

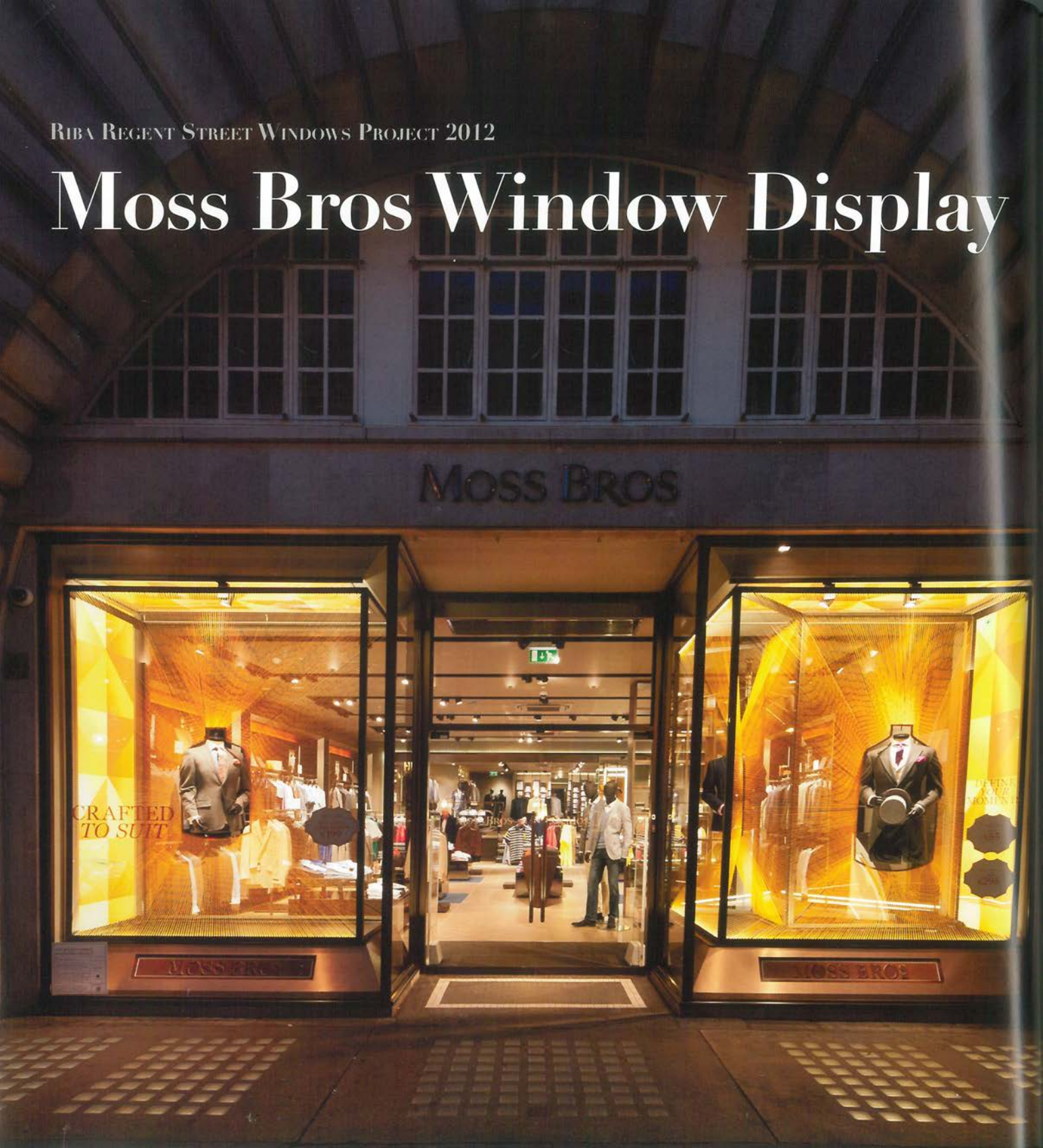
RIBA REGENT STREET WINDOWS PROJECT 2012

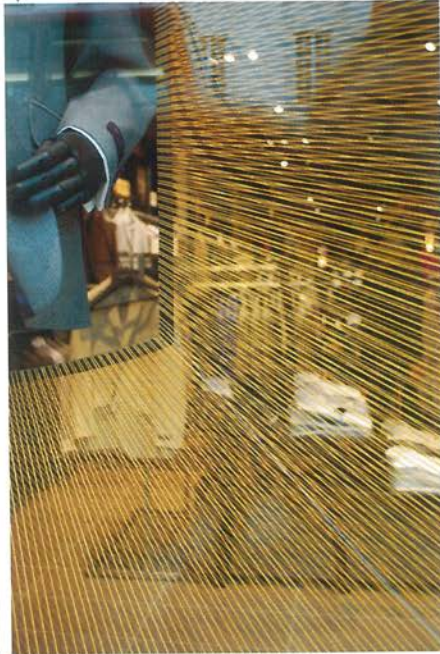
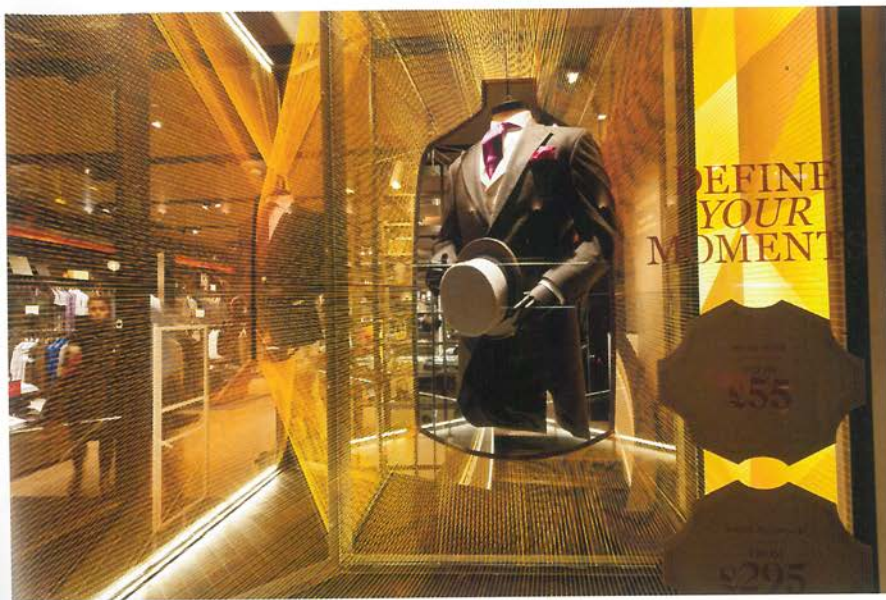
Moss Bros Window Display

MOSS BROS

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TO SUIT

MOSS BROS





*D*elvendahl Martin Architects was selected by the RIBA (Royal Institute of British Architects) to create this temporary installation as part of the 2012 Regent Street Windows Project.

Working in collaboration with menswear brand Moss Bros as retailer partner, the idea was to make the most out of the windows of their shop located at the lower end of Regent Street in London. With a tangential take on the overall theme of "Play" as set by the program, the proposal sought to establish a playful relationship with the public by exaggerating the perspective and directing the attention towards specific areas of the display. This was achieved by stitching the edges of the window space to a series of frames at the centre using thousands of metres of waxed cotton string. The frames, which were perceived as seemingly floating voids, contained clothes representing the three different strands of the business. The installation was an exercise in the visual possibilities of the repetition of linear elements in terms of density and geometry, as well as colour and material to manipulate light. The material expression of the cotton strings recalled the raw materials of garments, the loom-based manufacturing process of cloth and the hand craftsmanship of the bespoke service that the company offers.

The project was approached and delivered in collaboration with a team of consultants that included the City University London's materials testing laboratory to establish the optimum thickness and strength for the cotton strings.