Project Description

For the high-end shoemaker Faust, Snøhetta has created a complete visual identity and the brand's very first signature store. The store offers both tailor-made shoes as well as handcrafted ready-made shoes. The artisanship is central in the design concept, striving to create a personalized experience and a customized result. Another important reference for the design is Johann Wolfgang von Goethe's legend of Faust from Renaissance times. The interior elements, including the vaulted shapes, carved patterns, and the material palette, as well as the brand's reconceived typography and color scheme, reference this historical period in which Goethe first penned the manuscript.

Located in Oslo's Barcode-area, the 20 square meter space consists of five custom concrete niches with massive carved wooden doors. The five niches and their vaulted shapes each have their own specific programmatic purpose; the designer’s personal cabinet with tools and materials, a place for sitting, a display niche, and two storage niches. With large-scaled oiled oak doors with a milled and brushed finish, the design of the cabinetry reflects the handmade details and the tactility of the products. Making all of the valuable and exquisite characteristics visible, the XAL lighting solutions NANO+ JUST and NANO STADIO directs the viewer’s attention in a targeted manner. The niches reference a historic, almost religious architectural language, giving homage to the thoughtful and quality driven trade of shoemaking. The concrete niches with their weight and massiveness possess a surreal scale in an otherwise small space, while disappearing into the darkness of the charcoal colored walls.

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