

Mexico City

FRAME

The
Great
Indoors

Bucharest

Clubbing
After
Ceausescu

Get This
Party Started!

*SPEX

'You're not going to wash
your socks in my sink'

Ross Lovegrove

\$24.95US



€19.95 EU
\$ 24.95 USA
\$29.50 Canada
¥2,940 Japan
£14 UK
₩ON 40,000 Korea

Energetic

Back to Basics

Guy Zucker has redeemed linoleum. Not an easy task, but it looks effortless. With New York City's Delicatessen – not a corned-beef-on-rye joint but a clothing shop – Zucker has created an interior of unsurpassed resourcefulness and crisp good looks. Using only grey and yellow linoleum and cardboard tubes, the designer has sheathed the 84-sq-m space in a thin 'garment' that forms the store's furniture: display racks, fitting room, cash desk and display window. With a change of season, change of mode or change of the owner's heart, this garment can be easily removed and replaced, permitting the interior to keep pace with the mercurial fashion industry. Not least, the entire project cost a mere \$3000: \$2000 for labour and \$1000 for materials. By cutting, folding, rolling, stacking and wrapping his materials, Zucker transformed pedestrian, ephemeral, ready-made stuff into something fine, reminding us, as our mothers once did, that it is not clothes that make the man. 'Fashion design is a creative field that has managed to completely merge with contemporary life,' the designer says. 'If we want to learn from fashion design, we have to change our expectations. If we don't expect all architectural products to become monuments, if we can invest less in "high-end" materials, we might be able to give more importance to the quality of design than to the cost of material – and to give more importance to the designer than to the contractor.'

Shonquis Moreno
Photography by Nomi Yogev

Wrap It Up: Guy Zucker sheathed New York boutique Delicatessen in cardboard tubes and linoleum, transforming the space into a striking shop.

