

FRAME

THE INTERNATIONAL MAGAZINE OF INTERIOR ARCHITECTURE AND DESIGN

*Maybe
Everything's Fake
Nowadays*

BUT MAKE SURE
THE MOST
LOUSY FAKE
YOU CAN GET



27 >



EU €15
UK £10
Canada \$20
USA \$15
Japan ¥2,400
Korea ₩35,000
Printed in the Netherlands



details

Mirages at Moschino

When industrial designer Sean Dix was offered an open brief to revamp Moschino's flagship store in Milan, he couldn't resist. Dix created display tables from stainless-steel cubes, polished to a mirror shine. Onto each surface he applied full-scale printed photographs of antique furniture. At first glance, a client entering the shop sees what appears to be an antique table. A second later, s/he does a double take, suddenly realising that each piece of furniture is actually a cleverly constructed series of images. Although the pictures are disappointingly grainy, the *trompe l'oeil* succeeds in fooling the shopper. More than merely witty, it reflects the irreverent spirit of Franco Moschino, a man infamous for injecting humour into the oh-so-serious Italian fashion

scene. Elsewhere, on fabric panels above clothing rails, visitors can read the story of 'The Emperor's New Clothes': Featuring raised white letters on an ecru background, essentially *ton-sur-ton*, this fable of vanity is an extension of the send-up so beloved by Moschino. Another Dix development is his interpretation of fashionable cloth as an architectural material. He laser-cut polished stainless steel to produce the texture of lace for wallpaper. This is duplicated in his chandelier makeover, which mimics the same lacy look with light sparkling through perforated cylinders of polished steel. Sourcing his inspiration in the theatrical, Dix has firmly anchored the store in Moschino's brand identity.

CHARLOTTE VAUDREY
PHOTOGRAPHY BY RAMAK FAZEL