

# FRAME

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## *District 1 by Interstore Design*

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*Decorative objects such as drawer handles, profiles, mirrors and cloak hooks are lightly hinted with black acrylic paint, painted on-the-spot by an artist.*



**A pop-up shop in Vienna's Steffl department store is arranged like a warehouse exhibition that strives to appear somewhat empty.**

The 1000-sq-m space utilises a few design elements that are flexible in their functions.

'Similar to a loft, blank industry floors and ceilings with visible construction elements create an exhibition-like character,' says Beni Heiden, creative director of Interstore Design. 'The different simple, clear, light and flexible elements fulfil the pretence of a temporary exhibition.'

Contrasting the industrial elements, feminine graphics and signage appear on walls. Meanwhile, white lacquer furniture serve as display islands and space dividers simultaneously.

According to Heiden, the project was realized on an extremely short timeframe: just two weeks! Given it's success, the entire remainder of the department store's level will be renovated to mimic the warehouse style.

'Our aim was to create something new by employing simple but exciting design features,' says Heiden.

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