

STUDIO BESAU MARGUERRE

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STUDIO BESAU-MARGUERRE REALISES INTERIOR CONCEPT FOR ONLINE FASHION LABEL ABOUT YOU

AN INSPIRING COLLAGE OF COLOURS, FORMS AND TEXTURES

For the young online fashion label ABOUT YOU, the design-duo Studio Besau-Marguerre transformed an old industrial building in Hamburg into a vibrant and inspiring photo studio for the brand. The interior concept and furnishing for the in-house photo studio ABOUT SHOTS, reflects the assets of the aspiring fashion brand whilst utilizing the architectural characteristics of the old industrial factory. The interior further convinces with a dynamic, collage-like mix of striking colours, textures and forms.

THE INTERIOR CONCEPT

ABOUT YOU is all about fashion, great textiles, well-tailored clothes, strong colours and the perfect staging of all of these elements. The design brief detailed for the in-house photo studio ABOUT SHOTS, to reflect the unique character of the fashion brand and to offer staff the possibility to relax between shootings, productions and meetings as well as to take their minds off work. Studio Besau-Marguerre's interior responds to this brief by conceptualising a lounge area as a central square, signifying it with a rosé circle on the floor, annexed by half-cordoned off and private islands to serve various functions, such as relaxing, exchanging ideas, recharging and sleeping. Corresponding with the employees' various requirements, the carefully conceived interior design concept meets the demands for a space to both work and de-stress in. Open spaces, a white or black wooden ceiling, and large industrial windows that flood the old building with bright daylight were the starting point for this project. To break up the industrial character, Studio Besau-Marguerre added a colour palette of three strong colours that simultaneously relate to the surrounding of the old factory, the building itself as well the façade.

The interior design concept's central task was to create flexible and separate rooms, to enable boundaries and a place of retreat. Besau-Marguerre realised large panels of structured glass with bold black metal frames as room dividers, separating the different areas into half private spaces. The glass panels act as a pleasant diffusor, dispersing external impressions and letting the surroundings fade into the background. In addition to the glass walls, Besau-Marguerre specified heavy curtains from high-end upholstery fabrics, acting as flexible, bold room dividers and having a positive effect on the acoustics in the busy photo studio. Large textile panels, made from KVADRAT textiles and fashion prints from ABOUT YOU, provide additional focal points, casually leaning on the wall as if someone just set them briefly aside.

The generous application of different and carefully selected materials and textures supports the concept's main theme to divide the generous space into various small islands such as photo studios, lounge areas, rest rooms, kitchen and bar as well as meeting rooms.

COLOURS, TEXTURES, FURNITURE

A dynamic, collage-like mix of striking colours, textures and forms characterise the interior by Studio Besau-Marguerre whilst also corresponding with the design duo's signature. With the use of a bold and striking colour palette and varied textured materials, the concept mirrors the fashion brand's character and allows for the staff to deeply immerse themselves in the unique identity.

In addition to the interior concept, Studio Besau-Marguerre designed some furniture specifically for this project.

Ends./

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NOTES TO EDITORS

SPECIFIED PRODUCTS AND MATERIALS

Wall light: Own design, specifically for this project

Sofas: Mags/HAY

Pendant light: North pendant light/E15

Floor light: North floor light/E15

Side tables: Slit Table/HAY, Enoki/E15

Dining Chairs: This/E15 (Special colour)

Lounge Chair: That/E15 (Special colour)

Bar stool: Other/E15 (Special colour)

Dining Table: CPH30/HAY, CPH 20/HAY

Textiles: Kvadrat

Bar: Own design, specifically for this project

Magazine rack: Own design, specifically for this project

Materials: Kvadrat Textiles, Textile prints, white-stained ash, Fenix white, structured glass, Metall powder-coated

STUDIO BESAU-MARGUERRE

Studio Besau-Marguerre are the designers Eva Marguerre (*1983) und Marcel Besau (*1980). The renowned interdisciplinary Hamburg-based design-duo stands for a holistic design approach, taking into account everything from the design of furniture and their spacial presentation, down to the small detailing such as the design and effect of visual communication for printed and digital media. The love of experimentation, materials and colour as well as the fusion of tradition and innovation determine the studio's work. The common design approach of the two designers thus results in exceptional and innovative ideas.

The design studio's multidisciplinary work has already achieved international acclaim.

Besau-Marguerre have recently completed the interior design and furnishing concept of Hamburg's Elbphilharmonie and are responsible for Vitra and Artek's styling, visual merchandising and exhibition design, such as the new Shop-in-Shop concept at KaDeWe. Current corporate design and graphic design projects of the studio are among others for the Swiss brand Moving Walls and German product brand Authentics. For the internationally renowned design brand e15, Petite Friture and the furniture store Stilwerk the Hamburg-based design studio has created pieces of furniture to international design acclaim.

Eva Marguerre and Marcel Besau both have teaching commitments, lecture and offer workshops at the University of Lucerne, the University of Arts in Bremen and for the Deutsche Designmuseum and the Deutsche Farbzentrum. The studio has been awarded with many design prizes such as the AIT Insider Award for best interior design, the Karl-Schneider-Preis, German Design Award, Interior Innovation Award.

www.besau-marguerre.com

ABOUT YOU

ABOUT YOU is an ambitious, young and fast growing online fashion label from Hamburg. As an online fashion company, the brand works to create an inspiring and personal fashion shopping experience for a young audience. The online store is characterised by large choice, inspiration and a personalised shopping experience.

www.aboutyou.de

STUDIO BESAU MARGUERRE



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