

WHAT IF A STORE WORKED LIKE A MEDINA?

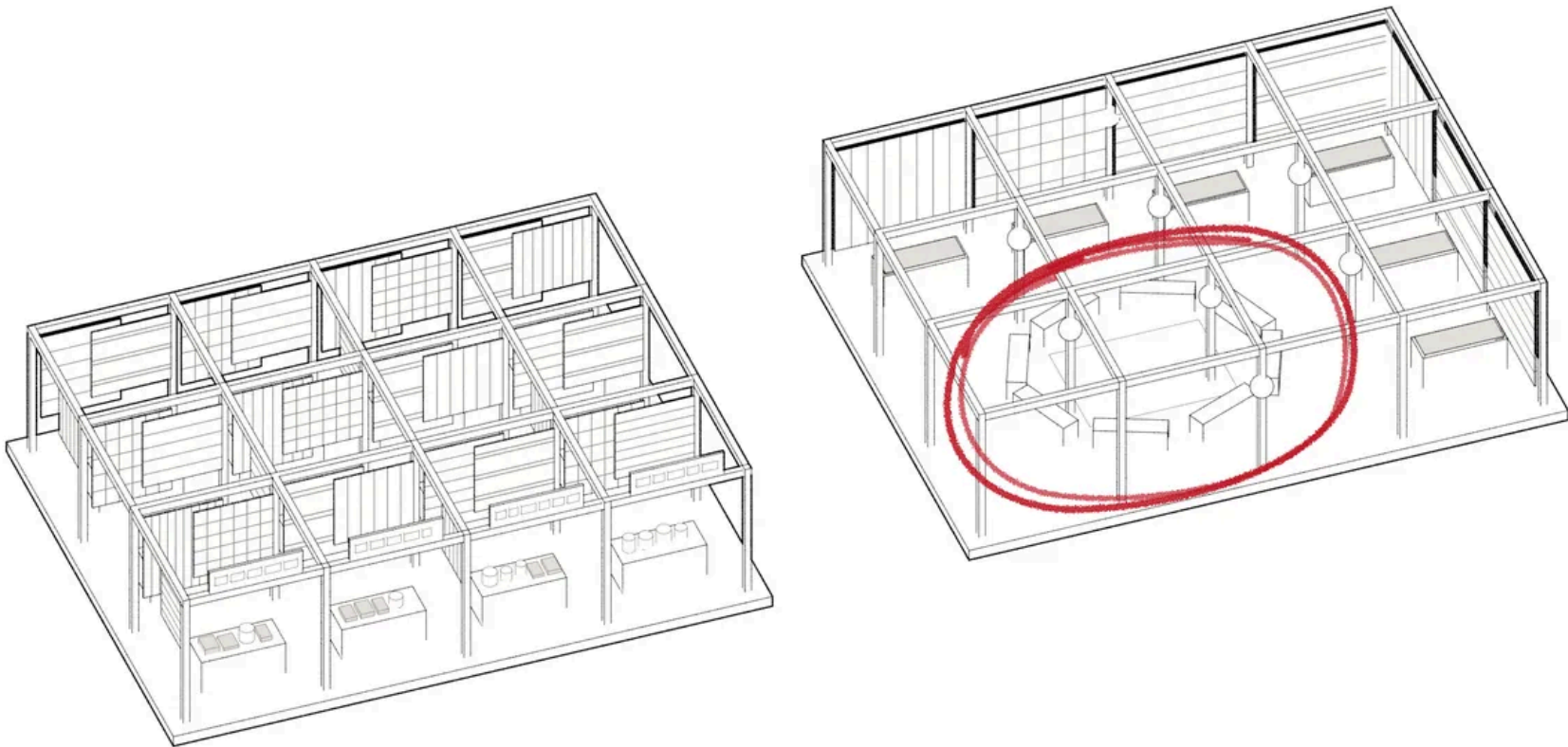
Image: studio study.



A STORE THAT WORKS LIKE A MEDINA.

What if a store worked like a medina, with no fixed fixtures and no set path?

FILE 05 · DRAWING · LEFT UNBUILT



FILE 05.

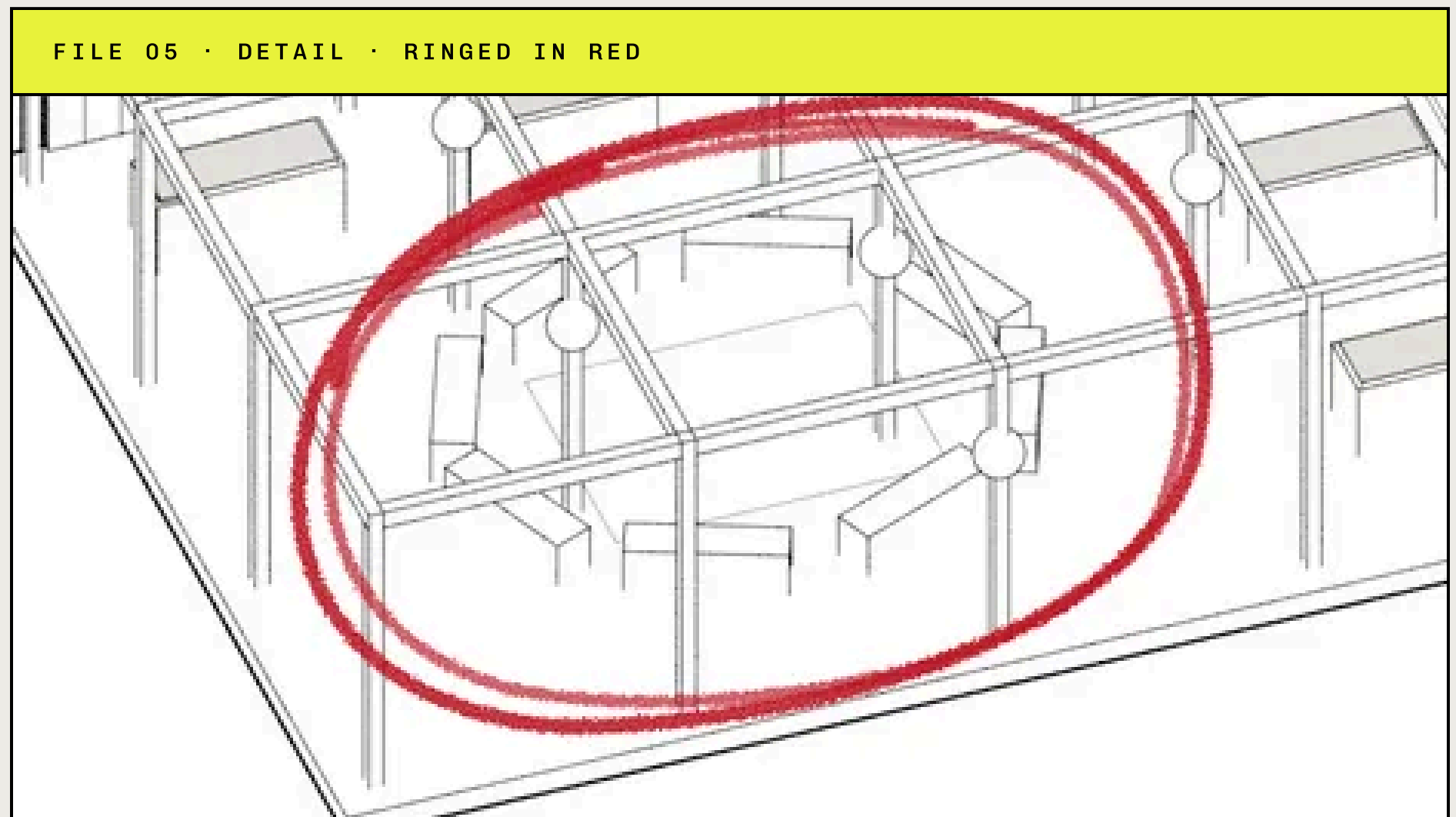
Client names withheld.

FILE 05 · LEFT UNBUILT	
CLIENT	 A pan-African makers' brand
ENGAGEMENT	Retail concept
THE QUESTION	What if a store worked like a medina, with no fixed fixtures and no set path?
THE SHAPE OF THE ANSWER	A bare grid of frames the makers fill pattern on pattern, turning from morning market to evening gathering, with no cash desk.

Client confidential. Ask us in the room.

NO FIXED FIXTURES. NO SET PATH.

Read the drawing.



- 1** One bare grid of frames, drawn twice.
- 2** In the morning every bay is a stall hung with cloth, pattern on pattern.
- 3** By evening the stalls close up at the edges.
- 4** The middle, ringed in red, is given to people under lanterns.

THE WORK. CLIENT NAMES WITHHELD.

CASE FILES · BUREAUSTJAMES.COM/WORK
File 01 · One district, two hosts
File 02 · Redrawn every night
File 03 · One room, many houses
File 04 · Enter the way the houses do
File 05 · Left unbuilt ← this file
File 06 · The town’s living room
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