



EDITION X - #2

2021





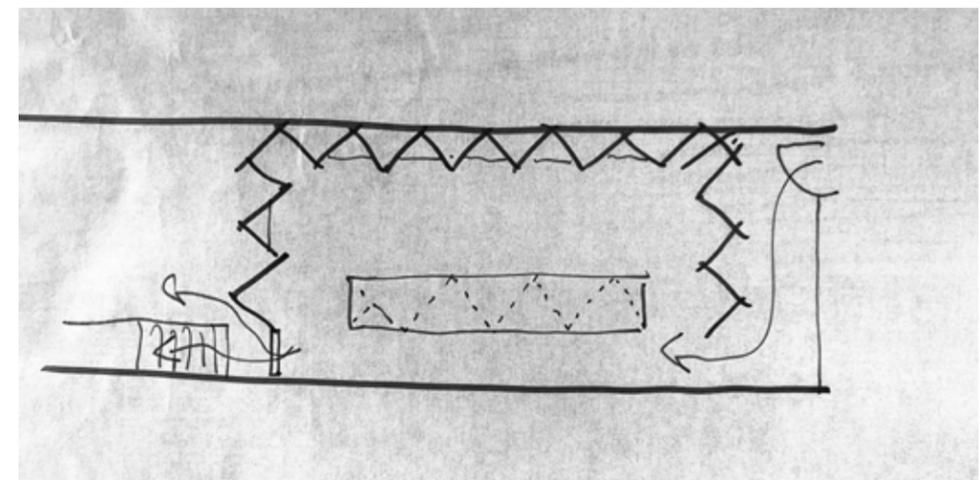
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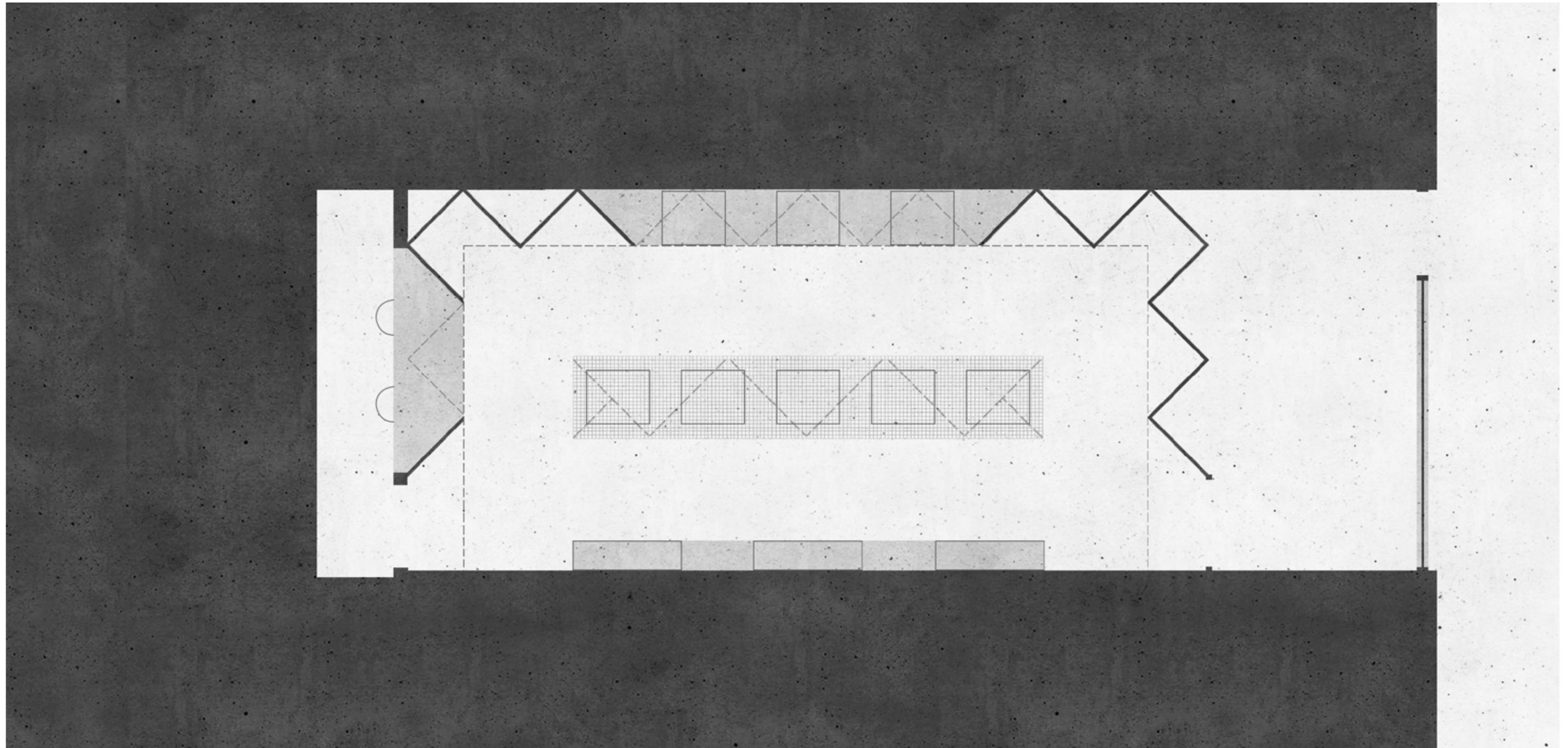
'Retail Sculpture' is a term that emerged early on during the design process of the EditionX locations. Rather than the act of designing shelves, displays, or sales desks, we wanted to produce a singular design element or approach, a sculpture of sorts that has its own aesthetic quality and massing that is simultaneously inspired by existing conditions while also setting out new ones.

The design of EditionX's second location took influence from the first. Hues, materials and details were replicated while making a clear attempt to differentiate through alternate articulation. Utilizing a simple 90-degree triangulation the industrial grating material becomes its own structure producing both bracing and support simultaneously. Ensuring that the 'off the shelf' spirit of the material was maintained square intersections allowed for simple connections and swift installation. This geometric rigor was a welcome approach as it produced a strong aesthetic identity while maintaining the monochromatic backdrop desired to display a variety of retail items.

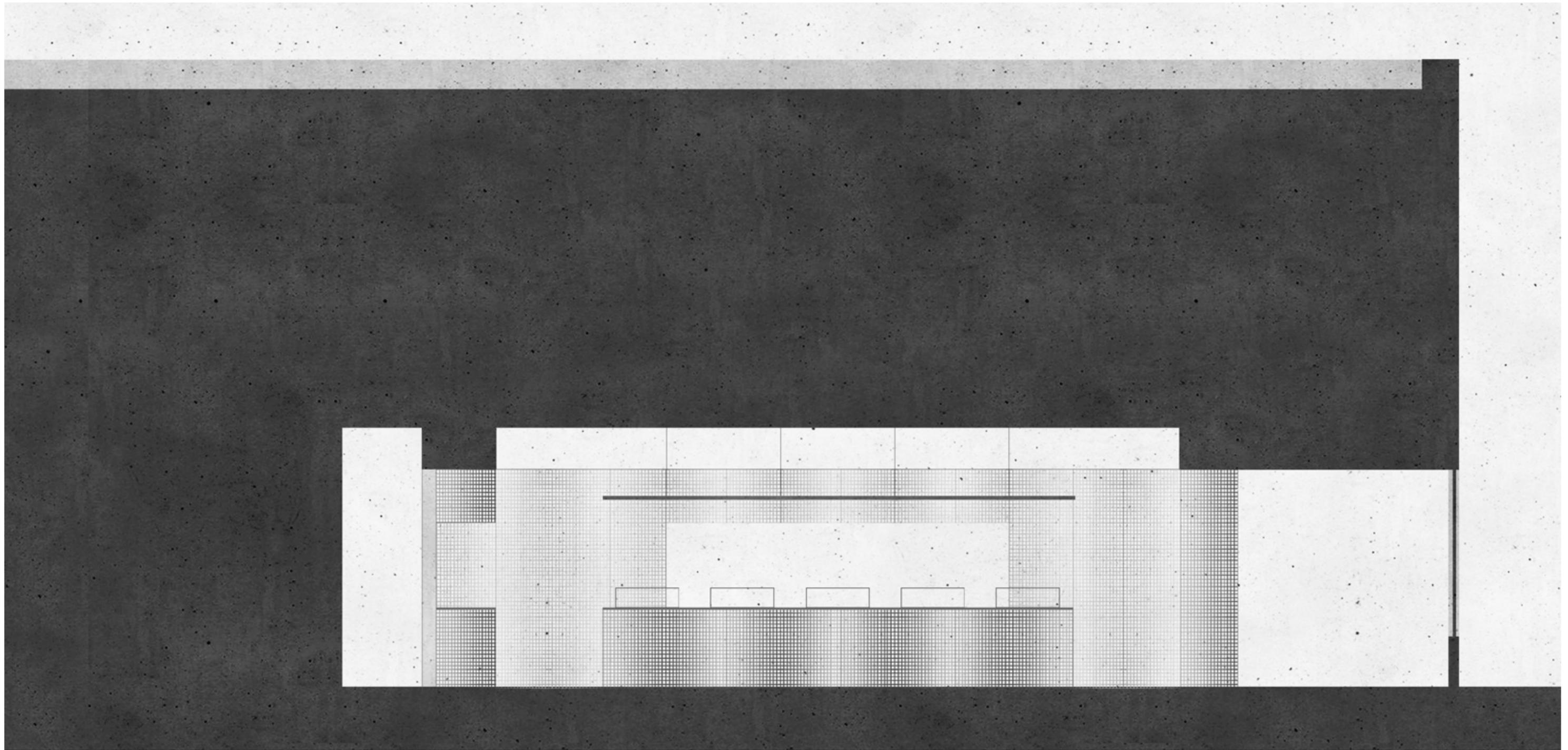
From the exterior a faceted screen performs the required function of shielding product display from the street as per cannabis retail regulations. The nature of the facets gives the screen a sculptural quality and interest before entering. Once past the threshold viewers will see how this screen is one side of a three-sided saw tooth wrapper that transitions from screen to display wall to sales desk. This is wrapper frames a long central table that also uses the same faceted approach for support. Custom glass display 'trays' are placed on top of these 'retail sculptures' as desired providing display flexibility. Walls are treated with a lime paint finish to provide texture and subtle light play across the space.

Images by Doublespace Photography





PLAN



SECTION



















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