

STACKS OF LIGHTWEIGHT PLASTER BLOCKS EQUIPPED WITH COPPER PIPING FORM DISPLAYS THAT DOUBLE AS STORAGE SPACE.



## Dover Street Sneaker

BY STUDIO TOOGOOD



Interior stylist and designer Faye Toogood was excited and flattered when asked to design a new shoe department for Comme des Garçons' Dover Street Market. Although only a 12-m<sup>2</sup> spot beneath the stairs, the space presented a challenge that Studio Toogood met with a functional design full of impact. There were no restrictions at this ultra-trendy London location, where creativity and alternative merchandise displays are the norm. Toogood opted for a sculptural solution, both raw and graphic, and for materials – concrete, plaster, copper and rope – selected to offset the colourful sneakers. Stacks of hollow white plaster blocks, equipped with decorative yet functional copper piping, form non-static display units that double as storage space. Rendered concrete walls and lighting from bulbs hanging on ropes, a design by Christien Meindertsma, work well in this setting. Toogood has transformed an obscure basement area into an interesting retail environment that combines rawness and elegance.

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WORDS **CHRIS SCOTT**  
PHOTOS **COURTESY OF STUDIO TOOGOOD**

