

ARCHIT

LUCA CIPELLETTI

THE WONDERWALL PROJECT. MINIMALISM WITH MAXIMALISM FOR LA DOUBLEJ

A contemporary wunderkammer made up of a monolithic industrial shelving unit designed inside the showroom and exhibition space of LaDoubleJ.com



The Wonderwall is an installation by AR.CH.IT Luca Cipelletti, designed inside the showroom and exhibition space of LaDoubleJ.com, the e-commerce branch of the JJ Martin fashion brand in Milan.

Conceived as a contemporary *wunderkammer*, the installation is made up of a monolithic industrial shelving unit, an entire wall fitted out carefully so as to separate the main exhibition space from the staff offices, featuring the collection of apparel, accessories and fabrics sold by JJ Martin. A display system in iron, modular and yet rigorous, which may easily change conformation to suit a variety of expositive needs, interpreting the way of collecting, selling and showcasing objects which is specific to JJ Martin. The background to the shelving exploits fabrics from the collections, thus creating a set and offering a further level of interpretation of the objects.

The concept of the Wonderwall has been adapted by the studio in numerous other temporary exhibition projects in leading fashion stores, such as: Le Bon Marché in Paris, Bergdorf & Goodman in New York, Liberty in London, Larus Miani and La Rinascente in Milan.

- Show Room, Milan 02/16
- Larusmiani, Milan 02/17
- LeBonMarché, Paris 03/17
- Bergdorf Goodman, New York 05/17
- Liberty, London 11/17
- La Rinascente, 04/18