



FRAME

98

MAY / JUN
2014

€19.95 EU
€14.95 Italy
CHF 30 Switzerland
\$19.95 USA
\$29.50 Canada
£14 UK
\$28.99 Australia
¥3,570 Japan
₩ON 40,000 Korea

THE GREAT INDOORS

Robert Wilson

*Backstage with the
master of set design*

Hotel Hotel

So good they named it twice

Bon Appétit

*What's on the menu for
tomorrow's kitchens*

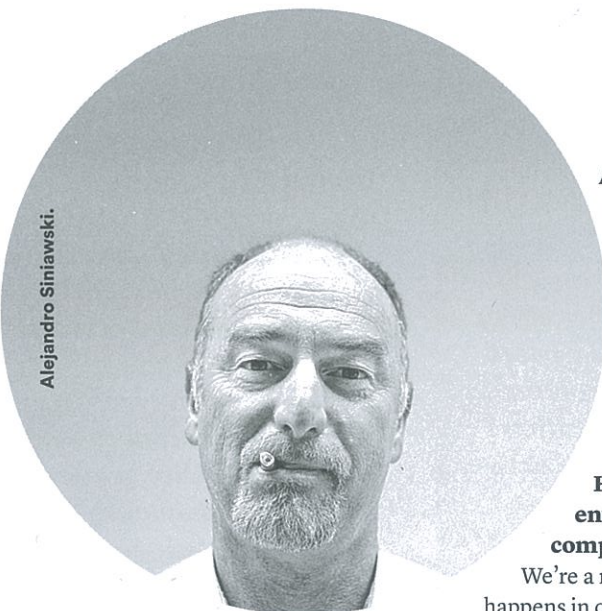
— FRAME LAB —

Retail

Virtual, meet reality

Papabubble

Alejandro Siniawski.



At a time when stimulating experiences are one of the most important factors in store design, Papabubble is onto a winning formula with its shops that double as 'sensory shows'. Alejandro Siniawski discusses the Barcelona-based candy company's global retail strategy.

How much do retail environments matter to your company? ALEJANDRO SINIAWSKI:

We're a retail-oriented brand – everything happens in our stores. All the candy magic we work is done within the four walls of our stores around the world. In fact, we depend 100 per cent on the retail environment.

How does your current retail strategy look?

After many years of experience and 30 stores worldwide, we know our target market and look for locations near to that clientele. We also look for a balance between monthly costs and the surface area that's needed to make Papabubble candy. We have plans to open another seven or eight stores this year, in the USA, Latin America, Europe and China.

What's your retail motto? Come in and see our candy being made right before your eyes – an experience for all the senses!

What influences your choice of store designer?

We know what we're looking for: minimalistic designs, with a limited palette and no bright colours. Our candies have to be the most colourful items in our stores.

Given the different approaches to the design of your shops, how do you safeguard a consistent brand image?

I pray for it... Seriously, I'm the only one who approves or disapproves our store designs, no matter what the location. That's the only way to preserve brand identity.

Does internet shopping affect your store design?

Online shopping isn't very big for us, honestly, because people like to see our candy being made. We need a real space to develop our magic.

What works best – department stores, shopping malls or stores at street level?

If possible, I will always take a street-level store in preference to other options. Not that I'm against big-surface stores or malls, but we want to be as independent as possible when it comes to decision-making. Then again, it does depend on which country we're in.

What's next for Pappabubble, retail wise?

Hmmm... That's a secret. Perhaps you will see a few hints shortly in Dubai. — JS
papabubble.com

— YOUNG BLOOD —

Is it possible to give a shop luxury appeal on a skin-and-bones budget?

Located in the more affluent areas of London, Mary's Living and Giving Shops sell a curated selection of second-hand designer fashions and accessories at up-market prices. Inspired by the concept, students set out to create an interior that would challenge the public perception of second-hand shops. The highlight is a layered display, fashioned from donated textiles, that suggests the luxurious feel of a boutique. Colourful and textural, the installation is based on the idea of garments and fabrics literally piling up. It shows how a low budget can be stretched to produce a striking interior. Hand-me-downs just got more beautiful. — JT



Mary's Living and Giving Shop for Save the Children by Naomi Grieve and Flett Bertram, Royal College of Art, London (UK). Photo Phine Ka, courtesy of Save the Children

BEST red entrance to a flagship store



Tangs in Singapore by Ministry of Design.