

CASE STUDY – CURIOSITY CABINET

Name of Project: Curiosity Cabinet
End client: Yves-Saint-Laurent
Client/concept: IW-5 Factory (France)
Place: Paris (France)

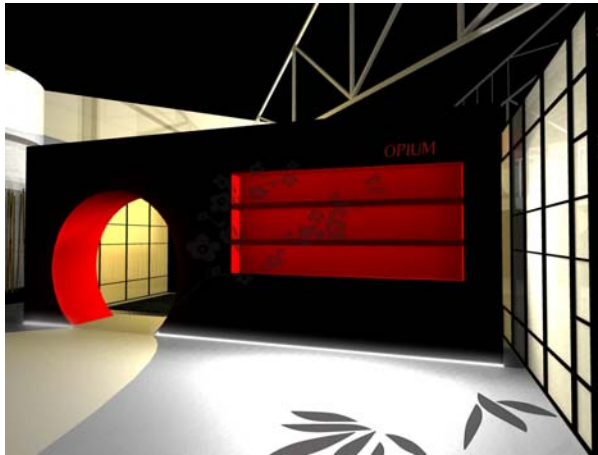
AKASHA's involvement

- Consultancy of technical aspects, options, solutions including implementation
- Choice of materials
- Adherence of concept / design
- Production of technical drawings
- Choice of suppliers and management of production incl. follow-up
- On-site set-up & implementation management

Project Description

A space where the visitor is drawn into the universe of YSL's perfume 'Opium' whereby they re-discovered this timeless fragrance through a multitude of objects, diffused fragrance and video content embedded in the drawers & shown on screens.

Client's Wish



The Making Of

Outside view of the **curiosity cabinet**:

- Red and Black laquered finish
- Japanese stand alone wall 2,5 x 8m
- Lit retro shelves and window



Inside view of the **curiosity cabinet**. Contained, covered space enlivened by :

- 2 x 19" screens
- 1 x 42" plasma screen
- 18 x 'discovery' drawers
- 15 x 'intrigue' drawers
- Olfactive emission
- Sonor emission
- LED and electroluminescent lighting



Welcome desk and lobby space:

Exterior view according to drawings/design:

- Trendy welcome desk
- Visual space : curbed and static placed on ultra flat, mirror-bottomed pool

