

Where	Stuttgart, Germany
Opening	September 2015
Client	Das Gerber
Designer	Dittel Architekten (DIA) (p.410)
Floor space	9 m ²
Shop constructor	Heikaus Interior
Photos	Martin Baitinger

pop up box

An integrated lifting system lets the owner move three of the four modules anywhere desired.

It's been a while since we've heard 'form follows function', but this is a fair description of the clever system behind this expandable fashion boutique. The first Pop up Box popped up as a convertible mobile retail space that offers retailers and exhibitors a customisable, self-contained presentation area. The cube reanimates empty areas of the shopping centre without interrupting its look and feel, accommodates a wide array of display needs, and conforms to any brand identity through a changeable material palette. To enable the Box to pop up, the architects used an integrated lifting system that allows retailers to open, move and arrange three of the four modules anywhere they like. This creates a wheelchair-accessible retail floor of about 20 to 30 m² out of a box that compacts down to only 9 m² when closed. The modules into which the cube breaks offer a flexible shop-fitting system inside, enabling display fixtures to be attached where and when needed to create shelves, drawers, hangers and tabletop surfaces. After business hours, the branded perforated metal panels in the walls allow glimpses inside and exterior monitors continue to broadcast brand content. The shop is powered through floor boxes and relies on integrated batteries that are charged overnight, creating enough energy to power the ceiling spotlights and product illumination throughout the day.



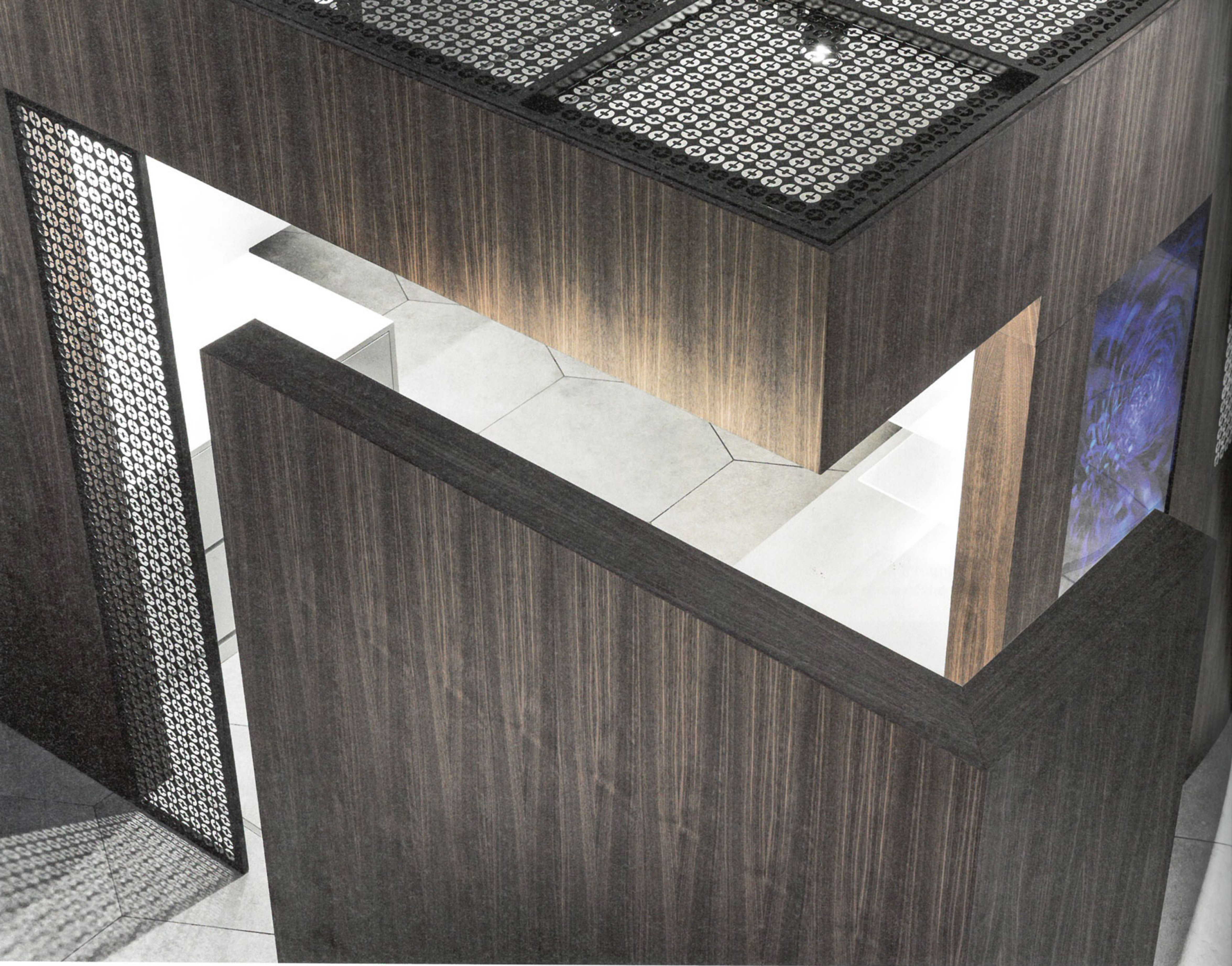
there's a clever system behind this

This little boutique has no door; after hours, the modules of the boutique box close together like puzzle pieces.



Versatile modules can be reconfigured into shelving, tabletops, hanging display or drawers.



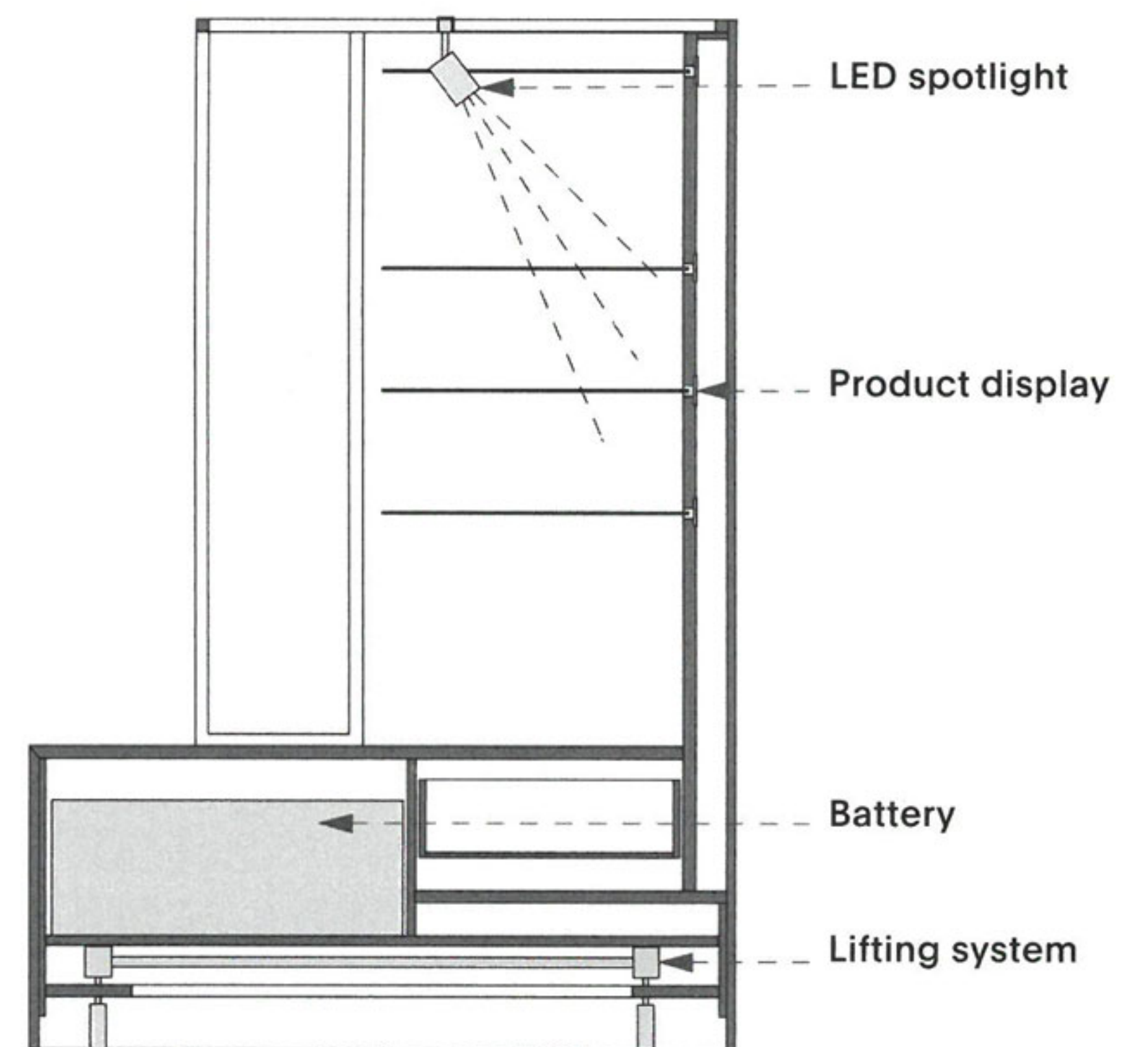
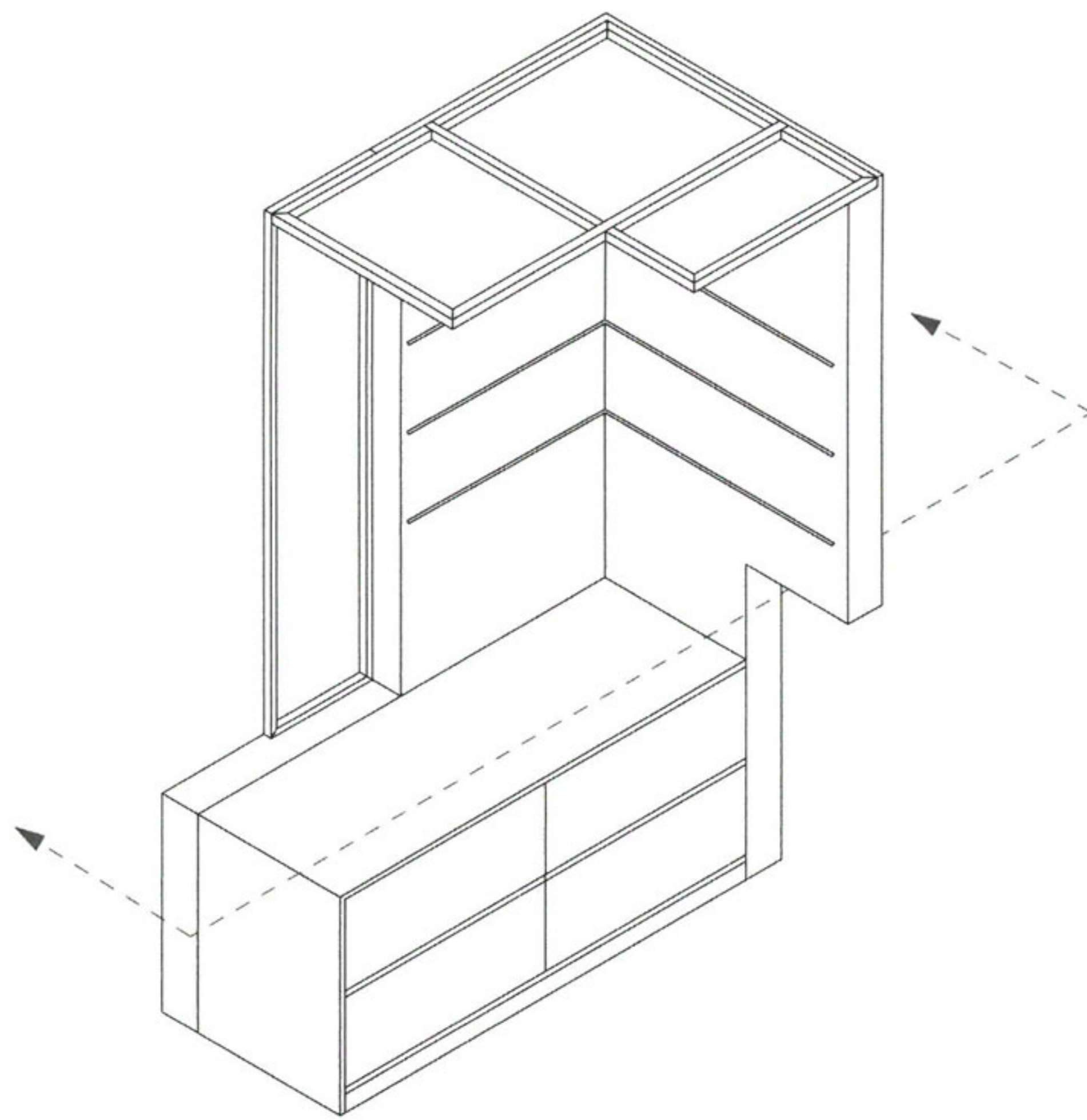


Perforated metal panels offer glimpses inside and exterior monitors offer insight into the brand while the shop is shuttered.



When open, the 9 m² box becomes a wheelchair accessible 30 m² retail floor.

SECTION



EXPLODED AXONOMETRIC

