## MAGAZINE OF SPACE DESIGN

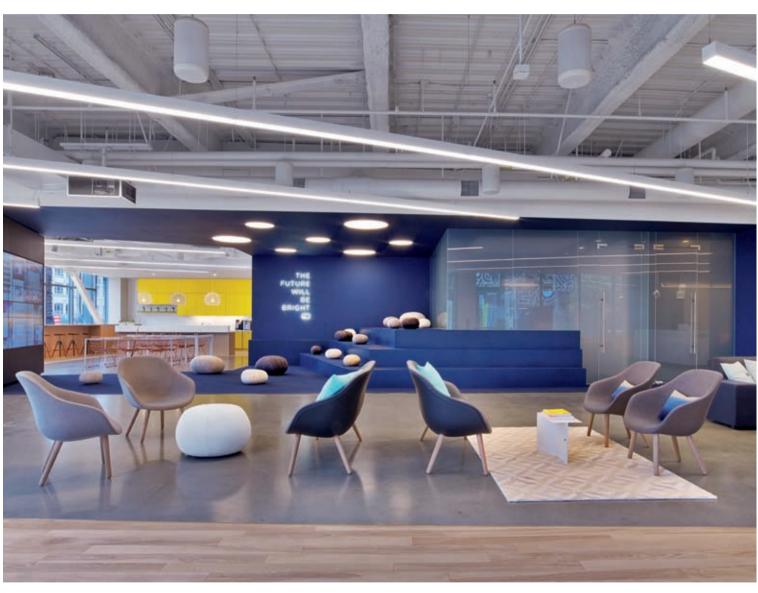
## BOB MAGASINE





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## BOB Special - RAPT STUDIO

Global design studio with locations in SF, LA and NY, Rapt Studio is 'Solution Maker' in the various design fields. There is nothing impossible for Rapt Studio to come up with the innovative ideas derived from the thoughtful concept and to actualize the brand-new design solutions. Their designers always thoroughly study the clients' core DNAs, and find the way to clarify what they want with one of the finest designs.

Sometimes, Rapt Studio's abstract ideas are realized by some trendy design languages. For example, the multicolored and multi-dimensional graphic installations in the lobby of <Ancestry Headquarters> reflect the global heritage of human-beings showing the migration over time. The different colors represent the different ancestries of various populations. It's fun to see those colorful wall and ceiling finishes, at the same time,

to recognize them as the solutional design elements coming from the design concept. Rapt Studio's modern interpretations revealed in <Fender LA> show music industry in LA's Sunset Boulevard. Such walls adorned with light boxes featuring a rotation of notable artists' images lined with Fender's new productions surely promote Fender's future business to ultimately grow. Highlighting 'Present' established in the...









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## LOCCITANE FOR BEAUTY

Design\_FutureBrand UXUS Design team\_Heidi Mumford (Creative director), Olivier Termijtelen, Kunihisa Kawauchi (Lead designer), Rosie Ashley-Lahiff (Experience designer), Chris Wittkampf (Graphic designer), Corey Combrinck (Project management) Client\_L'OCCITANE Location\_L'OCCITANE - Regent Street Flagship Store, 74-76 Regent St, Soho, London W1B 5RL, United Kingdom Built area\_599m² Completion\_December 2017 Photographer\_Michael Franke Editorial designer\_Choi Sejung Editor\_Kim Eunji

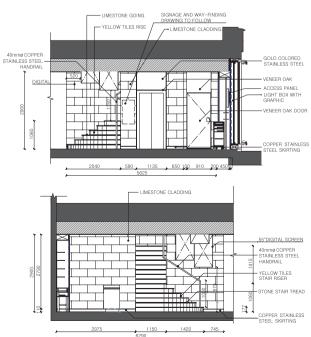
French natural beauty, skincare and fragrance brand, L'OCCITANE en Provence, commissioned retail design experts FutureBrand UXUS to create a retail experience in the brand's first flagship store on Regent Street. FutureBrand UXUS was briefed to create a new immersive experience that offers customers a luxurious and sensorial exploration of L'OCCITANE's full range of natural beauty products, all inspired by the south of France art de vivre & Provençal beauty secrets. The FutureBrand UXUS vision for the space is an enchanting retail experience with education and trial at the core, sharing the L'OCCITANE 'beauty of life' philosophy with the customer. Upon arrival, customers are taken on a journey from garden to table - the store is an enrichment for all the senses, sunshine yellow and rose gold accents flood the space with a warm glow. The shop floor is divided into beauty zones; a sunshine fountain with an array of soaps, a wild scented garden allowing customers to explore and find their fragrance, a pampering handcare bar, and abundant harvest table and a living beauty bar. Holistic treatments are provided upstairs, with refreshments and Pierre Hermé Paris macaronsserved while customers relax. The Botanical World, placed at the Regent Street entrance was designed to attract foot traffic by its striking visual presentation, inviting passers-by to snap and share on social media. The Regent Street store is unlike any other L'OCCITANE shop, form arrival to exit FutureBrand UXUS has created a restorative oasis of calm on the busy London shopping street. Text offer : FutureBrand UXUS 📵

프랑스 자연주의 화장품, 피부관리용품, 향수 브랜드 록시땅은 상업공간 디자인 전문가 퓨처브랜드 UXUS에게 리젠트가에 있는 브랜드의 첫 번째 플래그십 매장 디자인을 의뢰했다. 퓨처브랜드 UXUS에게 주어진 과제는 프랑스 남부의 예술적인 삶과 프로방스 지역 미용 비법에서 영향을 받은 록시땅의 모든 자연주의 제품을 고객에게 고급스럽고 감각적인 방식으로 소개할 수 있는 새롭고 몰입도 높은 경험을 창출하는 것이었다. 이에 퓨처브랜드 UXUS는 교육과 체험을 중심으로 황홀한 쇼핑 경험을 제공하면서 '삶의 아름다움'을 표방하는 록시땅의 철학을 고객과 공유하는 공간을 완성했다. 이곳에 도착하자마자 고객은 정원에서 탁자까지 이어지는 여정을 떠나게 되는데, 온갖 감각을 풍부하게 느낄 수 있는 매장은 선사인 옐로우와 로즈 골드 색상의 따스한 빛으로 가득하다. 또한, 매장은 비누가 진열된 태양 분수대, 고객이 자신에게 어울리는 향을 찾도록 도와주는 야생 향기 정원, 고급스러운 핸드케어 바, 풍성한 하베스트 테이블, 생기 넘치는 뷰티 바 등 여러 미용 영역으로 나누어져 있다. 위층에서는 통합 미용 관리를 받을 수 있고, 고객이 휴식을 취하는 동안 다과와 피에르 에르메 파리 마카롱이 제공된다. 리젠트가 초입에 배치된 보타니컬 월드는 강렬한 시각적 존재감으로 행인을 끌어들이도록 계획되어 오가는 사람들이 사진을 찍어 소셜미디어에 공유할 수 있게 한다. 퓨처브랜드 UXUS는 다른 록시땅 매장과 달리 리젠트가 지점을 입구부터 출구까지 번화한 런던 쇼핑가에서 원기를 회복시키는 고요한 오아시스로 조성했다.



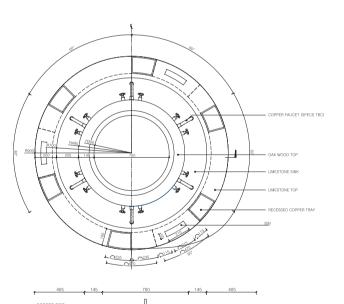


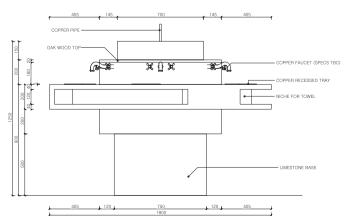


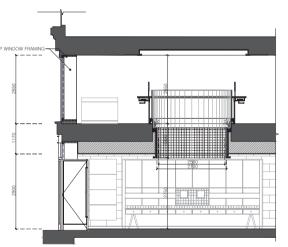


ELEVATION

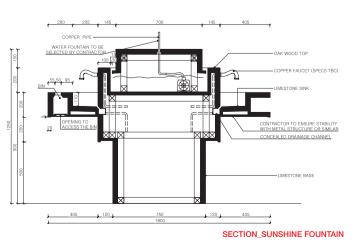






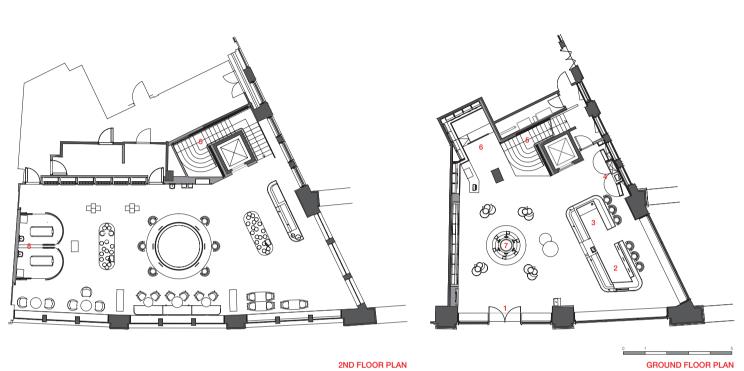






PLAN & ELEVATION\_SUNSHINE FOUNTAIN





5 STAIRWELL

6 GIFTING

1 ENTRANCE

2 HAND CARE

3 MACARONS

4 CUSTOMIZATION CABINET









7 SUNSHINE FOUNTAIN

8 PERSONAL BEAUTY CONCIERGE