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THE GREAT INDOORS

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Candy Store: Swarovski crystals of all sizes, shapes and colours are displayed like delectable sweets in a London shop that boasts a new retail concept by Virgile & Stone.

Marilyn Monroe knew it way back when: 'Diamonds Are a Girl's Best Friend'. Both Marilyn and her lyrics convinced a worldwide audience that costly sparkles are better than kisses at expressing love. An opinion shared by many. Swarovski crystals – often mistaken for diamonds – have been objects of desire for over 100 years. Once a classic brand aimed at an elite clientele, Swarovski currently enjoys a broader public and displays a keen eye for good design. Needing an image to match this commercial turnabout – aptly named Crystallized - Swarovski Elements – the firm asked Virgile & Stone to come up with an interactive,

creative, ground-breaking retail concept. Responsible for the realization of the design was Schloegl & Suess. The 300-m² shop features a retail section and a lounge.

COSMOS
Highlighting Cosmos, the retail section, is a long wall of crystals in every imaginable size, shape and colour. Visitors have access to computers that calculate the kind of crystal that best suits them. A neutral palette – glass, Plexiglas, white and chocolate-brown Corian, and epoxy-screed concrete flooring – creates an ideal backdrop for the radiant rainbow of crystals.

LOUNGE
The Crystallized Lounge upstairs invites guests to exit the explosion of glitter and relax in a calm interior where light refreshments are served. Here they can catch up on the latest Swarovski news or attend exhibitions, workshops and events such as fashion shows. The lounge includes an intriguingly faceted wall, leather-and-metal seating and Corian workbenches.

Words [Merel Kokhuis](#)
Photos courtesy of [Swarovski](#)