

hinge

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This first flagship retail venue in China, by LUKSTUDIO, is dedicated to 'expedition' travel - a particularly meaningful idea during current world events. The space is not overly large, but employs materials and details to evoke conceptual journeys and connections to places out in the natural world. A rammed earth backdrop wall nods to the tonality of the Danxia landforms as a central thematic player in the scheme. The brand gallery is found under a canopy ceiling of perforated stainless steel; the apertures progressing like lease settings on an SLR camera. Varied shelving systems in metal offer the objects on offer as in a gallery. Upstairs there is the 'Touch-n-Try' zone, where patrons can lay eager hands on the beautiful photographic equipment. In our era of ubiquitous - and impressive - smartphone cameras, the serious lineup offered by makers like Nikon feel almost like aspirational fetish-objects. But that is inaccurate, since they perform a functional experience that simply isn't replicated by a mobile handset. And despite the reign of digital photography, substantial cameras held in the hand, adjusted manually, thoughtfully utilised... are still at the apex of the representative world.

Photography by Wen Studio



At the top level of the store, LUKSTUDIO is an event space for launches, presentations, exhibitions, social gatherings and the like... a cross between party room and teaching lab. An array of hanging light fixtures symbolises a starry night sky, whilst flexible furniture adapts to a plethora of uses as required. Connecting the levels is a feature staircase introduced through a wall of 629 lenses written in Chinese characters. The stair was conceived as a vertical darkroom, unifying the different floors.

The details of the shop complete the lowkey general aesthetic. Blond veneer 'pegboard' walls support crafted metal braces for shelving, patterned planes that remind us of the precision inherent in the technology of photography - as well as the beauty. Even simpler metal details are elevated to a level of quality commensurate with the brand's own stature. The designers have made a worthy home for both the cameras and those who still adore them.

