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Hong Ying

Hong Ying/Chain of fashion shops/Beijing/2007-2008

Three new shops for the Chinese fashion brand “Hong Ying”. Horses, tiles and eclectic spaces to celebrate the peculiar nature of “Hong Ying” female clothing.

A series of recurrent elements was created to help creating the right product’s mood: display unit, display table, niche wall are just some of the main ones.

The display unit is like a large frame box covered outside in wood and revealing inside a white acrylic backlit “sky” and two side panels separated from the main box expose slits of light and colour. The inside panels are the support for some large ceramic tiles, designed and then produced, following traditional systems, in China; each tile (50 x 25) cm has a central protrusion with a hole in the middle where to fix all the display tools.

A tall table with a shaped wooden central leg and a polished stainless steel top is linked to the ceiling with hundreds small bronze chains that terminate in a light source. The small chains come down freely and intersect the table top around the ragged edge terminating with some rings where to hang the displayed products.

The presence of many small bells and the overall shape recalls a grand chandelier and a wind chime.

A similar language and material was applied to the shape of the big circular sofa, vibrating and sounding when in use.

The perimeter walls, when not covered with the modular “tile” system, are almost entirely designed with niches and shelves that look like carved in a solid wall to create a homogeneous frame around the shop.

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