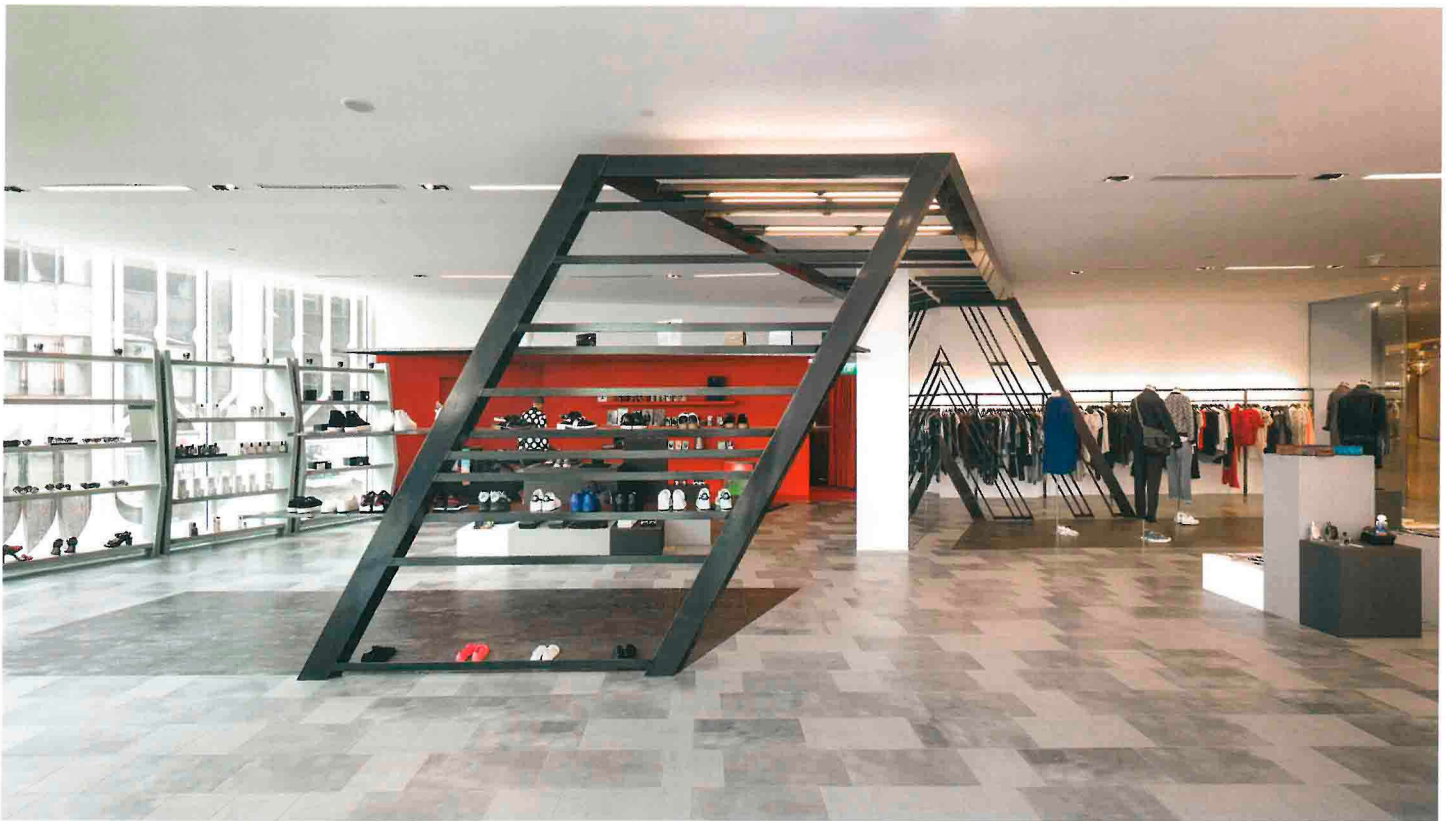


# Ensemble d'Origami

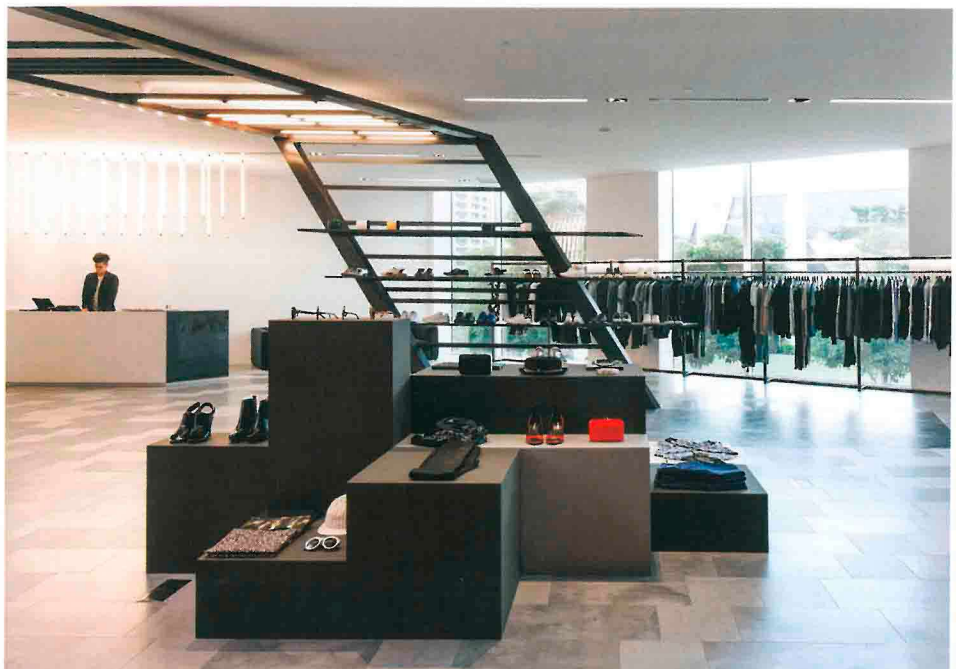
French designer ZaaZaa Walid recently launched Manifesto, a new concept lifestyle store in Singapore that features a selective portfolio of international designer labels. Inspired by the industrial art gallery impression, the store environment was conceptualized by Singapore-based WY-TO architects.



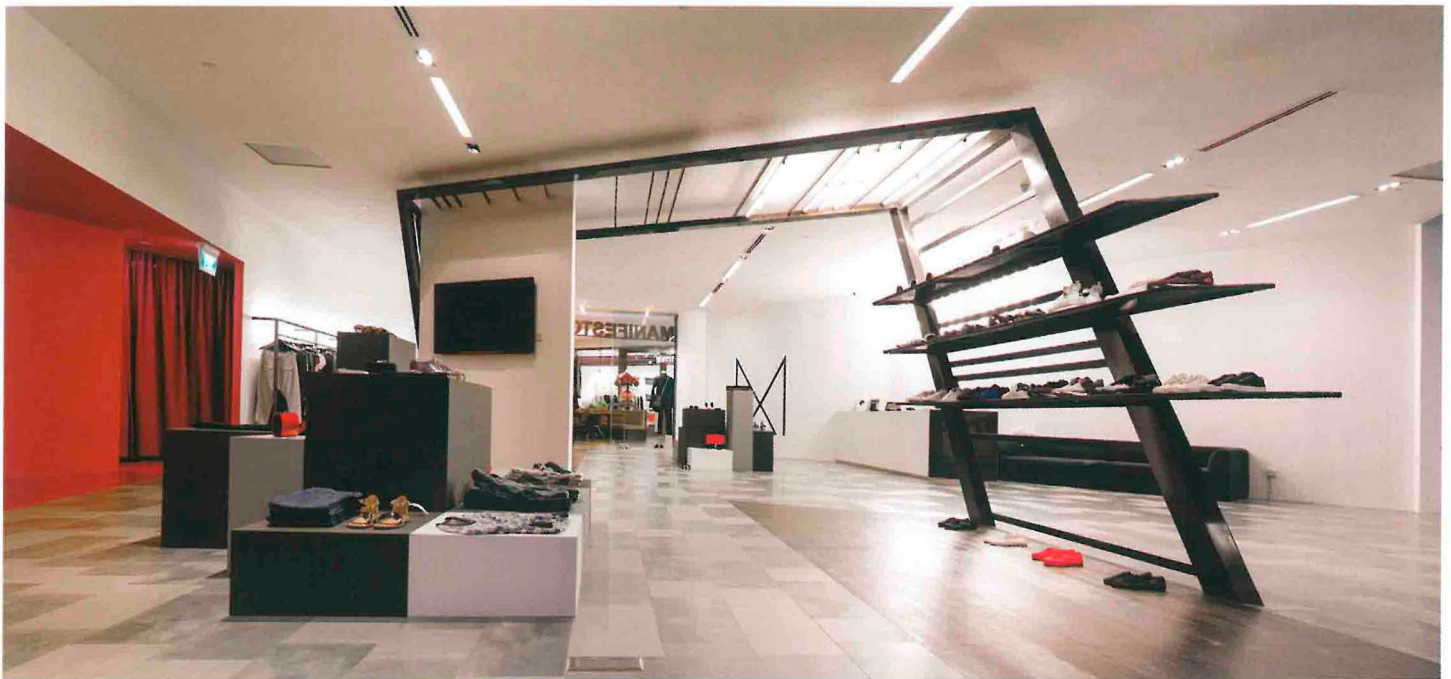
**D**esign is a mere representation or an answer to bewilderment among most designers, who unravel ways to transform abstract art and lighting into a retail experience. A great creation of this can be seen in the brilliant structure created by WY-TO for Manifesto that falls in line with the brand objective.

Manifesto is a multi-label store showcasing iconic brands such as Lemaire, Kitsuné, Costume National, Thakoon and Comme Des Garçons located in the new up-and-coming art district of Singapore- Capitol Piazza. The store is located in one of the prime locations of the city, facing The National Gallery Singapore.

Speaking with VMRD, Yann Follain - Head of Design and Founding Partner at WY-TO says that the uniqueness of the design lies in the





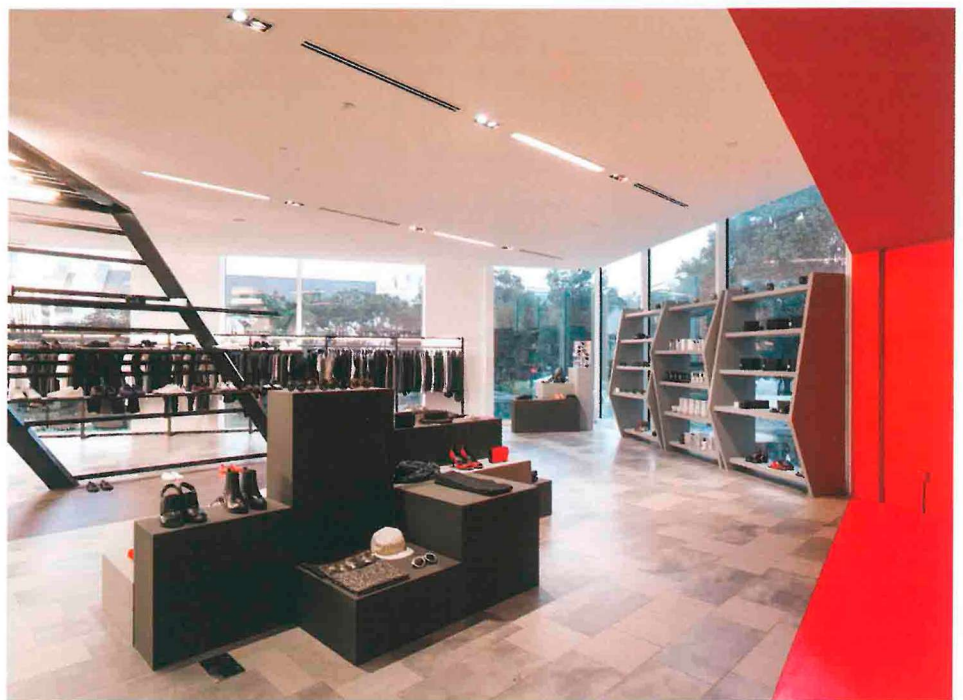


central structure, which is also the “wow” factor of the entire layout. “The central structure is like a dynamic angled loop at the crossroads between a folded origami-like ensemble and a traditional loom,” he adds. The magnificent concept began through a discussion between Zaazaa, Founder-Manifesto and WY-TO, which Yann likes to put it as a “true creative partnership.” Both have the same references, for instance bold design, clean lines, raw materials and an all-in-one unique experience that forms the base of the entire layout.

According to Yann, the central structure is the jewel of the shop and also the focal attraction for the customers. Keeping the design in line with the expectations of the customers and the wave in the retail landscape, local contractors were employed to keep the layout in common parlance with the Singaporean know-how. Following the design principles of the retail experience, two long clean lines are flanking the 2,000 sqft space to display merchandise. Linear lighting is incorporated within the hanger bars to provide soft glow over the garments, allowing shoppers to view them under the best light.

The structure is made out of non-treated industrial steel beams and plates. The matte finish protecting the ensemble gives it its elegance and refined look. The design layout of the WY-TO architects clubbed with the craftsmanship of Kolando Design and Contract builders delivered this magnificent masterpiece.

Parallel to this central structure is a low-ceilinged red forte that delivers a different experience to the customers. The “boudoir-like” space hives a wholesome experience



to the visitors. It is a great complimentary structure to the central arrangement. As Yann rightly claims, it is a “point and counterpoint in the overall modernist spatial and graphic composition.”

A series of varied coloured pedestals, coming in different shades of grey, provide a magnificent display system for the multiple labels available in Manifesto. These blocks and plinths were assembled under the art direction of Zaazaa. Yann says, “The central structure provides a display system and also free up the floor.” The intelligent use of the store space allows Manifesto to present the store as an amalgamated ensemble of an event space as well as an art gallery.

The design alliance between Manifesto and WY-TO perfectly suits the intended strategy,

which does not sway from the design objective and the brand image. The store is a beautiful exhibition of Manifesto’s aim, and that is, to deliver an exceptional experience for the customers, in accordance with the unique labels presented within the store.

**Revati Krishna**

**Photographer:**  
Frank Pinckers

**Interior architecture:**  
WY-TO



