

# FRAME

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MAR 16 **ISTUDIO BY WHITESPACE**



◆ *iStudio is Asia's first Apple store that focuses on customer experience.*



◆ Whitespace architects have created the iStudio retail environment; Asia's first Apple store that focuses on customer experience.

◆ Central to the concept is the incorporation of a gallery for digital artwork. The store includes a series of 8 video monitors that will present changing exhibitions of serious work by local and international artists who create their work using Apple computers.

The interior design departs somewhat from the artist's loft-studio image taking inspiration from contemporary art galleries. The image of the new store is more public and monumental, expressed simply and with a minimal pallet of high quality materials. The Whitespace team worked closely with Bernhard Bstieler, owner and design director of Inverse lighting design based in London, to create a lighting solution that makes a powerful architectural statement within the space.

◆ [Whitespace Architects](#)

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