

FRAME

00095



BP 8710966441145



Code It!

Watch Dior's digital renders transform with Layer, and get more content in Frame's iPad app



Issue 95

The Great Indoors

Nov / Dec 2013

Digital Dior
Shaping the fashion house's future

The Open-Source Interior
Design and branding for Mozilla

Graduation Work 2013
The best students, the critical educators



The 'architectural skylight' at the rear of Shinola's flagship store is, in fact, a huge digitally controlled light box.

Crafted Heritage

Rockwell Group creates the illusion of tradition for modern brand Shinola.



Words **Tim Groen**
Photos **Eric Laignel**



For Shinola, a US brand with headquarters and manufacturing based in Detroit, Rockwell Group inserted a retail space into a 19th-century building in Tribeca, a neighbourhood in New York City. Shinola, which produces handcrafted watches and bicycles, wanted a look that would be true to the store's turn-of-the-20th-century surroundings, as well as to merchandise that evokes the golden age of American manufacturing. Rockwell Group and Shinola co-designed an interior befitting a heritage brand, even though the 'new' Shinola, founded in 2010, is as modern as they come.

Salvaged from a lobby at Rockefeller Center, a decorative bronze map of the world

from the 1930s comfortably shares the space with Donald Judd-inspired furniture. Rockwell Group's 2013 interpretation of a timeless store interior creates an illusion of history, complete with an industrial-style catwalk (displaying bicycles) and modernized 1910s oak-framed display cases.

A faux skylight at the rear of the shop whisks us right back to the present. Indistinguishable from a vintage architectural element, this huge state-of-the-art light box digitally mimics conditions of natural light at any given time of day throughout all seasons of the year.

rockwellgroup.com