

WORDS STEPHEN CRAFTI  
PHOTOGRAPHY  
SCOTTIE CAMERON

DESIGN UNIVERSAL DESIGN STUDIO  
LOCATION MELBOURNE | AUS  
PROJECT JAMES CAMERON  
POP-UP STORE

A series of conversations initiated this pop-up store in Collingwood, Melbourne. "We were working in the same lane in the city (Oliver Lane). Over lunch, we'd swap books and movies. The conversation usually centred on design," says Architect Mark Simpson, Director of Universal Design Studio's Melbourne office (the head office is in London). These discussions, with menswear fashion designer James Cameron and his brother Scottie, led to the next step. "They wanted to move out of Oliver Lane. Every day they faced a crane working on the building site opposite," adds Simpson.

Not sure where to set up their next store, the brothers found a shop with a short-term lease in Collingwood. Located on a prominent corner, the building had been vacant for some time. "The shop had great bones," says Simpson, who was given a budget of \$30,000 to refurbish the 60 square metre store. Original features included large windows, period details (such as ceiling rosettes and architraves), and timber floors with bands of marble tiles laid in a checkerboard pattern.

One of the images that resonated with Simpson and Cameron was a photo taken by German photographic artist Thomas Demand. Titled 'Archive', the photo depicts shelves of archival boxes, all identical. "It's a complex arrangement, but it has a wonderful simplicity," says Simpson. The other concept discussed was that of an austere 'police station' from films of the 1960s.

# UNIVERSAL POP-UP

Universal Design Studios used 400 identical archival boxes as the starting point for their design. The boxes were used to create a feature wall in the store. And with each purchase, a box is removed and used for packing an item of clothing. "The wall is continually restocked as sales are made," says Simpson. These boxes, in a 'milky spearmint' colour, also match the wall and ceiling colours in the store, providing a blank canvas.

Folded aluminium sheets were manipulated to form shelving, and mobile units, also made of aluminium, were designed to contain folded items. To define the change rooms, Universal Design Studio suspended a matrix of black cardboard tubes. "Using these inexpensive materials allowed us to invest in a few key pieces," says Simpson, pointing out the Flos 'Tab' lamps and ClassiCon 'Saturn' coat stand, both designed by BarberOsgerby, the London design duo who started the Universal Design Studio in 2001.

Pop-up stores were initiated by designers of the calibre of Comme des Garçons. More often retailers keen to move excess stock set up in a corner of a warehouse. Few pop-ups, particularly in Australia, are as considered as this one. And while the Collingwood store has since closed its doors, it's most likely that James Cameron will pop-up again shortly.

*Stephen Crafti is Indesign's Melbourne correspondent.*



**ABOVE** Flos 'Tab' lamps designed by BarberOsgerby on the service desk  
**BELOW** Identical archive boxes create a feature wall inspired by German artist Thomas Demand



## JAMES CAMERON POP-UP STORE

**INTERIOR DESIGN** Universal Design Studio  
**DESIGN** Team Mark Simpson, Pip McCully  
**JOINER** Xilo Tanta

**TOTAL FLOOR AREA** 50m<sup>2</sup>  
**BUDGET** \$30,000  
**TIME TO COMPLETE** 3 months

**UNIVERSAL DESIGN STUDIO**  
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**FURNITURE** In window display, BarberOsgerby's 'Saturn' coat stand for ClassiCon from Anibou and Ronan & Erwan Bouroullec 'Steelwood' chair by Magis from ECC Lighting + Furniture. Curtains and fabric on daybed by Kvadrat Maharam.

**LIGHTING** BarberOsgerby 'Tab' lamps for Flos on service desk and suspended lights by Parentesi in fitting rooms from Euroluce. General lighting, black metal halide spotlight on black surface mounted track by Light Project.

**FINISHES** 'Grey Metallic' and 'Beige' metal composite sheet joinery and fitting room partitions by Alucobond. Forbo desktop linoleum from Duroloid. Generally throughout, 'Milky Spearmint' flat interior acrylic paint by Dulux.

**FIXED & FITTED** Mirror on rear wall by Viridian.

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