

BAX-SHOP

BY DASTRO RETAILCONCEPTS



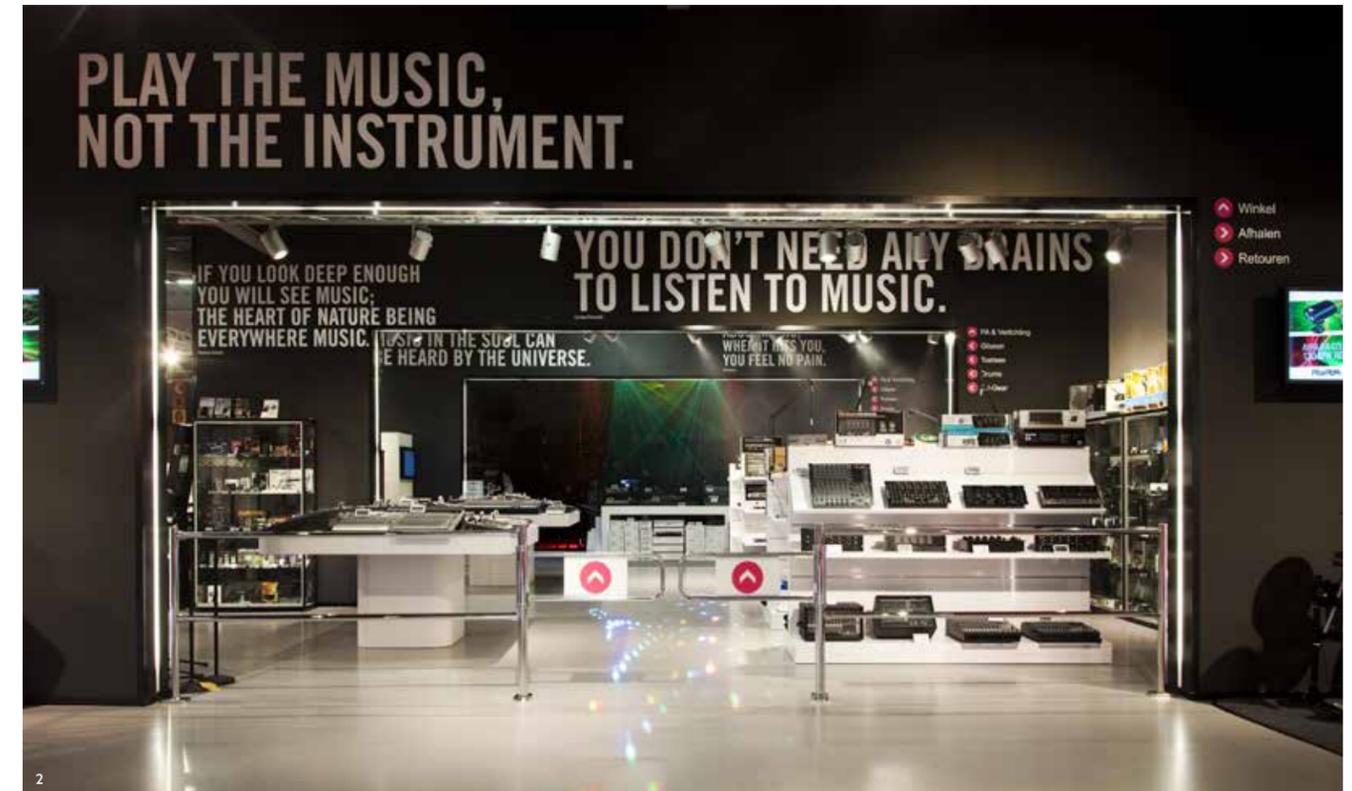
1

WHERE Goes, the Netherlands WHEN November 2012
 CLIENT Bax-shop.nl DESIGNER Dastro Retailconcepts (p.000)
 TOTAL FLOOR AREA 1600 m² SHOP CONSTRUCTOR Intra
 PHOTOS Limit Fotografie

Dutch brothers, Jochanan en Nathanael Bax, started out on the road to success ten years ago, hiring out DJ gear. That early effort grew into a shop and a successful internet business called Bax-shop.nl. In 2012, online turnover has grown enormously, but customers were invariably disappointed by the small size (just 100 m²) of the real-life shop. It was time to think bigger – in this case, 1500 m² bigger. The brothers acquired a new 1600 m² and called in design office Dastro. These days, customers to the new store are greeted by an expansive and highly theatrical experience. On entering the space, a DJ mural announces 'Play', which is the overall theme of the shop. Visitors find themselves in a bar and lounge area, furnished in the Bax brand colours of magenta and white. Dramatic. Dramatic black portals, emblazoned with quotes about music, reference the wings of a theatre and suggest the idea of performance. These guide the customer to the 'disco', which showcases the latest in sound and light shows. Next to this, the guitar

department has a totally different atmosphere, with wood-printed carpet and leather-covered walls creating a rock-and-roll environment to frame the instruments. There are rooms devoted to several instruments, but the DJ space is perhaps the high point of the interior for most visitors: bright, glossy and high-tech, it's decorated with large chandeliers and white tables. From the entresol above (housing the drum machines), there are exciting views over the shop, and visitors can try before they buy thanks to the acoustically designed rehearsal rooms and studios.

- 1 The store opens with a bar and lounge area in magenta and white, the Bax brand colours.
- 2 Black portals, each one bearing a music quote, are the theatrical entrances to the product areas.
- 3 Lighting, graphics and furniture emulate the love for making music.

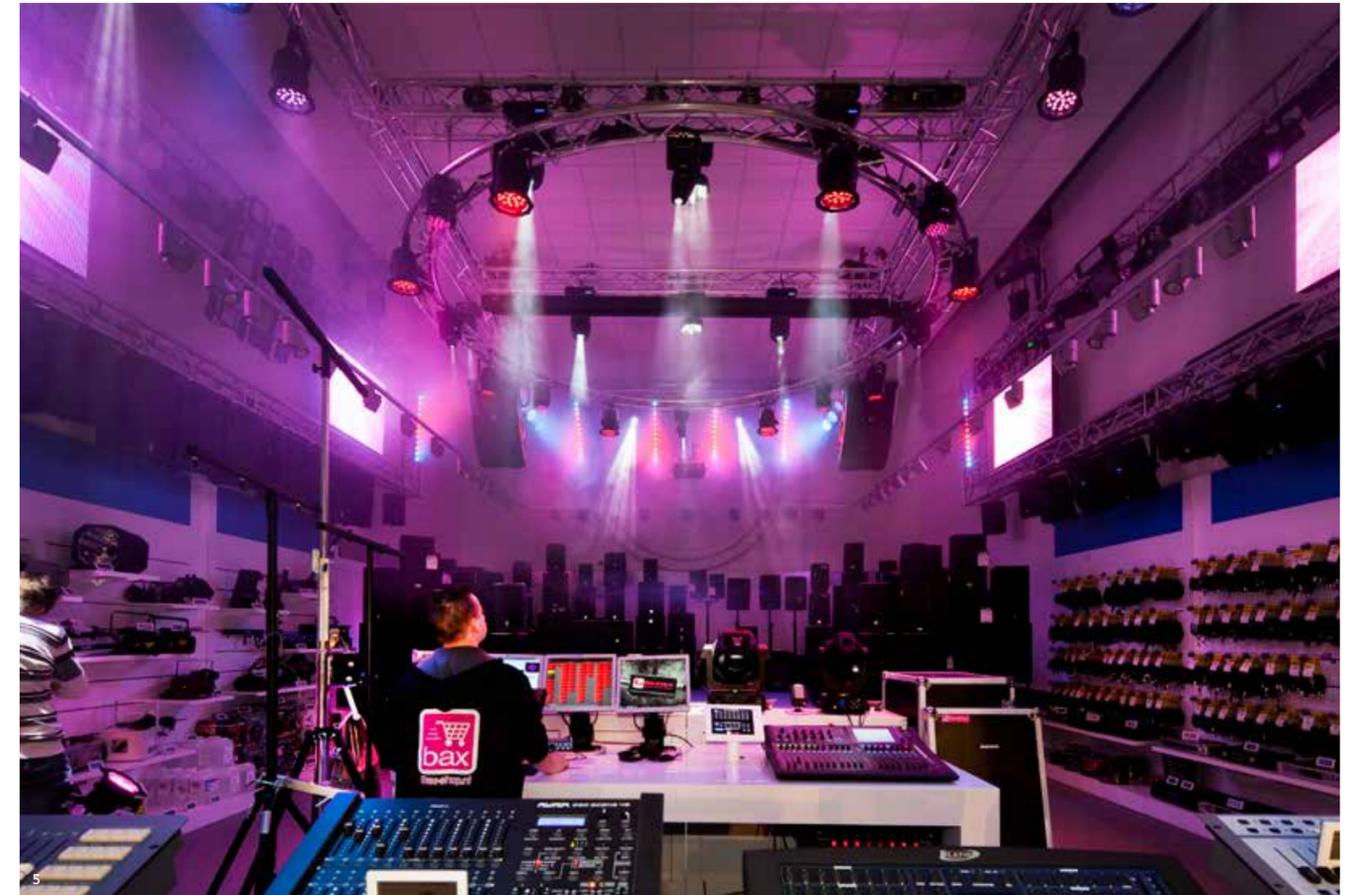
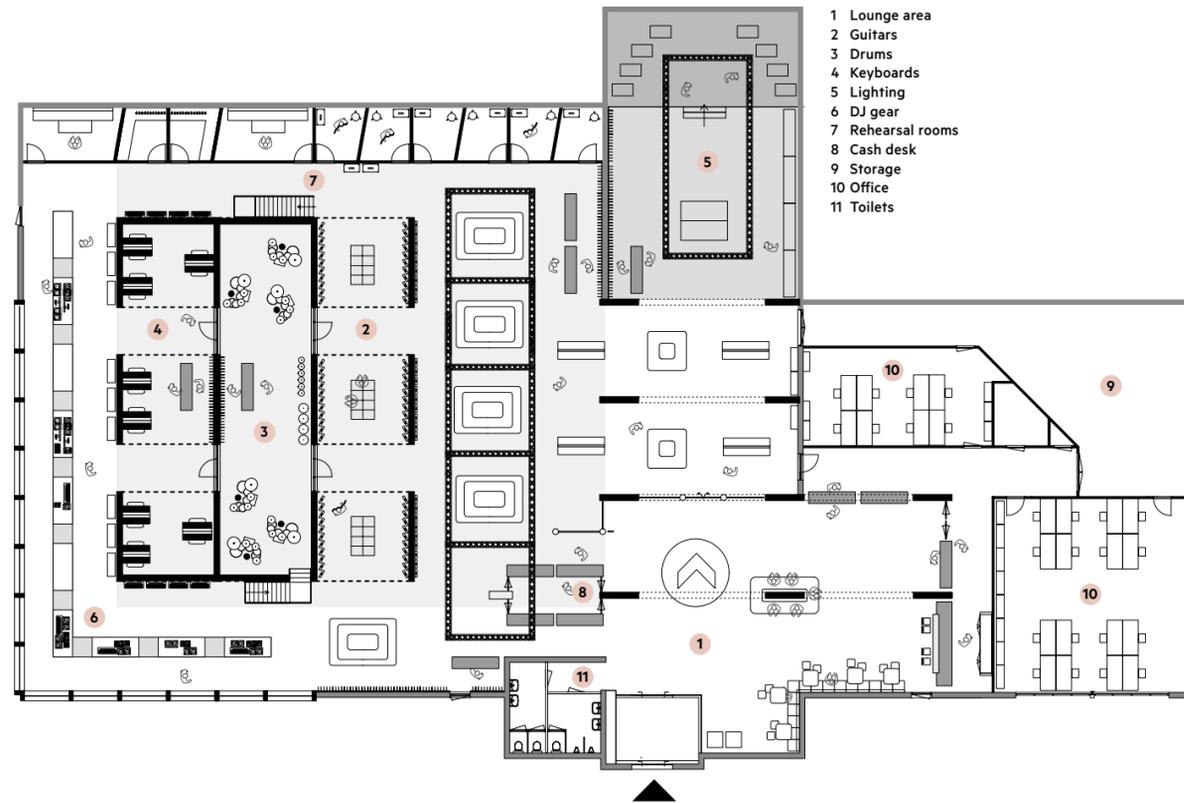


2

A DJ and music store that's almost a nightclub



3



The 1600m² store is a theatrical experience

4 The guitar store has leather walls and wood-print floors for a touch of hard-rock atmosphere.
 5 & 6 Customers can try out the products in a range of rehearsal rooms and studios.

