



Fashion Décor

New Interiors for Concept Shops

The groundbreaking 35,000 square foot Barbie Flagship for Mattel holds the world's largest and most comprehensive collection of Barbie dolls and licensed Barbie products, as well as a range of services and activities for Barbie fans and their families.

Mattel wanted a store where "Barbie is the hero" and where Barbie is expressed as a global lifestyle brand by building on the brand's historical link to fashion. Barbie Shanghai is the first fully realized expression of this broader vision. It is a sleek, fun, unapologetically feminine interpretation of Barbie: past, present, and future.

For the new façade, the designers combined references to product packaging, decorative arts, fashion and architectural iconography to create a modern identity for the store, expressing Barbie's cutting-edge fashion sense and history.

The façade is made of two layers: molded, translucent polycarbonate interior panels and flat exterior glass panels printed with a whimsical lattice pattern. The two layers reinforce each other visually and interact dynamically through reflection, shadow, and distortion.

Upon entry, visitors are enveloped by curvaceous, pearlescent surfaces of the lobby, leading to a pink escalator tube that takes them from the bustle of the street, to the double-height main floor.

The central feature within the store is a three-story spiral staircase enclosed by eight hundred Barbie dolls. The staircase and the dolls are the core of the store; everything literally revolves around Barbie. The staircase links the three retail floors: the women's floor (women's fashion, couture, cosmetics, and accessories); the doll floor (dolls, the designer doll gallery, doll accessories, books) featuring the Barbie Design Center, where girls design their own Barbie; and the girls' floor (girls' fashion, shoes, and accessories). The Barbie Fashion Stage is also on this floor, where girls take part in a real runway show. The Barbie Cafe is on the top floor.

Throughout the retail areas, the designers played with the scale differences between dolls, girls, and women. They reinforced the feeling of youth and the possibilities of an unapologetically girlish outlook (regardless of age) by mixing reality and fantasy and keeping play and fun at the forefront - creating a space where optimism and possibility reign supreme as expressions of core Barbie attributes.



BARBIE SHANGHAI

Slade Architecture

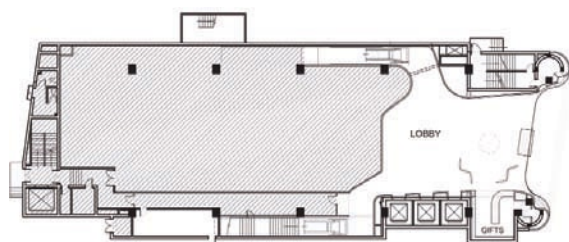
Client/ Mattel

Photography/ Iwan Baan

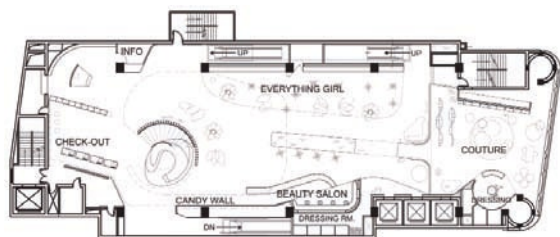
Site/ Shanghai, China

Area/ 2,790 sqm

Date of Completion/ March 2009



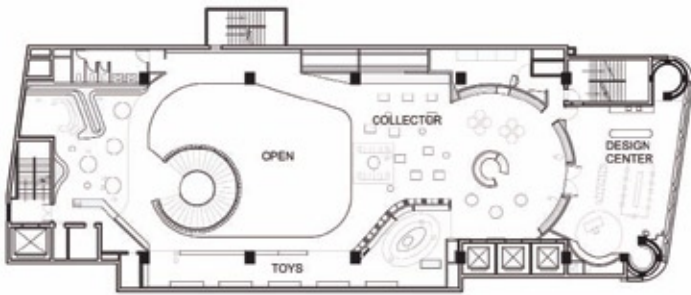
GROUND FLOOR PLAN



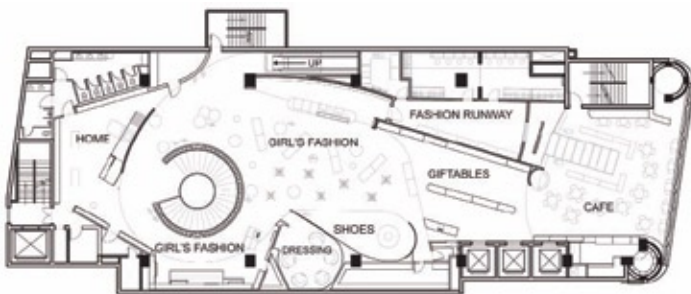
THIRD FLOOR PLAN



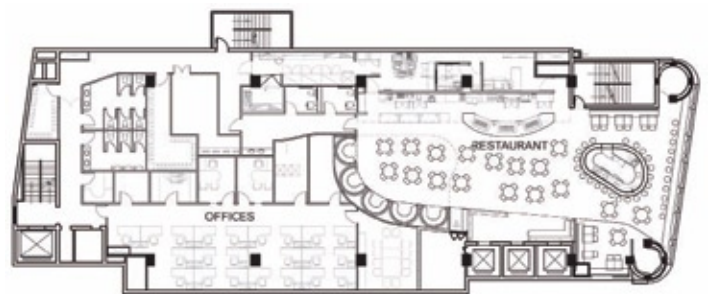




FOURTH FLOOR PLAN



FIFTH FLOOR PLAN



SIXTH FLOOR PLAN

