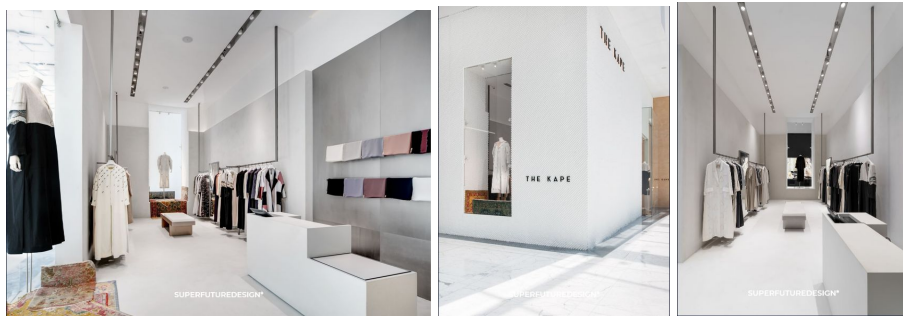
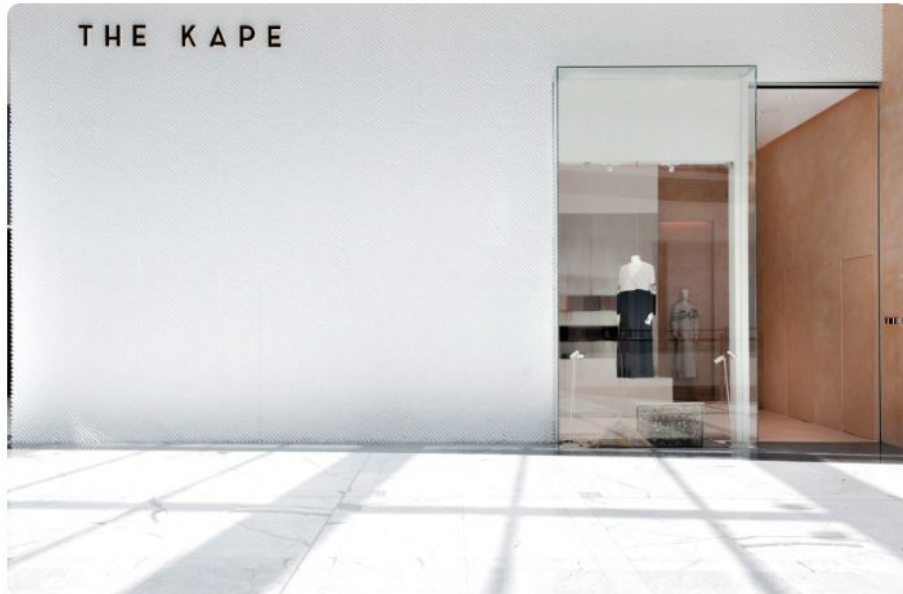


archello

THE KAPE SHOWROOM



THE KAPE is a new brand on the scene of modest women's fashion and has a different approach to garments, specifically the traditional Abaya. The message and name of the brand are soon to stick with women all over the UAE, and they needed an impactful interior design at their showroom in the Dubai Design District. The name behind 'THE KAPE' is Hanadi al Hawi, and she approached SUPERFUTUREDESIGN* with a proposition.

To SUPERFUTUREDESIGN*, playing upon the brand's disruptive attitude would be a demanding process, considering its products and the message it speaks. Through many meetings with the client, we helped her clarify the vision she has for the brand's image. Through this creative process, SUPERFUTUREDESIGN* became more understanding as to the type of space that the client wanted. However, we had only just scratched the surface of a rigorous ordeal that required choosing between different moods, perspectives, colour palettes, and textures.

The entire project took a few years to set up, and it was an interesting view as it was being put together, piece by piece. The showroom is an accurate reflection of SUPERFUTUREDESIGN*'s taste for meaningful aspects, something which was incorporated without undermining modern minimalism. These values are such a valuable theme for our eclectic philosophy. In the ambient spaces, we implemented techniques that would result in a relaxing environment. They contributed to a spatial effect that calms the mind, along with balanced elements that enhance the senses.

For the showroom, we emphasised light as being the main factor because of the way it manipulated the earthy and futuristic masses of travertine stone and epoxy resin respectively. While both elements are distinctly opposite, they seamlessly transition from one to the other. This core feature highlighted our Avant Garde attitude that is different from other one-sided approaches. We achieved balance and harmony between the overpowering features of both elements, specifically between the smoothness of one, and grainy accented veins of the other. The rest of the premise was adorned with decorations like sofas, hanging bars, and a chaotic fitting room that was gracefully set-up centre stage. It was created using metallic screens with a champagne-tinted finish, by wrapping them around each other in a circular, whimsical pattern, which also disguised a colossal pillar.

For the showroom, simplicity had a lead role in defining the ambience and mood, as contrast was defined between the rough patterns and texture that was implemented for the exterior and the smoother finish of the floors. The marble at the entrance is Silver Travertine while that inside the boutique is White Travertine. The meeting room table is a bespoke design made of Pietra D'orcia that was especially sourced from Tuscany. The harmony of the partitions and hangers is evident by the use of same metal black frames for both. Minimalism and elegance are brought to the forefront by adding a De Sede sofa that resembles terraced hills, and a Dominique Perrault chandelier that evokes the feelings of industrial design. Together with champagne steel panels, ribbed glass partitioning, and flush black frames in matte metal, the delicate glistening of travertine marble lends a dewy soft appearance to the otherwise contemporary design.

Material Used :

1. Marble – Entrance – Silver Travertine
2. Marble – Boutique inside – White Travertine
3. MeetingTable – Boutique inside - Bespoke design by SUPERFUTUREDESIGN* made by Pietra D'orcia, Tuscany
4. Sofa – Boutique inside - De Sede DS1025
5. Suspension Light - Boutique inside – „In the tube“ DCW editions by Dominique Perrault
6. Champagne Steel Panels – Boutique inside – customized design by SUPERFUTUREDESIGN*
7. Ribbed Glass – Partitionning – customized design by SUPERFUTUREDESIGN*
8. Lighting – Boutique inside – Buzzi&Buzzi
9. Black metal frames – Boutique inside – customized design by SUPERFUTUREDESIGN*