

# FRAME



Snarkitects with a mission  
At home with Hermès  
Luxury, Chinese style

## REVIVING RETAIL



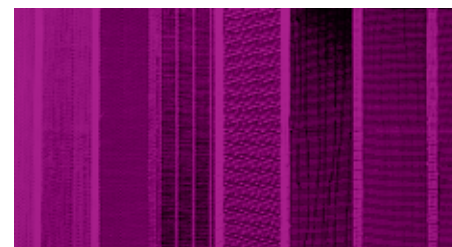


LABSCAPE'S EXHIBITION DESIGN FOR 2TEC2 SUCCESSFULLY UTILIZED FLOORING AS A BUILDING MATERIAL.



## 2TEC2

BY LABSCAPE



Taking cues from the ocean floor, LABscape's exhibition stand for carpet brand 2tec2, which appeared at Kortrijk's Interieur 2010, resembled the gills of a manta ray. The space was formed by 40 strips, each 25 cm wide, which twisted and contracted to become presentation boards, seating areas, a desk and storage, among other things. The solution featured a neat transition from floor to walls that allowed visitors to take a closer look at the latest collection from a standing position, rather than from an awkward crouch. Instead of merely providing a framework for display, the designers used the client's products as a building material for the stand, which was made solely of 2tec2 carpeting and black MDF. 'The booth was a display in itself,' says Robert Ivanov of LABscape. 'People could walk right into it, step on the carpet, touch the walls, read the screens, and be surrounded by the material.'

labscape.org

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PHOTOS NICOLAS SCHIMP