



### Continuity

As a team, we were asked to design a store that could represent the brand values of contemporariness, youth & freshness, detail, sportiness and innovation. So, in order to capture the essence of Dirk Bikkembergs, we came up with the idea of an urban city located inside a store. The challenge was to achieve all those values and translate them into the language of design for our project. Our concept was based on continuity and on that flow of energy that never ends. The idea was to create an urban atmosphere surrounded by movement just like a city that never sleeps. Always keeping in mind that touch of green that the brand cherishes so much. That's how our project was born. The islands with the green structures hanging from the ceiling in the middle of the store represent a sort of a forest; we even thought of giving them a touch of reality by putting real grass on top of the display shelves to give the client the impression that he is grabbing the product from an actual field. Since Dirk Bikkembergs' original idea of Sport Couture came from the Football Industry, we thought that adding that touch of green would make the flagship reconnect with its roots and would give it at the same time a sense of uniqueness and individuality. The shelves that were placed on the walls around the islands give the perception of motion all through the store. To lighten the atmosphere and lessen the feeling of being in a crowded place, we used translucent materials everywhere.




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