

**Shoebaloo, a Shoe Store with a New Dimension
Executed in HI-MACS® by MVSA Architects**



“Elegance, transparency, and technological ingenuity” are the characteristics shared by the designs of MVSA Architects, famous for their modern approach and minimalist designs. These same qualities are clear in Amsterdam’s new Shoebaloo store.

Distinguished Dutch architecture firm MVSA Architects turned to HI-MACS® to realize one of their latest creations, the new flagship store for Shoebaloo, the prestigious Dutch luxury shoe and accessories company. Located in the heart of Amsterdam, at number 5 on the central Koningsplein square, the store was opened on 27 November 2014.

This wasn't the first time MVSA Architects had worked with Shoebaloo. Hartog Streim, founder of this renowned brand, had already chosen the firm on other occasions to design the majority of its boutiques, such as the ones in Rotterdam and Utrecht. Shoebaloo's stores are distinguished by exceptional interior design with an elegance that reflects the brands on display.

“Seeking innovation both in the design as well as the plan and its execution” is the premise that the architect Robert Meyer and project leader Harry van den Berg have reflected in creating the project, as those responsible for the futuristic design of this distinctive Shoebaloo store. The use of cutting-edge HI-MACS® acrylic stone clearly represents an innovative vision and commitment to using advanced materials that match the business' luxury aesthetic.



Functionality and user comfort are the responsibility of the architect. In that sense, both the design and the choice of materials have to be in harmony with the possibilities of the project, as well as the aim of highlighting the product on display. For MVSA Architects, creating a quality public space is a fundamental aspect, and sustainability means much more than a quick routine when it comes to working.

The high durability and resistance of HI-MACS® also fit in perfectly with the Dutch studio's philosophy of creating spaces that are able to respond to the changing demands of users and, above all, that

stand the test of time. The acrylic stone was also ideal for creating the trademark waves in the store's interior, thanks to its extraordinary thermoformability, seamless joints, and smooth feel. Moreover, HI-MACS® was chosen for the many properties that make it ideal for this setting: its surface is non-porous and impermeable, easy to join, clean, and maintain – all qualities that give it an additional added value.

The historical center of Amsterdam is characterized by an interwoven structure of individual plots, which is why this Shoebaloo store has an open storefront on the first floor of the facade, flanked by two narrow Belgian bluestone piers that reinforce the individuality of the building. Unlike the majority of the other Shoebaloo stores, with a closed, mysterious display window that reveals little of what lies behind, the concept of this new store is a world that seems open and transparent to the outside. The glass front has an elliptical bright white display window where the models are displayed, which gradually transforms into two openings that, from the street, look into the store.



The design of Shoebaloo's Koningsplein store features a unique retail concept that suits the high-end designer shoes and accessories on display. Creating a radiant, welcoming space, more than just a store, Shoebaloo offers a spatial experience where shoes emerge like precious treasures.

On the inside, a dynamic play of lines emerges from the display window, forming curved surfaces with different heights and dimensions and integrated lighting, where the shoes are displayed. The store comprises two elliptical spaces that gravitate towards each other in the center. At the rear is the counter and a large vertical elliptic vitrine, as well as a smaller display that houses accessories. The freestanding mirrors and seating elements were custom-designed.



The sinuous walls are clad with HI-MACS® acrylic stone in the Alpine White shade. Continuing the play of lines in the walls, the displays are fashioned from thinner layers of translucent HI-MACS® Opal, backlit with LEDs.

The floor is composed of book-matched marble slabs, with two ellipses of white marble featuring black veins. The middle section where the elliptical spaces begin to merge is articulated in reverse, in black marble with white veins. The dark ellipse ceilings feature a pattern of fluid, bright, glowing lines representing a starry sky.

“Offering solutions thanks to the opportunities provided by innovation”, the designs of MSVA Architects stand out for their structural transparency, technical ingenuity, and the use of inspiring materials. For the Dutch studio, a good project is one that is sustainable, lasting, and comfortable, qualities that are represented by HI-MACS® acrylic stone. These are the reasons why the same importance is given to both the aesthetic and functional quality, from the initial design down to the smallest finishing details. This is all embodied in Shoebaloo’s new Koningsplein store, an attractive, curious space that takes you to the future thanks to the dominant white and elliptical forms that characterize it.

INFORMATION ABOUT THE PROJECT

Project: SHOEBALOO, Koningsplein 5, Amsterdam

Design: Roberto Meyer, MVSA Architects, Amsterdam

Project lead: Harry van den Berg

Project team: Jutta Groosman, Jurgen Codfried, Mark Ohm, Ana Carmen Gutiérrez Narvarte, Roberto Bonilla (model maker)

Installations adviser: Wichers & Dreef, Badhoevedorp

Contractor for interior: Smeulders Interior Group, Nuenen

M&E engineer: Kersten Retail, Elst

Facade: Bouwbedrijf De Vries en Verburg, Stolwijk/A Tre Natuursteen, Hoofddorp

Lighting: Aerts Lighting, Eindhoven (store)/Ansorg, Ouderkerk a/d Amstel (display window)

Floor: A Tre Natuursteen, Hoofddorp

Ceiling: Stretchdesign, Amsterdam

Miscellaneous: Baars & Bloemhoff (HI-MACS® supplier)/Bone Solid, Bergeijk (HI-MACS® application)

Area: 81 m² (GFA)

Final design: November 2013

Construction: September–November 2014

Completion: November 25, 2014

Photos: © Jeroen Musch

Material: HI-MACS® Alpine White, Opal www.himacs.eu



HI-MACS® by LG Hausys

www.himacs.eu

HI-MACS® is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high performance wall-cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of acrylic, natural minerals and pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for aesthetics, fabrication, functionality and hygiene – offering manifold advantages over conventional materials.

HI-MACS® provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid** and **David Chipperfield**, among others, have completed fabulous projects using HI-MACS®, from kitchens to bathrooms, including decorative items, in hotels as well as in museums, shopping centres and on external façades.

LG Hausys' HI-MACS® uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades - exhibits a special translucency when exposed to light. Although HI-MACS® is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HI-MACS® is manufactured using a new generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HI-MACS® apart from other solid surfaces and creates a denser, even more homogeneous, sturdy, durable surface – with a better resistance and superior thermoforming performance.

As regards hygiene, HI-MACS® does not absorb humidity, is highly resistant to stains, and is easy to clean, maintain and repair.

Countless internationally recognized certificates attest to the quality of HI-MACS® in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for Alpine White S728 colour.

HI-MACS® offers the longest warranty on the solid surface market with a 15-year warranty for products fabricated by a Quality Club Member.

HI-MACS® The New Generation

Inspired by Architecture

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* **HI-MACS®** is designed and produced by **LG HAUSYS**, a world leader in the technology sector belonging to LG Group, and distributed by **LG HAUSYS EUROPE** based in Geneva (Switzerland).