

# SNEAKEROLGY

*a sneaker shop interpreted as a sneaker museum*

In each of the 200mm x 600mm boxes, one by one, sneakers are carefully collected. The boxes are repeated, and offset by half unit on each level, and carried through repeatedly over an entire wall. Something which has little meaning on its own, when repeated 281 times over, it creates a euphoric effect for one to experience a heightened emotion.

The merchandises neatly displayed in the fashion similar to the museum artefacts; through touch panels centrally located within the shop, one can gain further understanding of the background stories of the merchandises. Although there is really no such field of study as “sneaker-ology”, by placing our design focus on ways to correctly understand the merchandises, it is for us an attempt at capturing “sneakers” in a scholarly fashion.

“That one is nice..... this one is nice too!”; There is no better way to shop than whilst enjoying an academic high.



## PROJECT DATA

PROGRAM	Commercial fitout: retail
PROJECT TEAM	Olivia Shih, Yoshihito Kashiwagi
LOCATION	Sydney, Australia
MAIN MATERIAL	Plywood
AREA	55 m <sup>2</sup>
BUILT	2011
PHOTO	Katherine Lu

MURAL  
STRUCTURE  
LIGHTING

Babekühl  
Simpson Design Associates  
Electrolight

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