gardoni - Architetto Baciocchi & Associati - Asylum - Atelier Oi - Bearandbunny - Beaverhausen - BEHF Architects - bel epok - Benschop The Retail Factory - bilenundborn - BlazysGérard - CAPS Architecture Interior Design - CCS Architecture - Chris Briffa Architects - CJ Studio - Claudio Pironi & Partners - concrete architectural associates - Con'Fetti de Reclamefabriek - COOP HIMMELBLAU - Costa Group - Crea International - creative designers international - Creneau International - Dastro Retailconcepts - ddockstudio - Deck5 - DITTEL-Architekten - Fiat Design Team - Gessaga Hindermann - Glamorous - Hiroshi Nakamura & NAP Architects - IDA 14 - ippolito fleitz group - IY A Studio - JSPP - JudgeGill - KMS Team - Konzept Stockholm - Liberation Creative Consultants - Line-Inc - Lotus - Lucijana Radivovic - M+R interior architects - Manuelle Gautrand Architecture - March Studio - Mark Pinney Associates - Maurice Mentjens - Merckx+Girod Architects - Mo Ka - Montalba Architects - Mykita - Nike EMEA Brand Design and HMKM - Noriyuki Otsuka Design Office - O.BS Arquitectos - Office Hiyoshizaka - Ontwerpatelier Bert Gebruers - Peter Jannes - Osiris Hertman - Panorama International - PrastHooft Architects - Rafael de Cárdenas - rkd retail/IQ - Royal Mosa - Ryoko Ando / MS4D - Ryuji Nakamura - Satoshi Muneo Architects - Schmidhuber + Partner - Schwitzke & Partner - sddRetail - Sergio Mannino Studio - Smånsk Design.Studio - Soon Interior Design - spine architects - Storeage - Studio Arthur Casas - Studio Lucchi & Biserni - Tokujin Yoshioka - Tomorrow Design - Tonerico - Torafu Architects - Totems Communication and Architecture - Universal Design Studio - UXUS - Walbert-Schmitz - Yalin Tan & Jeyan Ülkü



# Alfredo Bannister Infinito Noriyuki Otsuka Design Office

WHERE: TOKYO, JAPAN  
 WHEN: MARCH 2008  
 CLIENT: ABAHOUSE INTERNATIONAL  
 SHOP CONSTRUCTOR: TOWN DESIGN  
 TOTAL FLOOR AREA (M<sup>2</sup>): 75

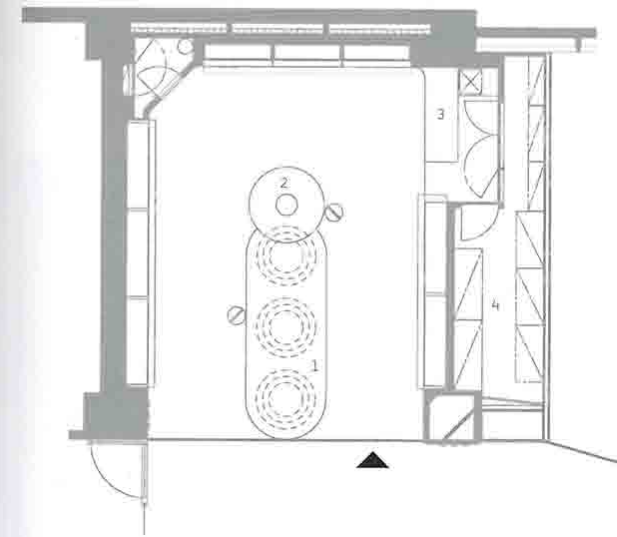
INTERIOR DESIGNER NORIYUKI OTSUKA FOUNDED NORIYUKI OTSUKA DESIGN OFFICE IN 1990. THE MAJORITY OF OTSUKA'S WORK INVOLVES INTERIORS FOR BOUTIQUES, RESTAURANTS AND RESIDENCES. ALTHOUGH MANY OF HIS DESIGNS MAY SEEM ALMOST TOO SIMPLE AT FIRST GLANCE, A CLOSER LOOK REVEALS DELICATE FEATURES AND A SUBTLY CREATED AIR OF RICHNESS.

Alfredo Bannister is a pioneer of Tokyo street fashion. Sporting a cool, distinctive aura, the brand's shoes are prized by the younger generation for their fine quality and imaginative design. Alfredo Bannister turned to Otsuka for a renewed shop design, aspiring to boost its image to even greater heights. Rising to the occasion, Otsuka proposed the theme of 'Tokyo Elegant', a concept with an underlying current that is neither luxury nor an uncompromising commitment to the street. The monochrome-appointed space features Otsuka's 'dark brightness' lighting scheme, with spotlights that pick up and accentuate individual products. A low display table resembling a luggage carousel takes centre stage, and a rotating circular rack hangs from the ceiling. The combination of glossy white walls and rich, dark, mirrored display racks fills the interior with reflections that generate a strong sense of spatial depth. Dark colours used for ceiling and floor make these surfaces fade inconspicuously into the background. Geared to Infinito, the name of the store, Otsuka's shining retail space conveys a message of infinite potential.

**Noriyuki Otsuka Design Office**  
 6-13-5-401 Minamiaoyama Minato-ku  
 107-0062 Tokyo  
 Japan

T +81 (0)3 3406 6341  
 E nodo@blue.ocn.ne.jp  
 W www.nodo.jp

Photography: Kozo Takayama



- 1 Display tables
- 2 Seating area
- 3 Cash desk
- 4 Storage



01 Dark mirrors behind the display racks make the shop feel more spacious

02 Three rotating hanging racks are reflected in shiny surfaces throughout the shop.

03 The top of a centrally positioned display table resembling a luggage carousel is made from black starfire glass.

