

# FRAME

THE GREAT INDOORS

N°110 MAY — JUN 2016

## Brands *on* Show

From *in store* to *on stage*

### **Frame in Milan**

Design for a  
phygital world

### **Eight Ways to Diversify Retail**

Content over  
commerce

### **Store Displays**

Mannequins,  
shelves, lights



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Photos: Dika Weddler

## Neri&Hu emancipates the interior of a Shanghai burger joint



**SHANGHAI** — Neri&Hu hits another home(town) run with Rachel's, a restaurant that brings the 1950s American burger-joint vibe to Shanghai. In a city known for its hot, humid summers, the designers intentionally allowed the architecture to spill out into the street by incorporating a façade that opens up to merge interior and exterior.

Not only does the concept give patrons a taste of the outdoors; it also gives the illusion of extra space in one of China's most densely populated cities. When the folding façade is sealed shut, glass and mirror fulfil the space-

stretching role, bouncing both light and views of the surrounding streetscape into the 93-m<sup>2</sup> interior. The open-air feel extends to the ceiling, where skylights add a sense of weightlessness to the structure.

In what's becoming a Neri&Hu signature, flooring moves up to form furniture elements. Here, hand-painted tiles are both underfoot and under table, serving as the bases of custom-designed dining stations. Complete with pivoting bases made from steel, seating can swing this way or that to accommodate groups of various numbers. — TI

[en.neriandhu.com](http://en.neriandhu.com)