

## Aesop Queen West

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Aesop Queen Street West is the brand's first Canadian store. Aesop chose superkül to design their newest shop based on a shared commitment to highly detailed, site-specific and signature design.

All of the Aesop stores strive to capture the intrinsic qualities of their individual locations through the use and engagement of local materials, culture and history. Here on Queen West, the shop design was inspired by the historic juxtaposition of residential and manufacturing uses along the street, and the natural landscape of the former Garrison Creek ravine in adjacent Trinity Bellwoods Park.

Quintessentially Torontonians, the store is deep and narrow; emphasizing this linearity, the design draws the eye through to a small side courtyard, inviting scrutiny of old and new architecture along the way. The interior was stripped back to the original brick, forming a substrate for an installation comprised of layers of industrial felt and blackened steel. Crafted by artist Kathryn Walter, the felt alludes to Canada's 17th-century commercial origins in the fur trade and the history of local textile manufacturing. In complement, the blackened steel elements reference local industrial history and the embedded streetcar tracks of the roadway just outside the door.

The shop is a sensory journey; bathed in honey-coloured light, the tactile qualities of the steel and felt draw visitors in to engage and to touch, enveloped in the distinctive Aesop fragrance that fills the space.

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**LOCATION** Toronto ON  
**SCOPE** Interior Renovation  
**SIZE** 1,343 sf  
**COMPLETION** 2016

