Subzero
Dastro Retailconcepts

WHERE: AMSTERDAM, THE NETHERLANDS
WHEN: FEBRUARY 2008
CLIENT: FRONTRUNNER
SHOP CONSTRUCTOR: PROJECT 2000
TOTAL FLOOR AREA (M²): 105

IN 2007 ROB HOOGENDIJK FOUNDED DASTRO RETAILCONCEPTS, A ROTTERDAM DESIGN AGENCY WHOSE NAME CLEARLY HIGHLIGHTS THE FIRM'S CORE BUSINESS: RETAIL DESIGN. DASTRO HAS GATHERED EXPERIENCE IN VARIOUS BRANCHES OF THE INDUSTRY THANKS TO PROJECTS FOR FASHION, SHOE, PERFUME AND JEWELLERY STORES; PHARMACIES; OPTICIANS; AND SPACES BELONGING TO THE AUTOMOTIVE AND TELECOM SECTORS.

Subzero is a high-end lifestyle store offering a mix of sportswear, sneakers and related accessories. Situated on the Damrak in central Amsterdam, the shop is forced to vie with the plethora of souvenir shops, restaurants and cafés catering to a constant flow of tourists. To stand out from the crowd and to entice passers-by to enter, the shop needed star appeal. Dastro opted for a nightclub ambience punctuated by a dynamic wall, clearly visible from the pavement, with lighted compartments displaying sneakers. The nightlife concept continues inside, where a rubber floor with broad curving bands in various colours offers a view of the basement through a circular glazed section. One area features striped walls in shades of grey, and the staggered lines of a large urban graphic unite the two levels. Exuberant white pendants, bronze-coated mirror walls, chrome spots and white-leather benches accentuate the clubby feel. Throbbing in boudoir red, the basement greets shoppers with exclusive designer sneakers in sculptural, brightly lit showcases projecting from every surface.

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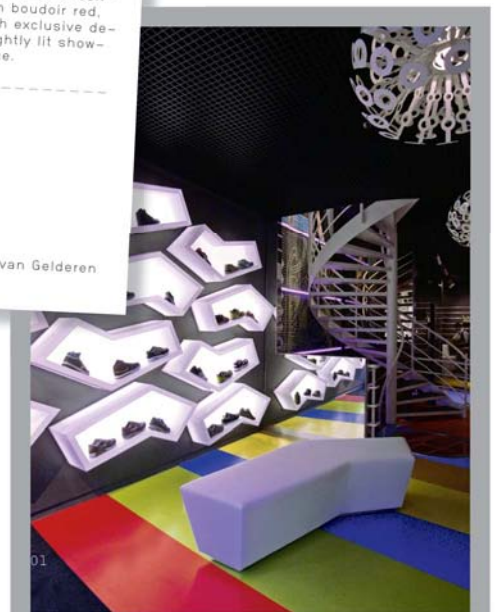
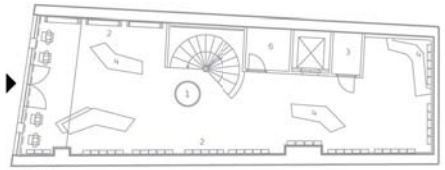
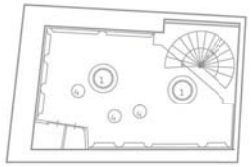
02


01

1 Display tables
2 Display shelves
3 Fitting room
4 Seating area
5 Cash desk
6 Storage


Ground floor


Basement

01 Dandelion pendants, designed by Richard Hutten for Moooi, enhance the entrance level of the store.

02 Sculptural showcases rise from the floor, while the frames of equally fluid displays protrude from walls.

03 Catching the eye of everyone walking by is a wall featuring angular compartments displaying the latest in footwear.

03