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PEEK AT THE PLANTS

*Columbian practice
Husos merges plants on
a patio with the rest of
a Madrid apartment*





SANCTUARY, BOSTON, MASSACHUSETTS

Design and lighting: **Sid Lee Architecture**

Sanctuary sells a single brand, Adidas, co-curated by its owner Concepts. The subterranean space is located on one of the city's oldest streets in an upscale district. It's more than a store, says Montreal-based SLA. It's a place of worship. It's where fans can gather, revere the gear, and gear up with some of the most limited drops, iconic kicks and merchandise from Adidas and Concepts.

Steps lead down from street level to the 110 sq m basement space where customers are greeted by illuminated, raw metal screen doors that project a Celtic, Boston-inspired pattern based on the two brands' logos.



The interior comprises modular thresholds for discovery, pause, and awe, a liberation tunnel chamber, a field of discoveries, and, the space of celebration that is arrived at in temple-like fashion.

From the screen doors, the customer journey continues through a narrowing series of sheet-glass archways, edge-lit to create a uniform, glowing effect. Further into the boutique is a calculatedly cloister-like passage that divides the shop into distinct spaces for separate merchandise and collections from the Adidas brand.

Typically for the demographic, surfaces and materials mix in industrial finishes: brick, stone, metal—creating a dark, moody backdrop for the merchandise. Light, reflective surfaces and glass arches create pockets of discovery, with lighting used to create visual illusions of the displays. Footwear and apparel appear to float against the raw walls, subtly supported by metal fasteners and lit as if they are in mid-air. Shoes are displayed on interactive mirror boxes designed by installation artist Jordan Söderberg Mills, whose work features at the V&A in London and the Museo Nacional de Bellas Artes in Buenos Aires.

These glass and mirror sculptures present the merchandise from unprecedented angles and modify their traditional perceptions, says SLA. An interactive, projection-mapping display helps tell the story of featured products, from new releases to archival footwear, including collaborations with designers such as Raf Simons, Rick Owens, Stella McCartney and Kolor.

We wanted to ensure that the Boston spirit and tension permeate the space, says SLA senior partner Martin Leblanc. The chosen content, materials, and location pay homage to the city's palpable and cultural contrasts—raw meets refined; edgy meets polished. **FX**