

Shed designs Ireland's largest shoe department

Tom Banks

Interior consultancy Shed has developed the retail design for a Kurt Geiger concession in Dublin department store Arnotts, making what it claims will be the largest shoe department in Ireland.



Appointed on the strength of a Harrods concession for Kurt Geiger, Shed was brought in to the Arnotts project in July and given a 10,000m² footprint to work with

Using a 'gardening ideology' Shed director Matt Smith says a parallel was drawn between seasonal planting and seasonal fashion.

This idea is continued by delineating retail sections as areas of a garden. 'We thought of it as a garden schedule, divided into different lawns, like allotment and rose gardens might be,' says Smith.



Spaces are broken up with curved display frames and steel lattice trellis which means customer's sight lines are uninterrupted.

'Within those areas the lawns are set up with massive rugs showing different patterns which determine how free or formal the space is, and around that clusters of unity are built for each landscape.

Colourful rattan and follies 'which stand almost like chess pieces' form the service and seating areas in each subsection.

The store is expected to open in spring 2012.

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