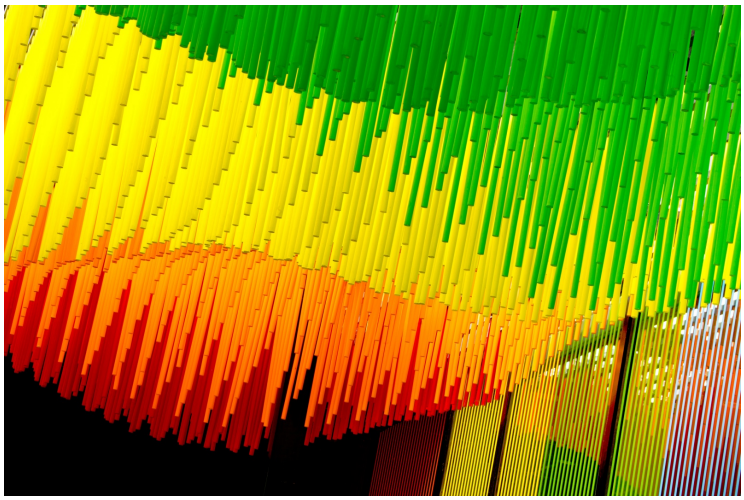
PAPABUBBLE CONCEPT STORE
BEIJING, CN







Appointment 2013
Completion 2014
Client Privé
Area 70 m²
Budget 50 K€

Just like a cloud of sweets, the distinctive ceiling of this store resembles the strands of coloured glucose which are spun before the customers' eyes.

For this concept store, situated in one of the most popular shopping centres in Beijing, we have employed a concept which reflects the very essence of the franchise, using the image of the strands of glucose which are spun before the customers' eyes to make hard candy sweets. In consequence, the ceiling of the store and the awning over the terrace feature playful designs comprised of a multitude of coloured tubes, generating a remarkable undulating surface. The client walks in under a cloud of sweets, which prefigure the experience which they are about to enjoy in this deliciously playful location.