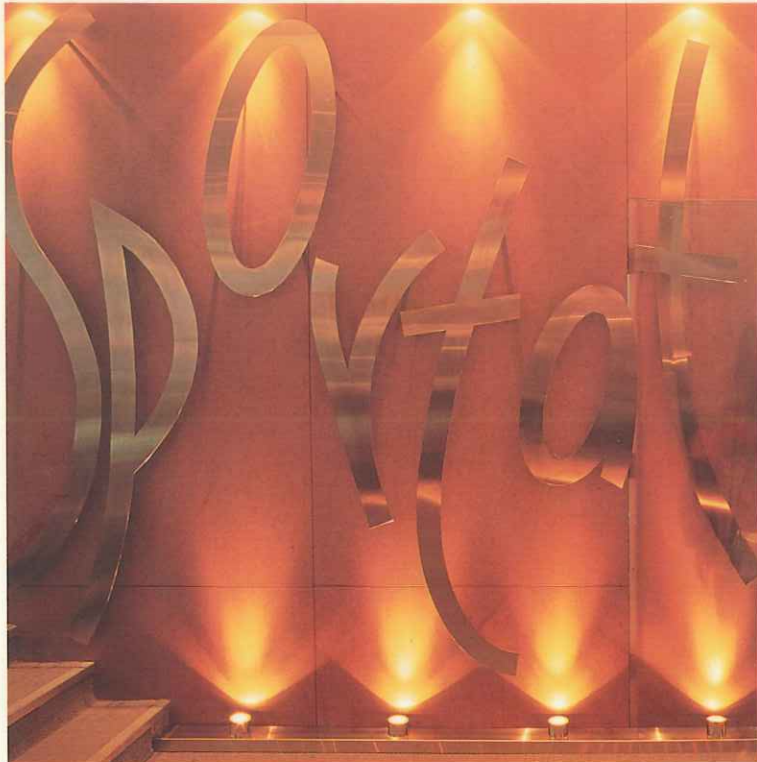


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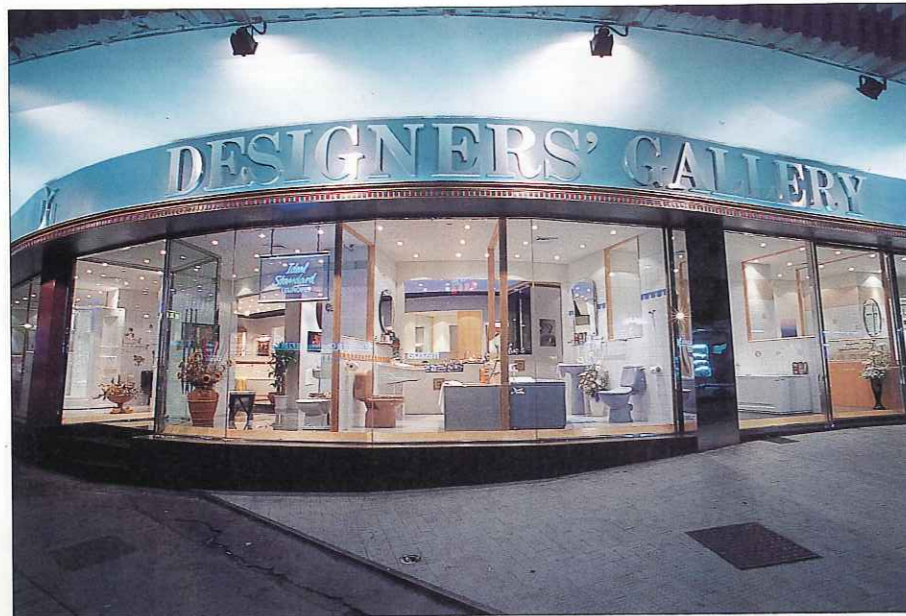
Dimensions

DESIGN FOR HOMES □ OFFICES □ PUBLIC PLACES

JULY/AUGUST 1995 □ HK\$35



Designers' Gallery III Wrap-Around Impact



Each of the displays was put together using the client's own products with specific emphasis on the Ideal Standard line of bathroom hardware and fixtures which are now sold exclusively through the Designers' Gallery shops.

The central interior space serves as the main traffic area, along which customers can take a leisurely stroll while viewing the displays — as in a

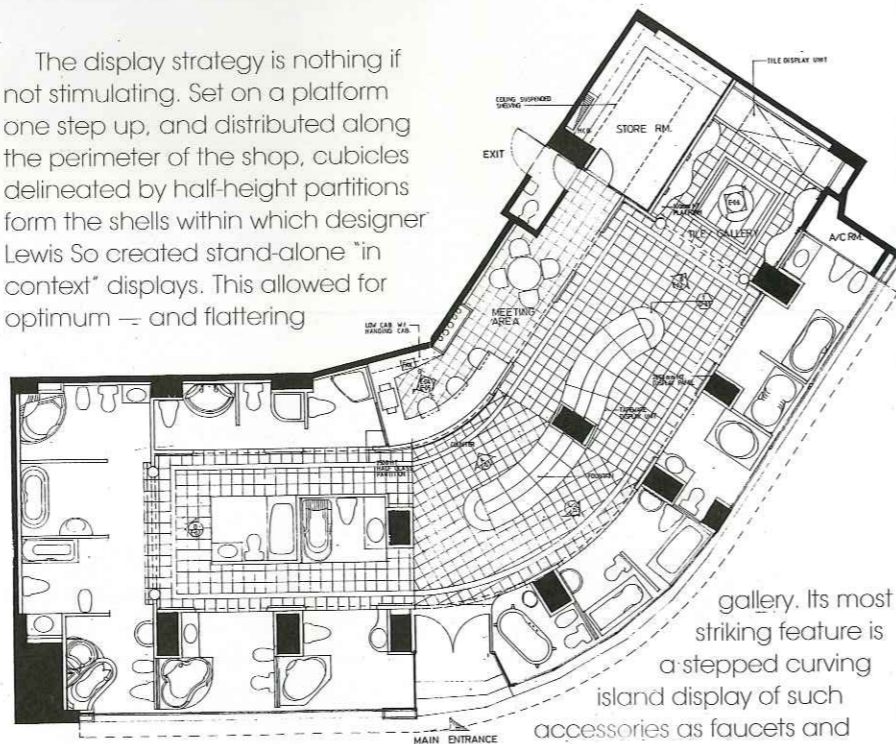
Designers' Gallery III's enviable shopfront, left. The full glazing providing passers-by with tantalizing glimpses of the displays inside. Corporate colours add a sophisticated dash of colour to the frontage framing. The gilded moulding with its coloured square detailing is specific to the Designers' Gallery chain of outlets. Floorplan, below.

The third showroom in the Designers' Gallery chain of outlets boasts a shopfront most retailers would envy. **Robi Gallardo** reports on a product display scheme that puts everything in context for the customer

Client: Harbour Building Materials Supplies Co Ltd
Project: Designers' Gallery III
Designer: Lewis So
Main contractor: Builtart Design Ltd
Flooring: Wonder Building Material
Wallcovering: Art Tiles Company
Bathroom fittings & fixtures: Harbour Building Materials Supplies Co Ltd
Area: 3,000 sq ft
Location: G/F, 70 Waterloo Road, Kowloon

Designers' Gallery III impacts long before you even step through the front doors. Its corner location on Waterloo Road gives the showroom a long wrap-around shopfront that's sure to catch the eye of every passer-by — even if they're simply speeding by in a car.

The display strategy is nothing if not stimulating. Set on a platform one step up, and distributed along the perimeter of the shop, cubicles delineated by half-height partitions form the shells within which designer Lewis So created stand-alone "in context" displays. This allowed for optimum — and flattering



— product exposure while also giving customers a tangible idea of how their own bathrooms could look. "They were like a mini-interior design projects," notes the designer.

gallery. Its most striking feature is a stepped curving island display of such accessories as faucets and taps flanking a meandering miniature waterfall which, while underscoring the visual and spatial flow of the design, also incorporates that most essential component of any good bathroom: water.



Stepped island accessory display dominates the central traffic area of the interiors. Incorporating a mini-waterfall, it also disguises a structural column by incorporating it within the design. The

vertical mirror, gives the illusion of being able to "see through", while reducing the bulk of the column. Subtle classical detailing such as the moulding is intended to convey a sense of class alluding to

the high-end nature of the products. The cubicles with their "in context" displays are visible on either side. Framed wall displays carry on the "gallery" concept.