

Sella Concept takes The Conran Shop to infinity

The Conran Shop's flagship Chelsea store celebrates design's past, present and future with major window installation



Ad Infinitum render by Sella Concept for The Conran Shop

For London Design Festival, The Conran Shop's Chelsea store celebrates the heritage and legacy of contemporary design with a monumental window installation created by design studio Sella Concept. Using reflection as a metaphor for temporal transition, the installation conveys The Conran Shop's passion for innovation alongside its ongoing celebration of design icons.

Sella Concept's founders, designers Tatjana von Stein and Gayle Noonan, are transforming the Chelsea window into a hall of mirrors, an infinitely reflective, stripped-back fantasy world of curved forms, sharp straight edges, floating walls and windows.

Influenced by the work of the legendary Mexican architect Luis Barragán – particularly his use of apertures and planes – Sella Concept are creating a space of hovering screens, colourful openings, spherical windows and abstract shapes that runs the length of the shopfront. Mirrors and strips positioned on the external walls create endless reflections of the products on display, from multiple angles, earning the installation its title: Ad Infinitum.

The window is divided into four showcase spaces, each one distinctive in its design and colour palette and devoted to a single piece of furniture. This gives visitors a chance to focus solely on one object at a time, exploring it from myriad angles and perspectives.



Sella Concept founders designing Ad Infinitum, photography by Toby Knott

“Sella Concept have brought a fresh way of thinking, something different and unexpected into the store environment. This beautiful and immersive installation provides an opportunity to celebrate some of our most iconic pieces, but with a twist. We’re excited to see our customers’ reaction.”

– Stephen Briars, Creative Director, The Conran Shop

Selected from The Conran Shop’s AW19 collection, the Conran-exclusive products featuring in the window will include:

- Latis Dining Chair by award-winning designer Samuel Wilkinson in a choice of three new Kvadrat/Raf Simons fabrics



- Limited-edition Saarinen Table in Fusion Fire marble, by award-winning designer Eero Saarinen for Knoll
- The Womb Armchair by Eero Saarinen for Knoll, 1946
- Limited-Edition Lounge Chair and Ottoman by Charles and Ray Eames, 1956

Because the products are shown in isolation, beneath a four-metre ceiling, seen through varied apertures and infinitely reflected in mirrors, they entice viewers to explore each piece from multiple angles, to ask questions and truly reflect on the design.

The works are even viewable from above, thanks to two huge pill-shaped windows between the shop floor and the installation. Walls, floors and columns of the display feature a dotted grid pattern, conveying a sense of continuity throughout the installation, and causing the viewer to question their position on the timeline: past, present or future?

“London Design Festival is terrain for new talent, forms, materials and processes, all rooted in past design influences. The Conran Shop has always had an underlying respect for both past and present talent and craftsmanship, celebrating both classical masterpieces and contemporary designs. With Ad Infinitum, we wanted to not only to recognise yesterday's design heroes, but also to acknowledge that today's design pieces will become tomorrow's classics.”

– Tatjana von Stein, co-founder, Sella Concept

Ad Infinitum will be in place at The Conran Shop Chelsea, in Brompton Design District, for the duration of London Design Festival, 14–22 September 2019.

Meanwhile, in Marylebone, where The Conran Shop will act as the hub of this year's Marylebone Design District, Hauser & Wirth transforms the shop window into a gallery space, presenting work inspired by a group of selected artists.



Notes to Editors

For further information about The Conran Shop at London Design Festival, please contact Emma Collins from Zetteler at emma@zetteler.co.uk or on +44 (0)7557 142630

About The Conran Shop

Founded by Sir Terence Conran in 1973, The Conran Shop has established itself as one of the leading lifestyle retailers in the world, offering an eclectic, hand-selected collection of gifts, furniture, lighting and personal accessories from some of the world's most respected designers and emerging talents. With its unique heritage, dedication to providing an unbeatable shopping experience and its carefully curated products, including vintage and modern designs, expert interior advice and personal services, The Conran Shop is the go-to destination for any type of gift or interiors inspiration. The Conran Shop currently has 11 stores across the world – three in London, two in Paris and six in Japan – with a forthcoming opening in Seoul, South Korea scheduled for November 2019.

Website: conranshop.com
Instagram: [@theconranshopofficial](https://www.instagram.com/theconranshopofficial)

About Sella Concept

Founded in 2016 by Tatjana von Stein and Gayle Noonan, Sella Concept is an international design studio specialising in interiors, identities and installations. Known for its attention to sensory detail and brand-driven design process, the studio's work encompasses interiors, visual identity, branding, set and event design and curation. Its projects encompass retail and other commercial spaces, restaurants and bars, hotels and members' clubs.

Website: sella-concept.com