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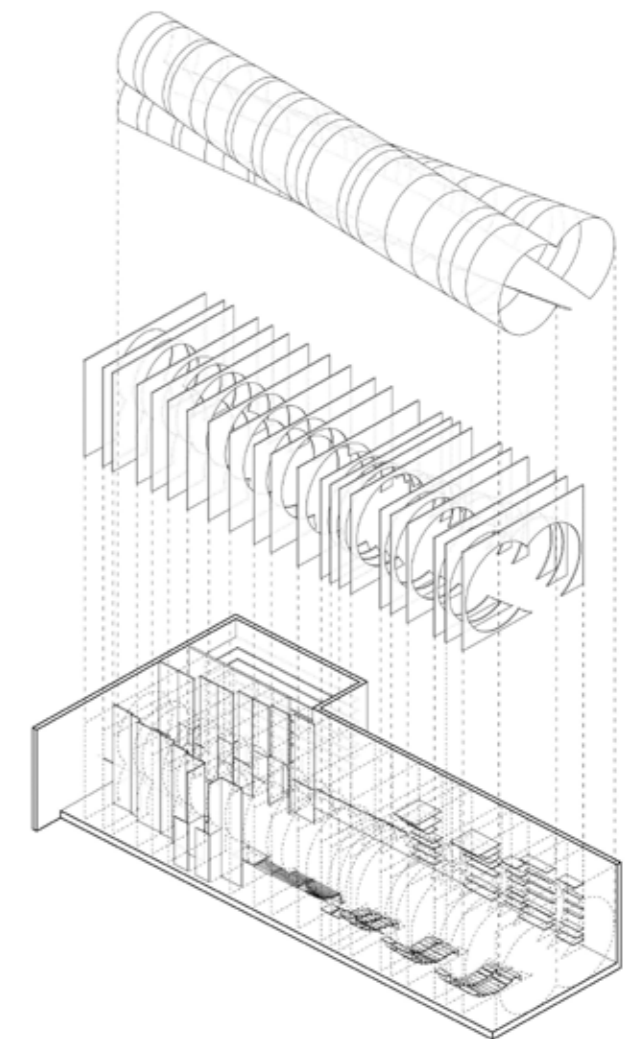
Ohlab

IN-SIGHT

An optical illusion by OHLAB is as practical as it is spectacular

MIAMI – Sometimes a brand’s name or logo is a creative brief in itself. OHLAB could claim both of these as inspiration for its design of the In-Sight concept store in Miami, Florida. The clothing curator’s logo is a pair of binoculars, a visual device that the Palma-based designers translated into a series of 24 white wooden panels placed in parallel along the length of the room. When viewed from the outside (and through the binoculars stencilled on the shop windows), these stretch out to form a tunnel, which thanks to the angles of each cut-out panel, appears to slowly rotate throughout the space. At the end of the store, a graphic panel with a trompe-l’oeil gives the impression that the panels continue to infinity and beyond.

The gaps between the panels can be used for a variety of purposes, from product exhibition, storage to simply sitting down. Customers get a hint of what each alcove has to offer thanks to the angle of each panel. Despite the intricacy of the design, the panel’s construction system is surprisingly simple. As they were made in Spain the system had to be easy to take apart and put together upon arrival in the US – especially as construction time was only three weeks.



LEFT A graphic panel at the back of the store features a trompe-l’oeil that creates an illusion that extends the illusion beyond the store limits.

RIGHT Through the extrusion, translation and rotation of the logo, an imaginary volume is created.



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