



James Cameron

BY UNIVERSAL DESIGN STUDIO



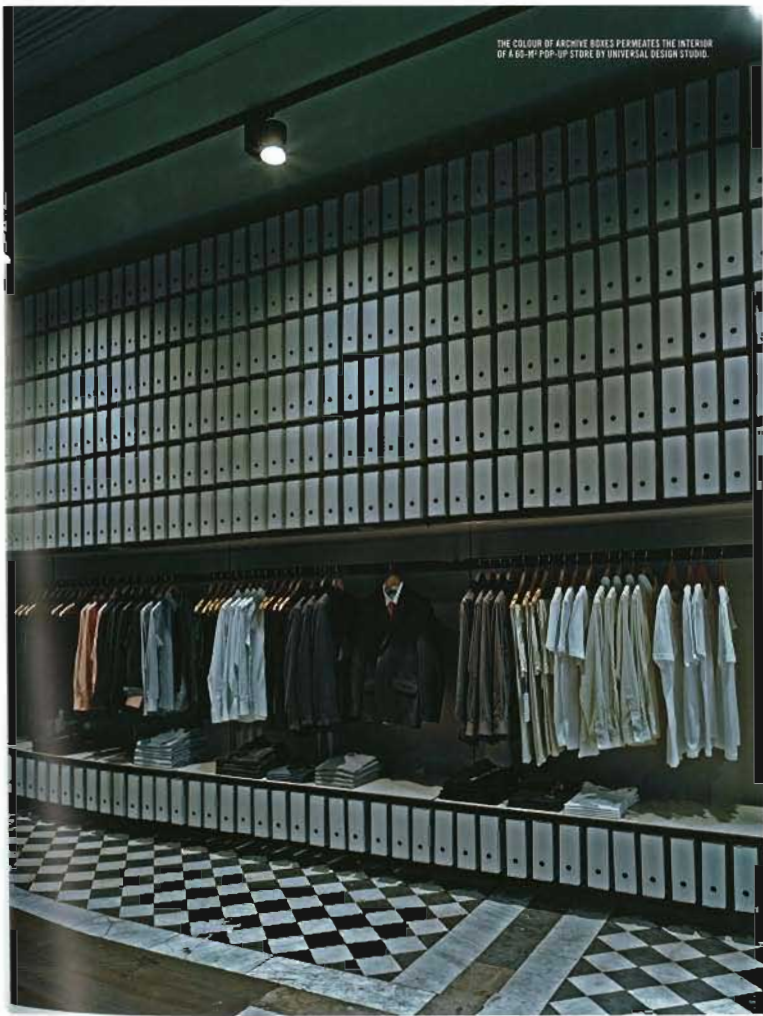
The Melbourne pop-up shop of Australian menswear designer James Cameron is the work of Universal Design Studio and an archivist's dream come true: the main wall features 400 'floating' archive boxes. Resembling 3D wallpaper, the decorative grid of boxes forms a surprisingly beautiful backdrop for merchandise. The designers drew inspiration for the temporary store from mid-20th-century office interiors, photoalist images by Thomas Demand and 1960s French spy films. A recurring theme was the idea of the neo-modern, says Mark Simpson, founding director of Universal Design Studio, who refers to spaces that nod to the timeless or otherworldly without being futuristic or retro. The milky-specterlike hue of the interior is based on the pale shade of the archive boxes, which were there from the beginning as project files used by both designers and client. An exploration of pattern and repetition, the wall grid juxtaposes with the original chequered marble floor, while mirrored planes multiply the lines endlessly.

www.universaldesignstudio.com

WORDS Jesse Lim
PHOTOS Scottie Cameron



THE COLOUR OF ARCHIVE BOXES PERMEATES THE INTERIOR OF A 60-M² POP-UP STORE BY UNIVERSAL DESIGN STUDIO.



H&M'S AUSTERE AND RATHER ICELIKE FAÇADE REFLECTS THE ARCTIC CLIMATE OF THE COMPANY'S SWEDISH ROOTS.



H&M

BY UNIVERSAL DESIGN STUDIO

'Don't judge a book by its cover' is – sad but true – old news. In today's highly aesthetic and design-conscious society, we judge. Good reason for Hennes & Mauritz to hand British outfit Universal Design Studio a brief requesting 'a new architectural identity for H&M', starting at its Los Angeles store on Sunset Boulevard. The building's dramatic three-dimensional façade features two types of folded aluminium panels with a painted finish. The strikingly geometric surface is even more theatrical at night, when light radiating through perforations in the panels creates a play of shadows



that catches the eye of every passer-by. 'We approached Universal Design Studio on the strength of their previous collaborations with Stella McCartney,' says Ulrika Bernhardt of H&M. 'Their understanding of pattern as something beyond decoration was what we were after.' The successful design is now being applied to H&M stores all over the world.

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WORDS Dara Lang

PHOTOS John Edward Linden