

touch

DECOR

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Hard Rock Hotel

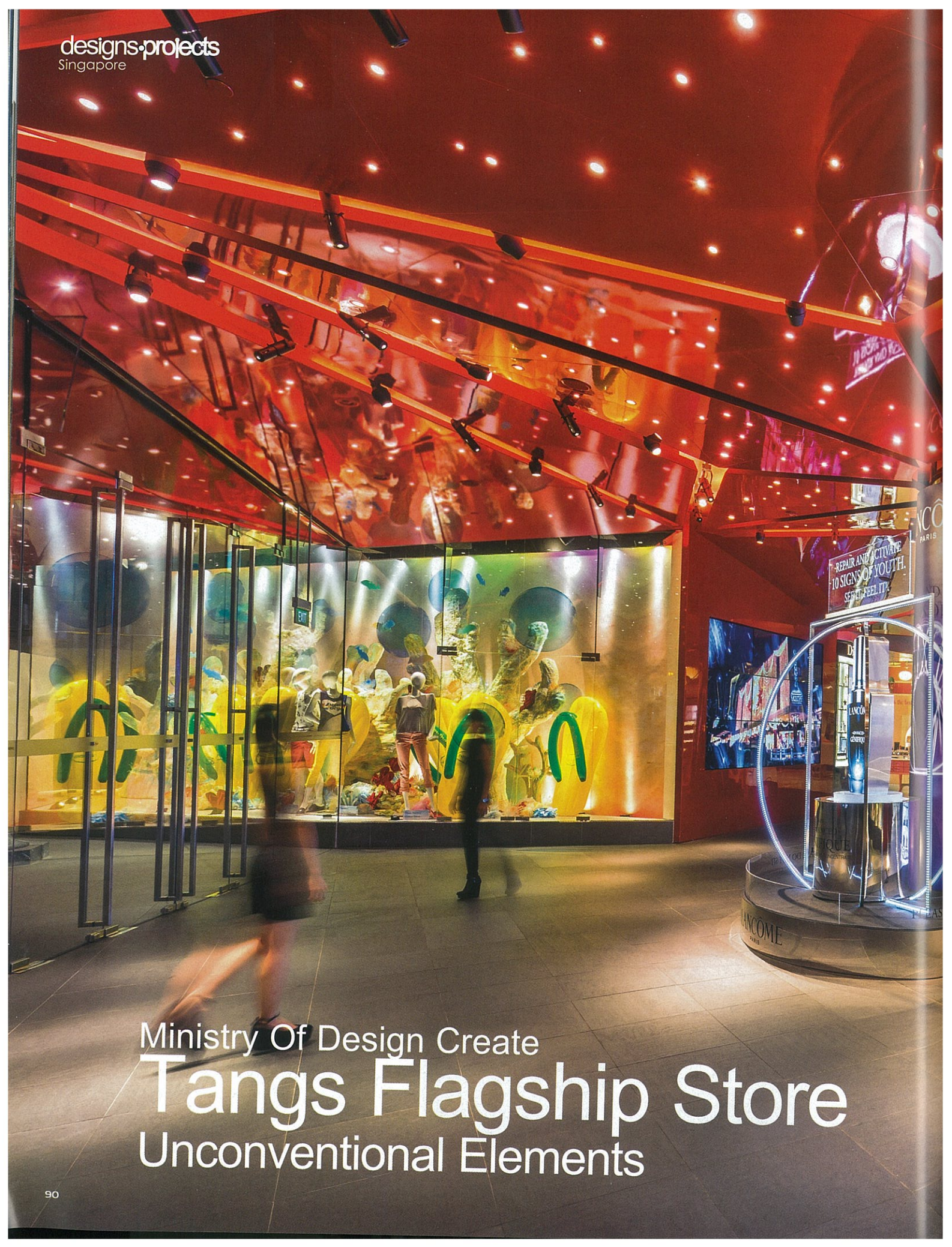
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The image shows the interior of a Tangs Flagship Store. The ceiling is a vibrant red with numerous recessed spotlights. A series of parallel red beams run across the ceiling, supporting the lighting. A large window display on the left features a colorful, abstract scene with yellow and green elements, possibly representing a tropical or underwater theme. A mannequin is visible in the display. To the right, a circular display case holds a Lancôme perfume bottle. The floor is a light-colored, polished material. A person is walking in the foreground, slightly blurred, adding a sense of movement to the scene.

Ministry Of Design Create
Tangs Flagship Store
Unconventional Elements



Photography: C&A Photography (Edward Hendricks)

ON THE SITE



Winner of multiple prestigious awards, including the "Best Shopping Experience" by the Singapore Experience Awards 2013 and the coveted "Best Retail Concept of the Year" by the Singapore Retail Association 2013, Ministry of Design collaborated with Singaporean retailer Tangs in conjunction with its 80th anniversary revamp. The strategy for Tangs 3G is guided by three manifestos: Celebrate Pedigree, Embrace Creative Curatorship and Empower Lifestyle Driven Retail. Set along Orchard Road's bustling pedestrian walkway, the new entrance channels shoppers into Tangs by creating two large window display showcases which flank either side of the doorway. For the Tangs Beauty Hall, a series of 3 dimensional 'pods' were created where each brand could uniquely determine the look and feel of their retail environment by manipulating the floor, walls/columns, furniture and ceiling of their pod. MOD also created a set of guidelines establishing basic perimeters for each tenant with the intention to encourage each brand to create the most unique and distinct possible. ◉

