

apple stand.

I wanted to create a friendly environment with the typical colors of the brand as well as the simple shapes of its products. The environment is divided into two parts by i-Pods exhibitors that comes down from the ceiling. The resulting shape is a soft curve of transparency and colors. The homogeneity of the space derived from the soft white lines, is broken by the contrast of the computer area as well as the area where the i-Pods hang. The computer area is tranquil and relaxing while the i-Pod area is vibrant and alive. The stand has a futuristic look thanks to the ceiling which is made of metals that are reminiscent of computers motherboard.