

DOLCE & GABBANA

Aoyama, Tokyo

Design: Curiosity
Lighting design: Barbara Balestreri
Opening date: September 2016
Store size: 550 sq m

Photography: Satoshi Shigeta

'The light of Sicily shines in the new Dolce & Gabbana boutique in Aoyama,' says Gwenael Nicolas, the designer behind the new store in Tokyo. 'A play of lights and shadows reveal the refinement and wonder of the creations.'

Nicolas, the founder of multidisciplinary studio Curiosity, was briefed with creating a unique and inimitable space that showcases the creative soul of Dolce & Gabbana and their Sicilian roots.

The result is a design that establishes an emotional connection between structure, product and materials through light effects, contrasts and special perspectives.

'Japan is a country full of contrasts,' said Domenico Dolce and Stefano Gabbana, ahead of the opening. 'It is simultaneously classic, modern and contemporary. Our boutique will be luminous. Visitors will feel as if they were experiencing a sunny Sicilian day in Tokyo.'

The 550 sq m store is spread across two levels, with men's and women's ready-to-wear collections, accessories and small leather goods on the ground floor and footwear, men's sartorial and women's eveningwear on the first floor.

The architectural design and decor expresses Sicily's distinctive and vibrant luminosity through chiaroscuro effects. 'The boutique is a space resembling a compact black volume lit by light projections that illuminate the displayed collections in regular intervals,' says Curiosity. 'The 400 projectors on the ceiling move around, switching on and off, making the product burst with colour or remain in the shadow, giving the atmosphere of a sunny day.'

The floor of the boutique is tiled in black ceramic, and a large gold staircase attracts attention like a huge candle at the centre of the space.

A separate area, characterised by gold flooring, ceiling and furniture, houses the brand's fine jewellery collection. **RF**



