

Hinde Street

Book and Print Shop

Location: London

Completion Date: February 2009

Construction Value: Confidential

Client: Other Criteria

Contractor: 800 Group

Located in a prominent location, between Marylebone High Street and Oxford Street, Other Criteria's Hinde Street store opened in early 2009, shortly after Other Criteria's first premises on New Bond Street.

The shop sells editions of small sculptures, jewellery, china, books, some clothes as well as prints and photography by a range of artists including Damien Hirst, Tracey Emin, Sara Lucas, Peter Doig and many others.

The shop is arranged over two levels. Customers enter from Hinde Street at ground floor level and a sculptural stair covered with a 'carpet of wood tiles' leads down to the basement, which contains storage and a back office. A raised display in the basement alcove is flooded with natural light from pavement lights above, giving the basement an unexpected brightness.

Larch end-grain mosaic flooring and fumed oak shelving were introduced to create a warm feel to the space, whilst corian fronted cabinetry lend the shop a crisp, contemporary elegance.



