



### WHAT

A world wide shop design concept committed by Aigner, a German fashion firm. The company approached selected design studios to propose a highly creative shop concept that could be developed internationally.

### HOW

To present the creative water concept, we made two double pane transparent boxes with water in between the plexiglass. This box provided an immediate sensorial experience to our concept.

### WHY

The developed presentation is to turn every shop into a water bar. Every shop has been designed to give the fluid sensation and calming affect of water.



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