EYEWEARSTORE MPO
RETAIL PROJECT

ARCHITECT
INNOCAD Architektur ZT GmbH

PHOTOGRAPHER
Gerald Liebminger

Project Description

INNOCAD's design concept for MPO's retail space in Padua is a modular, multifunctional and flexible display system, adaptable for various locations. The corporate identity of MPO, an international eyewear company and high-end frame and lens producer and distributor, inspired the curved elements in the spacial design, relating to the shape of the human eye and eyeglass lenses. Circular forms are a functional and esthetic element for the overall design. The movable display system consists of modules that can be arranged in a serpentine-like style or in circular configurations. Curved track lights encourage customers to move throughout the retail space and individual zones. TIMO spots are used for displaying the high-end eyewear in their best light. Rounded, multifunctional wall elements are reflected in the large mounted mirrors to broaden the perception of the space within the curvatures. By incorporating all of the functional, multi-configurable needs of retail content with consistent corporate identity, this multipliable concept reflects the architect's approach to future retail that blurs the boundaries between interior and product design within the space.

Related Products

TIMO 80 free
MINO 60 CURVE
ceiling / suspended system
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Project Photos
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