



The Dubai Mall, Dubai\_ **Location**

130 m<sup>2</sup>\_ **Area**

Carmelo Zappulla, External Reference\_ **Authors**

Noumena\_ **3D Print**

Oxido Taller \_ **3D Elements Installation**

Lloc Audiovisuales \_ **Audiovisual Installation**

Onion Lab\_ **Audiovisual Content**

ERCO\_ **Lighting Project**

## PRESENTEDBY DUBAI

External Reference, the award-winning architecture practice, founded and directed by Carmelo Zappulla, designs the new store in Dubai of the premium sneaker & streetwear consignment boutique, **Presentedby**, that opened its doors on December 9th, at Level Shoes in The Dubai Mall.

*“The world of retail needs a revolution and with Presentedby we had the chance to boost a new creative vision all around the world. When we designed the Dubai store we knew that we weren’t just designing another store. We were creating a concept without precedents: a concentrate of innovation where art and design produce the next destiny of the sneaker community.” – said the architect, Carmelo Zappulla.*

### **A unique experience**

The new store is conceived more as an experiential space rather than a shop, being unique in the world of retail and featuring the latest 3D printing fabrication and audiovisual technologies. It is conceived as an interactive exhibition space where digital dimension informs the physical and viceversa.

The Presentedby shop is located at the ground floor of Level Shoes, world's largest luxury shoe store spanning over 96,000 square feet within The Dubai Mall.

Even before going in, the customer is captured by a double funnel-shaped entrance covered with screens that uses outstanding projections images starting right away the fully immersive experience. Presentedby features interactive and dynamic projections on the floor, being sensible to foot traffic and making the space more playful.

The 3D printed lattice walls, with their sinuous shapes, are inspired by the technologies and 3D parameters used by all fashion brands to produce sneakers nowadays. A recurring feature of the Presentedby stores is to display the sneakers diagonally, thus having a complete view of the collections from multiple points of view. These wall also features impressive projections that can be programmed to be on and off when needed.

The shop, conceived as one space, has three different areas: the **cashdesk area**, with the counter and illuminated lockers behind; the semi-circular **apparel area**, with the streetwear, accessories, fitting rooms and a claw machine; the **experience room**. At the center of the space the ultimate experience capsule displays, in the first part, a collection of the most exclusive trainers, a sort of mini sneakers museum. The second part of the experience room performs a spectacular holographic and projections show giving the room an idea of infinite space. Video: <https://youtu.be/3biOtTwy14M>

### **Architecture x Fashion**

This new store has been designed to resemble some of Dubai's qualities, contemporary design, high technology, progress and future.

Talking about sneakers, this future cannot not be better addressed by the latest 3D technologies applied to design and manufacturing. De facto, both mainstream and emergent sneakers' brands are experimenting with 3D printing by producing midsole, textile or customising components.

As claimed by Presentedby "we will be offering the best range in highly coveted and limited-edition sneakers and streetwear which include renowned and celebrated brands like Yeezy, Supreme and Nike, as well as some of the most iconic collaborations of the decade like Jordan x Dior, Supreme x Louis Vuitton, Nike x Off-White, and Stussy x Dior".

### **Clean the air with the design**

External Reference used cutting-edge computational tools, to design a space wrapped in a lattice structure that integrates the sneakers exhibition. This lattice is 3D printed using an advanced polymer integrating wearepure, a 100% natural mineral compound, with the property to mineralize primary greenhouse gases (CO<sub>2</sub> and NO<sub>x</sub>) and reduce volatile organic compounds (VOCs).

The use of this material permits the new space to reduce the contaminated air behaving like a small forest. **The Dubai store absorbs 38kg's of CO<sub>2</sub> per year.**

### **The collaboration with Presentedby**

External Reference was responsible for designing the concept of the first Presentedby store, which is now its London flagship store, and has since been entrusted by this prestigious brand with the task of designing all its other stores worldwide. Carmelo Zappulla has been recently appointed as **Chief Creative Officer** of the brand.

This new store in Dubai is the flagship store for UAE, pushing further the limits of technology, fashion, urban culture and design and aiming to attract the enthusiasts of the sneaker culture.

A distinctive feature of this philosophy is that the design of each store takes into account its specific urban context: London, Paris, Doha, Dubai and the upcoming Mexico City and Rijad. Thus, each Presentedby store stands out as a different, unique, innovative project deeply connected with the brand's unique identity, and with the place where the shop is located.

Discover all the External Reference projects for Presentedby:

- Presentedby / Crep Protect, London, 2017: [externalreference.com/projects/pbl17](https://externalreference.com/projects/pbl17)
- Presentedby / Crep Protect 2, London, 2019: [externalreference.com/projects/pbcp219](https://externalreference.com/projects/pbcp219)
- Presentedby x Harvey Nichols, Doha, 2019: [externalreference.com/projects/pbxhnd19](https://externalreference.com/projects/pbxhnd19)
- Presentedby x Harvey Nichols, London, 2019: [externalreference.com/projects/pbxhn19](https://externalreference.com/projects/pbxhn19)
- Presentedby x Le Bon Marche, Paris, 2020: [externalreference.com/projects/PBLBM20](https://externalreference.com/projects/PBLBM20)

### **About External Reference**

External Reference is an award-winning architecture firm, based in Barcelona, founded and directed by Carmelo Zappulla. With an extensive experience in retail, interior and exhibition design, the studio creates experiential spaces breaking the boundaries between architecture, art, and digital tools.

The studio has built, over the years, an great network of collaboration with international professionals, which allows it to promote the integration of craftsmanship and advanced digital technologies, bringing engagement, interaction and emotions in innovative works built throughout the world.

Among the numerous projects carried out by External Reference, we can highlight retails, interior and exhibition spaces, architecture and hospitality works in UK, South Korea, Thailand, Spain, Italy with upcoming projects in Dubai, Croatia, Russia, Armenia and Barcelona.

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