

# CRAFT & BLOOM

MAAPILIM DESIGN BRIEF | PREPARED BY CRAFT & BLOOM + MAAPILIM

Maapilim is on a mission to create an iconic relaxing experience for New York men. With slow living and wellness in mind, our popup store design is inspired by the convoluted Grecian rooftop gardens - surrounded by serenity, iconic Mediterranean shapes and local herbs. We wanted to create a space for people to enter and feel a transition from one of the world's busiest retail neighborhoods, NoLita, into a different mode, activating all of their senses. Bringing shapes, materials, scents and local herbs from across the Mediterranean will allow our visitors to get a physical sense of the brand's essence and values. Take a deep breath and step into a slower-paced state of mind.

To ensure this vision permeated through every design element, Maapilim tapped Telavivian design house, Craft & Bloom. The synergy and friendship were immediate as both businesses are rooted in the Mediterranean way of finding harmony and balance in the everyday.

In order to best emulate this state of mind and provide a calming environment, Craft & Bloom purposely limited materials to a minimum to allow the mind to focus and not be over stimulated. The main material choice is a soft white mineral plaster, iconic to Greek architecture. The soft lines and imperfect shapes of the store's display, creates an approachable scene for customers - inviting them into vacation mode as opposed to the pristine clean lines of more modern displays.

The lengthy low bench that runs along one full wall of the space further invites guests to sit down and enjoy a moment in a hidden garden amongst the bustle of the city. Here, customers may be testing products, consult with a skin care specialist or to just sit for a moment and enjoy the sounds and smells of the Mediterranean over a traditional coffee.

The hardwood floors are cleverly disguised with gravel upon which we laid a soft white concrete to mimic a Mediterranean garden, including fresh herbs true to the region that are found in Maapilim's products. Each element brought into the space has been carefully sourced and researched.

Tel Aviv based ceramicist, Avi Ben Shoshan, was commissioned to create all the ceramic elements in the space. His works sit beautifully on the intersection between nostalgic motifs and modern lines. Together we created a set of ceramics that not only looks and feels beautiful but helps introduce the customer to the more ceremonial approach to slow living. The sink in the space does not have a faucet, but rather a perfectly shaped water jug used to pour over one's hands - an ode to Greek baths.

To create an enveloping experience Maapilim has partnered with the personalized soundscape app Endel to create a stress reducing instore unique ambiance.

## Further details:

Location: 251 Elizabeth st, Nolita, New York

Launch: April's 5th - April 27th

Hours: Monday-Thursday: 11am-7pm

Friday-Saturday: 11am-8pm

Sunday: 11am-6pm

SQ footage: 350 SQ FT