



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
WON 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



FRAME LAB

Retail

Virtual, meet reality

The hottest
mannequins
in town

PAGE 148

Oki Sato's
passion
for stores

PAGE 152

What does
2014
smell like?

PAGE 155

Storytelling is more important than architecture

SAY 69% OF CONTRIBUTORS
FRAME RETAIL SURVEY 2014



Lam Wai Ming.

— WINDOW WIZARDS —

Design Systems

‘The nature of designing window displays is like that of a photographer taking pictures to capture the essence of a scene,’ says Lam Wai Ming of Hong Kong-based outfit Design Systems. ‘We need to merge the products into a story and then present the most significant moments of that story.’

While passers-by may be drawn to a seductive image, Ming says they don’t expect anything complicated and metaphoric that requires too much thought. ‘A window display should be direct and full of impact – an instant line of communication between brand and customer.’

Unlike an interior, which can be discovered only once you’re within its walls, shop windows are a brand’s connection with the outside world. Therefore, says Ming, the installations need to evoke a sense of discovery. ‘They need a punch line, like a great single-panel comic or an illustration in a book. It’s the summary of a story, representing the specific theme of a season.’ — TI

designsystems.com.hk

DIY Butchery by Matthew Vos, Design Academy Eindhoven (NL).



— YOUNG BLOOD —

Can livestock in supermarkets make us think differently about the food we buy?

If you had to behead your own dinner, would you think twice about consuming meat? The emotional link between consumers and the animals that provide us with meat is what Matthew Vos hopes to restore in his confrontational project. A live chicken is sold in packaging that’s roughly the same size as what an average factory-farmed chicken occupies in its 42-day existence. The box comes with video instructions on how to kill and butcher the chicken. Meat is not just an ordinary product. It comes from a living being with a consciousness – a creature that died to feed you. — JT

Design Systems is responsible for window displays for Hermès’ boutiques in South China.

