

DotLife store by Whitespace, Bangkok – Thailand

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Thailand's Apple Premium Reseller, Copperwired, turned to Whitespace to help them create a groundbreaking new retail brand and store prototype that would define digital lifestyle retailing. It's name ".life" (pronounced "dot-life") plays on the ubiquitous "dot-com" intended to evoke an instant association with all things for digital lifestyles.



The store is divided into two main areas; one for browsing and hands-on demonstrations and the other for self-service shopping. The image of the store is boldly simple, featuring a dramatic patterned lighting system, and bleached wood cabinets surrounded by a happy spring green perimeter wall. The simple layout helps customers focus attention on the products with the intention of making shopping easy and fun.

Designed by [Whitespace Co.,Ltd.](http://www.whitesp-ce.com/) [<http://www.whitesp-ce.com/>]

Photography by Wison Tungthunya









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