

lab05

ACTIONS SPEAK LOUDER THAN WORDS (THINK BEFORE YOU ACT)



Spring / Summer 2003



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PER-PLEXING > TOYS TOYS TOYS

Finding new ways to create things that have existed since time began is the reason we love designers. At the end of the day, we want to be surprised and dazzled by new takes on life, and this is what [in]side out achieved with their play lounge series of shop designs. ISO has found inspiration in toys and their role in modern society, which is when the Plexi:comb idea came into existence. Basically the Plexi:comb is a geometric shape which fits together creating playful spaces, shelving and can be used to organically make customers interact. When mounted, the shapes combine to make playful images and facial features, adding life to innate spaces. The perfect example of this in practise is the Magma store in Covent Garden, where shelving and display systems draw attention and involvement to the products. The Perspex glass makes sure that lighting adds an extra dimension to displays, while bright colours give bursts of vibrancy to walls and corners. Improved environment interaction is what design should be about, and ISO do this well. The shop was designed by Inside Out Systems. (www.insideoutsystems.com) Playlounge, 19 Beak St., London W1F 9RP, T: +44 (0) 207 2877073 www.playlounge.co.uk

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COMPACT CINEMA > DVD

It is often funny to see the one-upmanship going on within the International Jet-set, so Lab offers its readers the inside scoop on how to get one over on other swanky creatives. The Goodmans Portable DVD player is a marvel of cool technology, with a sharp 5.6 inch screen, which can flip up or stow away for take off and landing, while the padded carry case keeps all equipment safe and sound during transport. There are alternative AV inputs, which means that Camcorders and Video games can be used too, while the DVD player itself can play MP3 CD's and Music CD's. There are dual headphone ports, allowing you to share your glamour with the chosen ones, and should you need to, the whole thing can be attached to the TV for quality playback. This is truly a portable cinema with all the add-ons necessary to wow all you mates. www.gadgetshop.co.uk





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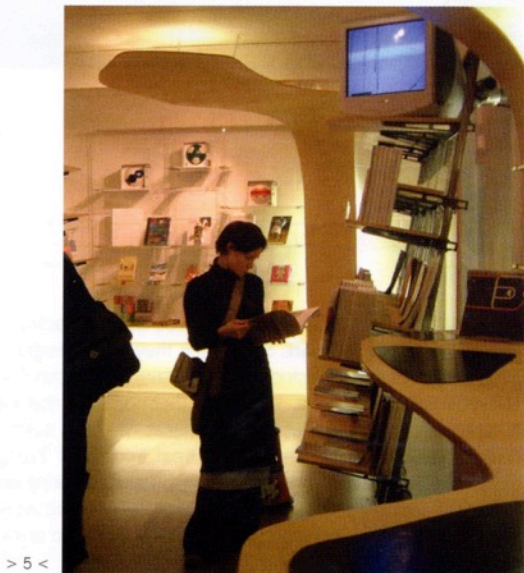
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1 to 4_Magma in Clerkenwell Road, London 5_Magma in Manchester.
 All Magma shops have been designed by Inside Out Systems Architects >
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