

No. 6

LONDON



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11/2/08

Adidas work with
Patrick Laing/A=R to redesign
No.6 Newburgh Street, London

BRIEF:

Create a multi-functional retail/exhibition space.

The main reference point for the No. 6 re-design was the Japanese Metabolist movement, a 1960's retort to western design "isms". Metabolist structures were devised to provide significant adaptability for their occupants. Buildings resembled oversized skeletal shelving systems, with the frame containing essential services and the floors hanging from this support. Additional brackets on the extended frames allowed for further growth.

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The Newburgh design combines central tenants of this movement providing a framework for the display of trainers, apparel and artwork and creating a larger more adaptable work space. In addition negative wall frames, designed to function as storage in the store basement can be flipped and applied to clad store walls to create a clean exhibition space. This dual use allows No. 6 to have temporary exhibitions and store interiors for specific product launches without damaging the core, long-term design. The rich and lengthy design history of adidas is informed by a progressive outlook and is upheld by the design and execution of No. 6 Newburgh Street.



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- No. 1** Panathinaiko Stadium, founder architect unknown, evolved by Lycurgus, Herodes Atticus, Anastasios Metaxas and Ernst Ziller, image Ava Babilii.
- No. 2** Shizuoka Press & Broadcasting Offices, architect Kenzo Tange, image Carmen Cham.
- No. 3** Yamanashi press and broadcasting centre/culture hall, architect Kenzo Tange, image Casper Borkowsky.

- No. 4** Nakagin Capsule Tower, architect Kisho Kurokawa, image Scarlet Green.
- No. 5** Perspex apparel unit and shelf, early design drawing.
- No. 6** Panathinaiko Stadium, founder architect unknown, evolved by Lycurgus, Herodes Atticus, Anastasios Metaxas and Ernst Ziller, image Ava Babilii.
- No. 7** Prototype shelf study.

- No. 8** Cabinet makers final production of the small corner wall unit.
- No. 9** Workshop stored wall units and sections.
- No. 10** Accumulative production of mixed ply curved wall sections.
- No. 11** Assembly of No. 6's cash register wall.
- No. 12** CAD shelf detail supplied for adidas approval.



No. 8



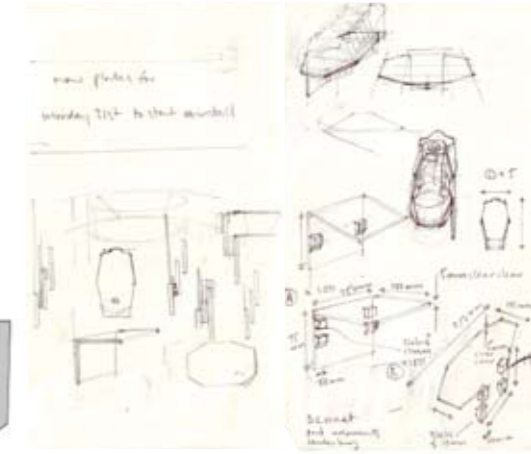
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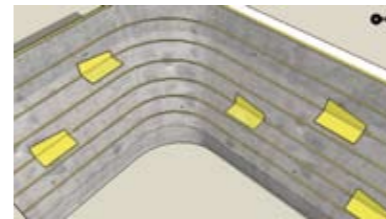
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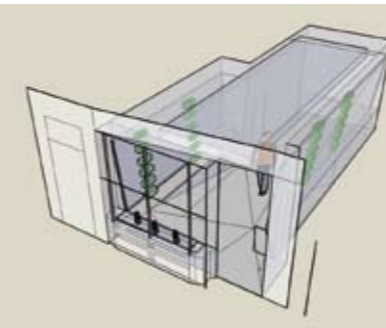
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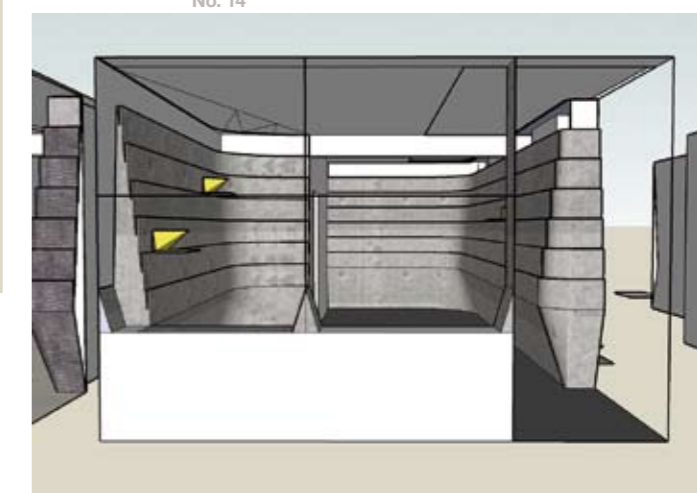
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- No. 13** CAD negative wall cladding for temporary store interiors.
- No. 14** Perspex trainer shelf units, early design drawing.
- No. 15** Speculative CAD store design work.
- No. 16** Evolved CAD store design work.

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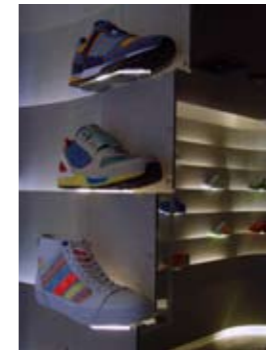
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- No. 1 South facing adjustable stadium cladding system.
- No. 2 Rear of store reflected stadium cladding.
- No. 3 Detail of stadium cladding system.
- No. 4 Detail of footwear light shelf.
- No. 5 Shopbranding.
- No. 6 Newburgh Street London



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