

Sport is Art & FUSE

Studio ARRT
Causeway Bay,
Hong Kong



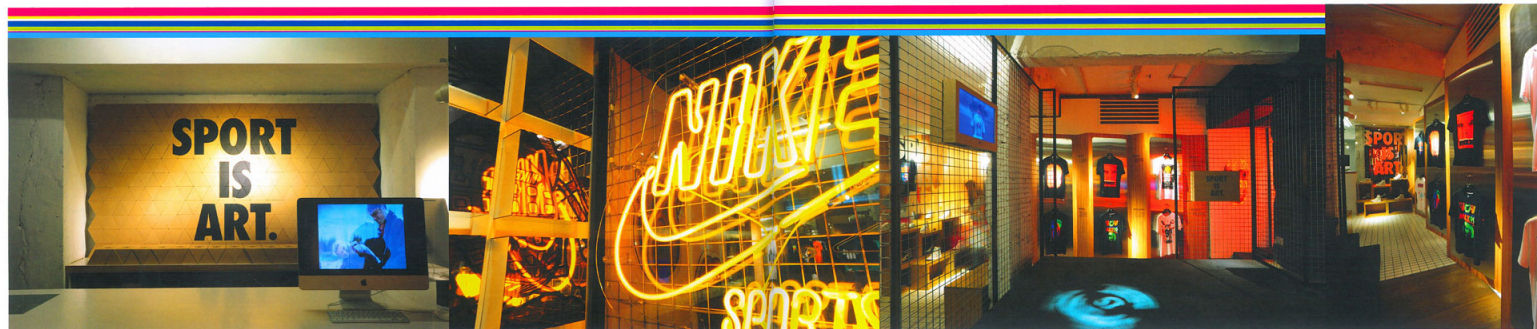
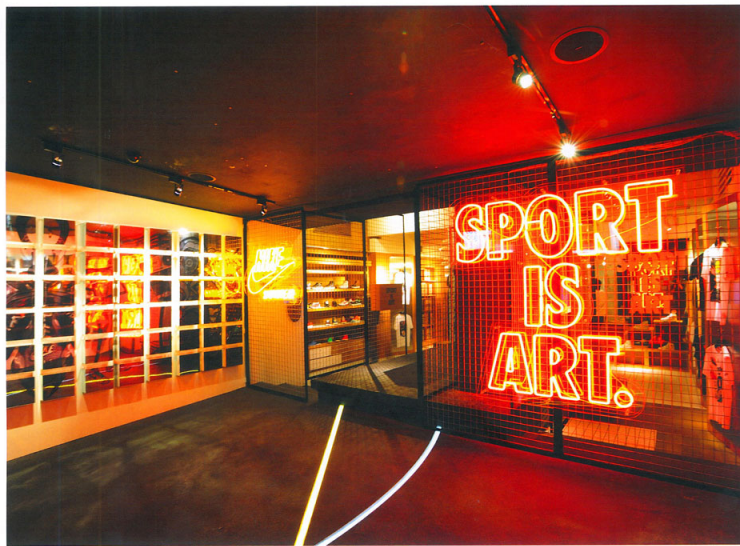
Sport is art, apparently... though clearly nobody told the English national football team, which, for many a year, has been working on the assumption that sport is comedy. Anyway, Nike says it's so, and, to back up that statement, they are sponsoring ski-taka artists Barcelona. So there. And they have a shop that demonstrates that, too. They sure know how to make a point over at Just-do-it HK.

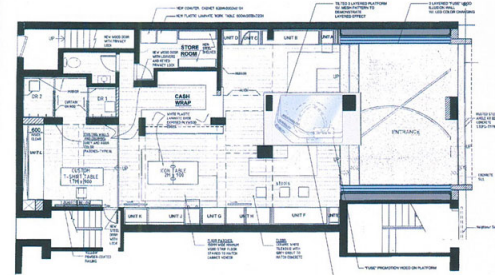
The shop is situated on a side street in Hong Kong's Causeway Bay district, and has an industrial-design vibe with exposed pipes and striped concrete walls. Walk through the open, door-less facade and there is a vestibule decorated with neon lights and graphic-on-glass wall-displays that serve as brand-conscious art installations. Beyond lie the shopping areas where standstill Nike tee shirts hang indifferently from pegs on mirrored

walls – too cool to be purchased, perhaps. Wire partitions separate the various zones of a space that is as much modern art gallery as retail experience.

Designing this bold statement shop was Seki Mori, a Japanese native whose Hong Kong-based Studio ARRT was awarded the commission. The result is part cage-fighting venue, part stylish boutique, and yet somehow decidedly Hong Kong. The neon lights probably achieve that last quality. This is certainly an unusual retail space: chic yet in-your-face; formatted yet raw.

Actually the shop is now something else, with Nike changing the theme of this arty establishment every few months. And like some clumsy English centre-half left in Leo Messi's wake, we can't keep up.





The Causeway Bay Nike shop, for a time, known as FUSE (or The Artistic Space Formerly Known As Sport is Art). And this was a sparser, less illuminated affair than the previous incarnation. The FUSE design had more brand identity, with Nike products and the firm's buzzwords on display. The shop centred on a colourful multimedia display, around which Nike apparel hung nonchalantly. Less tiki-taka, more smart marketing, FUSE was more identifiable as a Nike shop... at least until this retail chameleon changed into something else entirely.

