

# STUDIO ARTHUR CASAS

## ARCHITECTURE AND DESIGN

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## FACTSHEET

Project	Alexandre Herchcovitch Store
Author	Arthur Casas
Dates	2006 - 2007
Built area	98,80 m <sup>2</sup>
Location	Shibuya - Tokyo - Japan
Photos	Eusike Fukumochi

## ABOUT

Invited by Brazilian designer Alexandre Herchcovitch to design his store in the neighborhood of Shibuya-ku, Tokyo, Japan, Studio Arthur Casas took advantage of the concept of a surprise-box: when closed, stimulates curiosity and when open, reveals only partially what is inside. According to Arthur Casas, "Japanese consumers are different from Americans and Brazilians, windows do not explicitly show. They are more exclusivist and curious."

To materialize this concept in an existing corner building, the option was to cover the facade with a formica structure. This skin also adds value to the brand as it "acts as support for the prints of the designer's creations, which can be replaced with each new collection." With 6.5 meters high, the building is a real mutant box.

Its 71 m<sup>2</sup> are divided into three floors and a mezzanine exposure to stock. In the exhibition floors, open tiled walls work as a support for the accessories and fluorescent lamps have dual function, to illuminate the environment and act as supports for clothes, always seeking to bring focus on the products.