

# EAST MEETS WEST



The interior is a synergy of local design methodology with oriental accents. From the outset of the project the architects looked at the differences in culture and used them as a design premise. Hundreds of light blue wooden bars have been used on walls and the ceiling to embrace the customers within the new store. The repetitive wooden bar installation optically changes the dynamics of the space and softens the atmosphere, which in East-Asia, sets the scene for the ceremony around the consumption of tea. The product line of Zens consists primarily of high quality porcelain and glassware, which is predominantly related to the preparation and consumption of tea. The simplicity and careful placement of three oval shaped displays, which are flanked by two equally shaped wall showcases brings harmony to the space. The soft blue reflection in the lit frosted glass tops on the displays balance against the warm glow of the illuminated golden back plates and shelves of the showcases. These small moves contribute to intensify the elegant shapes and textures of the products. Another eye catcher in this modest but ultra-stylish boutique is the mural on the back wall by Dutch artist Roger Cremers. The calm natural tones of the delicate wall painting are achieved using tea as a medium, an idea put forward by the architects themselves.

Client: Zens Lifestyle Europe bv  
Location: Oudezijds Voorburgwal 306, Amsterdam  
Design office: SchilderScholte architects, Rotterdam (the Netherlands) Design team: Hill Scholte, Gerrit Schilder  
Realization: Brouwers Techniek (regie), Tjil Hekma (cabinet maker)  
Programme: Retail  
Floor space: 32m2  
Photos: Ronald Tilleman  
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