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THE GREAT INDOORS

ISSUE #60

JAN/FEB 2008

INCLUDING THE GREAT INDOORS AWARD CATALOGUE

GREAT INDOORS AWARD 2007

NATURE & ARTIFICE

DANCE PARTY

You can look, you can't touch, but no one is stopping you from jumping inside. Hong Kong-based designer Andy Tong turns shopping inside out with a showroom that feels more like an inhabitable display case than an actual sales floor. Located in Hong Kong, Music Shoe Box was designed as part of the Demo Parlour, a range of shopping concepts presented to potential retail outfitters in the World Trade Center. This true-love pairing of footwear and music is clearly stamped with the larger-than-life trademark of Asia's branding capitol. Shoppers pass through an airtight seal of sliding doors into a 345-m² space formed by six faces of backlit tempered glass. Thousands of pixels formed by individual CD cases are aligned side by side in a dizzying array of colour. Merchandise is everywhere. In contrast, a single headphone hangs in the centre as an unassuming point of purchase for Bluetooth downloads. Also sparingly applied, a handful of shoes grace the wallpaper print of album covers like icing on a cake. These covetable fashions are locked inside pristine glass cases, protruding from the wall as precious treasures in this cove of music. In an effort to reach 'young late-night shoppers', Tong glossed his gridwork with special effects worthy of a nightclub. CD pixels flash and flicker in sync with the pounding beat. For those who desire something more out of their shopping routine, Music Shoe Box is an extreme thrill ride.

Words [Shannon Werle](#)
Photos [Joseph Cheung / Garrige Ho](#)



Lost in Space: Footwear and music, together with the stamp of trendsetting culture, are for sale in a club atmosphere at a shopping-experience demo aimed at young consumers.

