

PAUL+PRIS SDN BHD

[Paul+Pris]
Interior Designer // 6yrs Experience

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project location. Fahrenheith 88, KL
site area. 1300 sq. ft.
project completion date. 2010
project type. Retail Shop

photographer. Paul+Pris



• The designer uses undecorated steel frames to support the vibrantly red changing rooms in the shape of a container, the straight lines and hanging fluorescence lamps showcasing an unrestrained style. / 设计师用不修饰工字梁钢骨支架起耀眼红色的货柜更衣室，笔直线条与吊挂在柜台处的日光灯泡设计，展示出时尚不羁的空间。

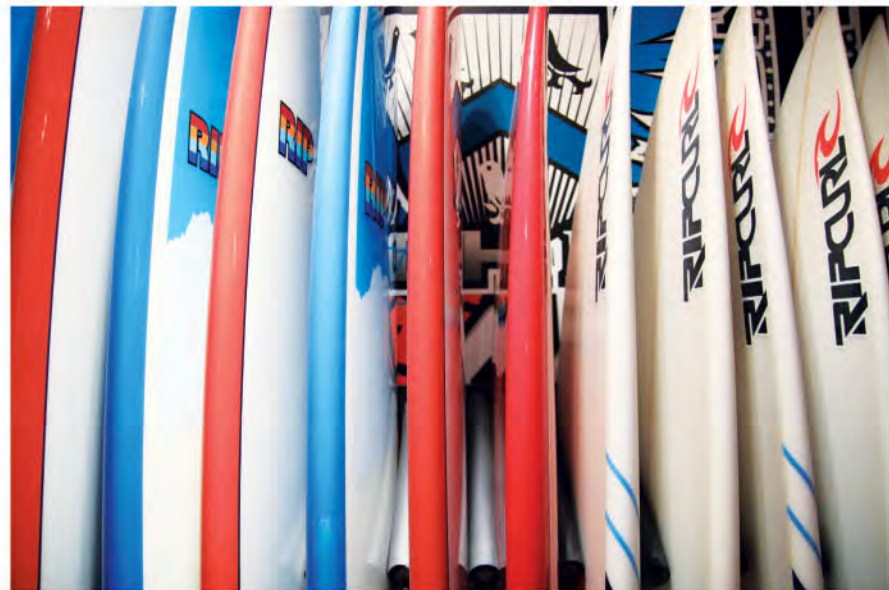
A Rugged and Unrestrained Style

The premise is filled with free flowing and bold designs, the simple and clean ambience providing an environment to display the unique products. The designer replaced a concrete wall in the middle section just after the entrance with a wooden one, adorned with paintings from the 70s' and framed photos of surfers' wear on display. In a corner of the shop there is a wall filled with colorful graffiti, and coupled with the neatly arranged surfboards form an attention-grabbing feature.

The changing room in the guise of a freight container is the shining star of this design, the vibrant red exterior showcasing various artistic graffiti and Ripcurl logos. The bare steel frames are presented in brown by the designer, forming the supporting frame of the changing room, the straight lines giving emphasize to the beauty of the steel frames, creating a space that is rugged, yet boldly stylish, and the hanging fluorescence lamps at the counter area creatively presents a style that is one-of-a-kind.

The overall lighting in the premise is bright enough, and with sufficient space, sketches an unbridled and distinctive shopping zone befitting of its business nature.





粗犷时尚不羁

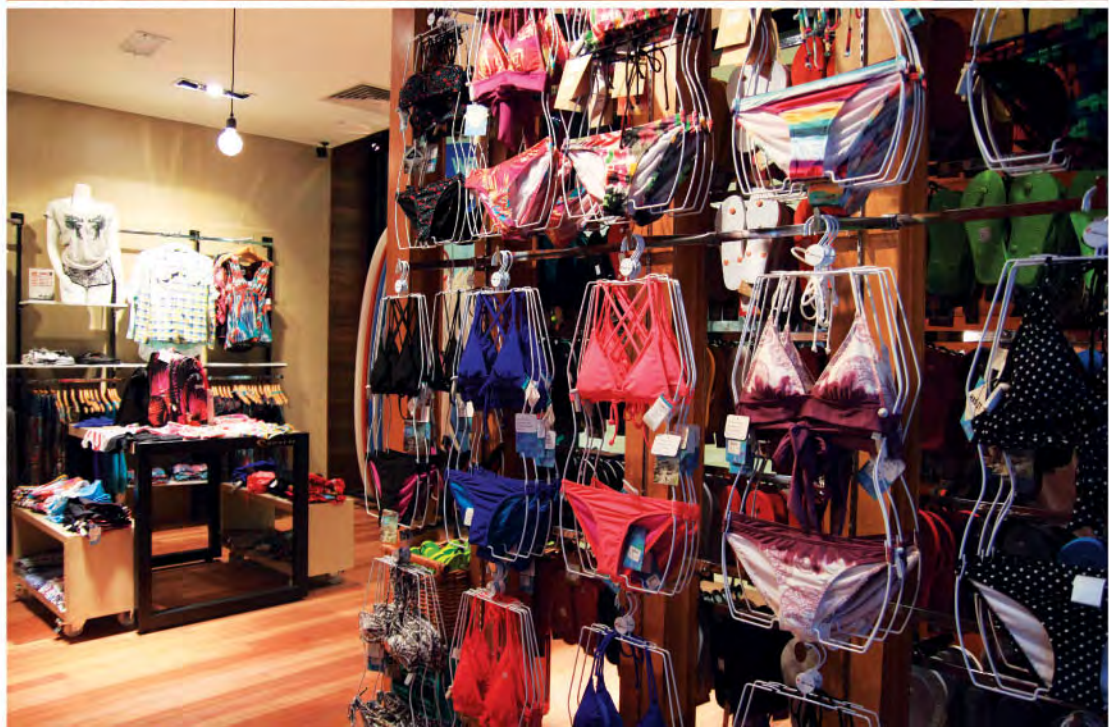
此案以粗犷不羁的高自由度设计、简洁明快的表现张力，展示店内商品的特色。设计师在进门的一道墙壁中央区域摒弃用石灰墙，由木质墙面取而代之，再悬挂70年代画作和以裱冲浪服相框作为欣赏。在店铺的一隅以艺术涂鸦墙为空间增加彩度，与整齐排列的冲浪板成为亮点的区域。

货柜更衣间是其设计的亮点，耀眼红色外观下的各类型标涂鸦志和“Ripcurl”字眼，具备设计感。设计师使用的不修饰工字梁钢骨以褐色呈现，其钢骨作为货柜更衣间的支架，笔直的线条强调钢骨架构之美，营造出粗犷却时尚不羁的空间。而被吊挂在柜台处的日光灯泡设计，巧思地表现出独特的风格。

整体空间的光线明亮并呈现通透空间感，勾勒出不受拘束、自成一格的shopping范围，更契合其商业属性。



• A wall of graffiti adds color to the premise, and with the neatly arranged surfboards creates an eye-catching zone in the shop. / 一道艺术涂鸦墙面为空间增添色彩，与整齐排列着的冲浪板成为亮点的区域。



• Entering the entrance, in the middle section is originally a wall of concrete, which was replaced by a wooden wall adorned with paintings from the '70s' and framed photos of surfers' wear. / 进门的一道墙壁中央区域摒弃用石灰墙，由木质墙面取而代之，再悬挂70年代画作和以袜冲浪服相框作为欣赏。

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