

SISTER

Designs unveiled for The Regent Street Windows Project 2013

The Regent Street Windows Project unveils the designs for this year's six unique installations. The designs include a giant beach wave curling up through the interior of Esprit, a 'Magic Garden' flowing through all eight windows of the Karen Millen store and a recreation of New York's Greene Street in Jack Spade's London store window.

From 15 April to 6 May, Regent Street London W1 will be showcasing a number of inspiring architectural installations created by cutting edge architects in partnership with RIBA

(Royal Institute of British Architects). Now in its fourth year, the Regent Street Windows Project matches a diverse range of RIBA architects with international fashion brands to create innovative window displays.

Brands participating in the Regent Street Windows Project 2013 include: **Topshop** working with NEON, **Esprit** working with naganJohnson architects, **Jack Spade** working with Carl Turner Architects, **Ferrari Store** working with Gensler, **Karen Millen** with Mamou-Mani and **Moss Bros** with AY Architects.

This initiative is part of an ongoing series of events and promotional opportunities which places Regent Street as one of the leading shopping destinations in the world. As part of this long-term strategy, Regent Street has recently seen the revival of iconic landmarks in the area balancing original architecture with contemporary restoration. This restoration of vast architectural buildings has recently welcomed to the street the largest Burberry in the world, restaurants Brasserie [Zédel](#) and MASH and the re-opening of Café Royal after being restored to its former golden-age glory.

Annie Walker, Director of the Regent Street Association, said: 'The RIBA Regent Street Project, now in its fourth year, is getting more and more recognition. Each time I look forward to seeing the designs and marvel at the result of the collaboration between the architects and the retailers; it definitely adds to the visitor experience.'

regentstreetonline.com

twitter.com/regentstonline

facebook.com/RegentStreetOfficial

youtube.com/regentstreettv

For further information and images please contact Lucia Ruz and Verity Ramsay. Tel: +44 (0)20 7287 9601 Email: lucia.ruz@sisteris.com or verity.ramsay@sisteris.com

Notes to Editors

Photographs of the completed installations will be available from 16 April.

Esprit by naganJohnson

California Wave :naganJohnson architects are taking Esprit back to the sunny summer of '68, the year the business was founded in California, with a coastal sand-dune landscape and a dramatic beach wave under which the customers enter the store.

Ferrari by Gensler

Gensler's window installation is an organic representation of the Ferrari experience. The physical and emotional manifestations draw on passion, love, tradition and heritage through the representation of a beating heart, whilst the technological prowess, modernity and innovation, are illustrated via a pulsating brain. Adrenaline and passion scream throughout the installation which will be created via a mix of 3 dimensional sculptures and dynamic multimedia and 3D technology designed by Gensler and its partners Icon and George Singer.

Jack Spade by Carl Turner Architects

Referencing Jack Spade's New York origins, Carl Turner Architects have sampled architectural details, fragments and facades from Greene Street, Soho, New York to create an architectural 'collection' in the London Soho store window, mirroring Jack Spade's curatorial approach to the Americana displays found inside.

Karen Millen by Mamou-Mani

The 'The Magic Garden' installation is designed to animate and seamlessly link the full run of 8 windows of the Karen Millen Store with one stunning fluid form. Using digital and physical modelling, the architect will work in collaboration with Karen Millen's in-house atelier to test and shape the light-diffusing mesh fabric and maximise its structural qualities. The result will demonstrate the precision of both tailoring and architecture and will echo the touch of fun, colour and lightness of the new spring collection.

Moss Bros by AY Architects

The design is a three-dimensional patterned screen inspired by the herringbone stitch, commonly used as a classic motif of the Moss Bros brand. The translucent layers of the installation create a glowing volume and a play with light and shadows throughout the day and at night.

Topshop by NEON

The Topshop Colour Wheel by NEON is a reinterpretation of the traditional window mannequin. Its bold, spinning mechanism showcases different outfits over the course of the day, whilst simultaneously allowing the full colour range of the season to be viewed in a surreal dance above customer's heads.

A viral film of last year's Regent Street Windows Project 2012 can be seen on the Regent Street YouTube channel:
<http://www.youtube.com/watch?v=cCHRx7wKME>

For more information about RIBA London, please contact Antonia Faust in RIBA London on 020 7307 3624 or email antonia.faust@riba.org

Regent Street Windows Project is an initiative of RIBA London and Regent Street, London W1. The project started in 2010 as part of the London Festival of Architecture and is now established as a stand-alone annual event.

RIBA London supports RIBA membership in the capital by providing high quality support services, organising regular activities and training. It seeks to increase the political and professional influence of the RIBA in London and work to raise public awareness of architecture as a profession. It encourages improvement in the built environment by delivering cultural activities and by encouraging architectural debate in the public arena.

regentstreetonline.com

twitter.com/regentstonline

facebook.com/RegentStreetOfficial

youtube.com/regentstreettv

For further information and images please contact Lucia Ruz and Verity Ramsay. Tel: +44 (0)20 7287 9601 Email: lucia.ruz@sisteris.com or verity.ramsay@sisteris.com
--

For further information please contact Verity Ramsay or Lucia Ruz

T: 44 (0)20 7287 9601

Email: verity.ramsay@sisteris.com or Email: lucia.ruz@sisteris.com

Sister, a creative multi-platform communications agency that strategically integrates public relations with marketing, advertising, social media, digital design, web development and film production.

In our efforts to minimise our impact on the environment, please consider whether you need to print out this information.

This communication and all information contained are confidential and may be legally privileged. The content is intended solely for the use of the individual or entity to whom it is addressed and others authorised to receive it. If you are not the intended recipient it is hereby brought to your notice that any disclosure, copying, distribution, or dissemination, or alternatively the taking of any action in reliance on it, is strictly prohibited and may constitute grounds for legal action, either civil or criminal.