

BASIC.SPACE | DESIGN.SPACE

A SPACE FOR REIMAGINED LUXURY

Written by Yvonne Abedi



ENORME Telephone 1986 by Ettore Sottsass and David Kelley

Blocky, retro telephones beckon you into a nostalgic world, while glass doors, structured in a hexagonal shape, pay homage to a gas station. These elements come together in an exclusive, invite-only retail experience curated by Basic.Space, showcasing Design.Space, a curated collection from renowned artists, designers, galleries, and brands. Brought to life at the Pacific Design Center, the event on March 29th and 30th, captures the essence of a timeless department store.



Gas Station 1969 by Jean Prouvé. Image Credit: Laffanour Galerie Downtown



Gas Station 1969 by Jean Prouvé.

Attendees strolling through the center are invited to purchase one-of-a-kind products, and online access to the collection will be available for one week--starting March 27th, with both online and offline previews reserved for invitees. Later, the brand will transition to a more exclusive model, with a membership-based platform.

Luxury, in this space, is interpolated through designs that transcend decades, catering to both vintage and modern aesthetics. "The definition of luxury is changing," says Jesse Lee, CEO and Co-Founder of Basic.Space. He speaks of the demonstrable shift between generations of consumers. "Design is now at the forefront of what everyone's excited about. Design.Space is a simple concept—taking the best of Basic.Space and Design Miami to create a fun IRL-to-URL shopping experience."

The collection showcases archival collectibles from the late '60s, featuring eccentric knickknacks to illuminate space and immersive installations that draw the visitor in. "HiFi Pursuit Listening Room Dream No. 2" by Devon Turnbull presents polished oblong speakers with cubical accents, exuding a suave essence as they gleam under the light, commanding the room. A symphony of sound, elegantly packaged in a contemporary finish.



HiFi Pursuit Listening Room Dream No. 2 by Devon Turnbull.



Memphis, Murano Glassware by Ettore Sottsass.

The theme of abstract shapes continues in 'Memphis' Murano Glassware by Ettore Sottsass. Slim vases adorned with tapered designs rest atop oval glass beads, separated by elongated cylindrical beams, creating a striking visual display, and infuses personality into the theme of luxury, introducing a distinctive antique essence to the space.



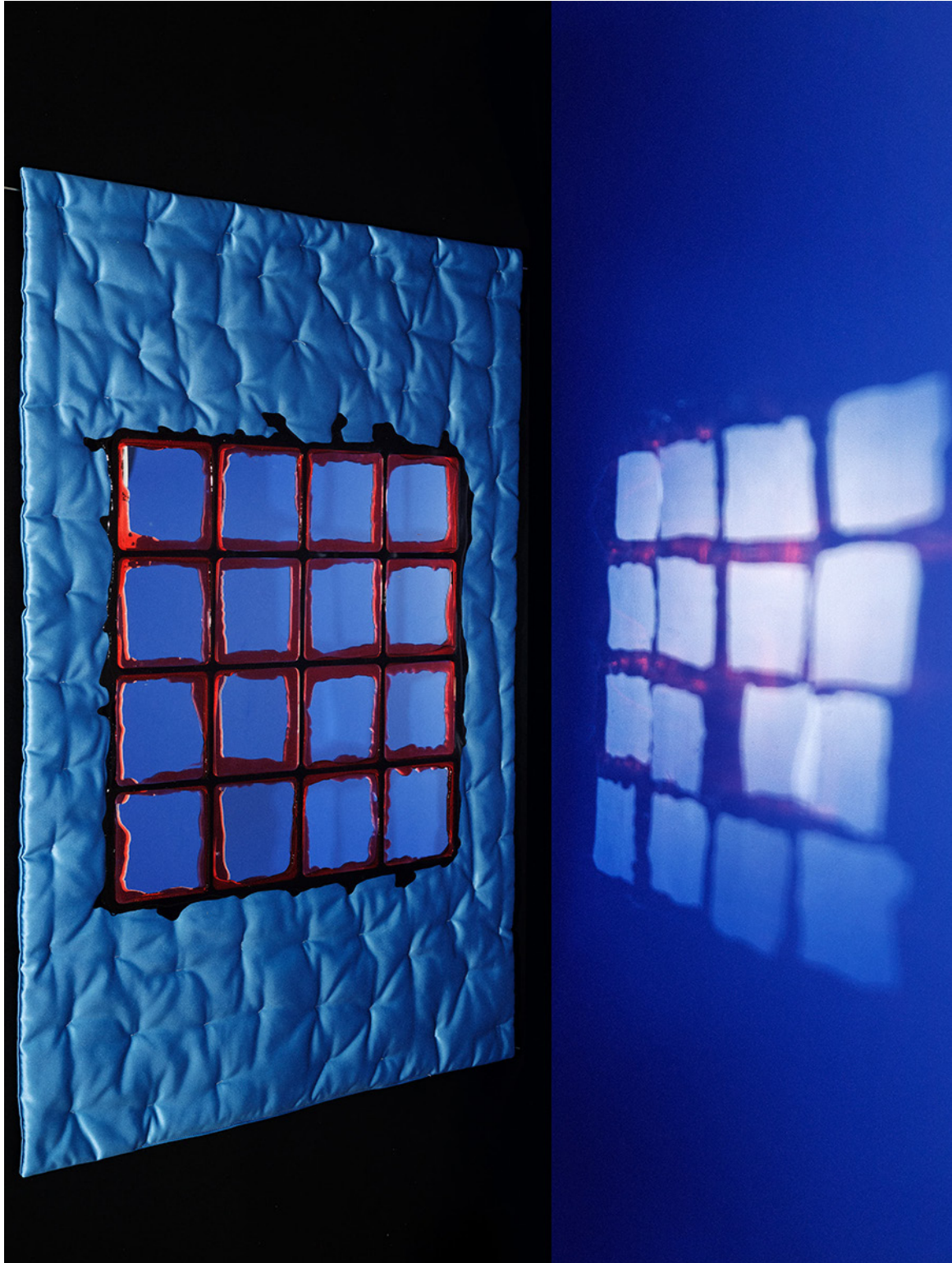
Ensemble Chirac Sectional Sofa by Pierre Paulin.

Furniture, a physical catalyst of social gathering, is a constant throughout the collection: one of the most potent examples being "Ensemble Chirac Sectional Sofa" by Pierre Paulin--pictured in a rich berry red, the sofa seamlessly blends form and function. A good social gathering is filled with a number of intangible variables that would mark it a success-- healthy chatter, good company, witty banter--but a real, corporeal piece: *a large sofa, an ergonomic table*, breeds a physical environment that encourages these factors, time after time; a *true* luxury is a space that breeds conviviality.



NM3 by NM21 Table.

Overall, the collection offers a detailed glimpse into the past while embracing the luxury of the present. Retail is reimagined through the lens of the young consumer, elevating any space artistically. These are designs that exude style, and are suffused with luxury.



Meritalia by Edizioni del Pesce.

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Basic.Space, Design.Space, Luxury, Yvonne Abedi