FUNDAMENTALS
WINDOW DISPLAY BY STUDIO MIEKE MEIJER FOR HERMÈS

The French house Hermès - known for their exceptional artisanal collections and their creative window displays - has commissioned Studio Mieke Meijer to design a window in celebration of the 17th Biennale Architettura di Venezia.

During the Biennale, architects from across the globe descend on Venice in order to exhibit their latest solutions and innovations. This year they will be responding to the theme of the Biennale; 'How will we live together?' The event is an internationally-renown demonstration of creative and impactful responses to urgent global matters.

Photography: Ugo Carmeni

Studio Mieke Meijer began their project by identifying the values that resonated most with the theme of the biennale, Hermès as a brand, and their own studio. These were; a responsible use of resources, quality/longevity, design for repair/disassembly, and the use of natural materials. Each of these values were then translated into a three-dimensional architectural structure with the final constructions intended to be representations of sustainable building innovations. The structures support a selection of Hermès products.

The group of structures was designed with a pre-determined afterlife, thereby avoiding the creation of any waste at the end of the project. Taking responsibility for the complete lifecycle was important to Studio Mieke Meijer as they recognize that a temporary window display may be considered ephemeral. Instead, the 'Fundamentals' display directly addresses issues of disposability and waste.

It can be considered a material bank; products, components and materials temporarily gathered together for the purpose of display, waiting to go on to a useful afterlife.

'Fundamentals' is the second commission by Studio Mieke Meijer for Hermès. In 2019 the studio designed the concept and the visual identity for an instore workshop to showcase the construction of the Kelly bag; one of Hermès' most iconic products. The objective of the workshop was to create a recreational, inspiring and enriching experience in which participants discover the beauty and intensity of the leather craft.

About Hermès:

Since 1837, Hermès has remained faithful to its artisanal model and its humanist values.
The freedom to create, the constant quest for beautiful materials, and the transmission of exceptional know-how - which enable the creation of useful, and elegant objects which stand the test of time - forge the uniqueness of Hermès.

About Studio Mieke Meijer:

Studio Mieke Meijer is a Dutch design studio founded by Mieke Meijer and Roy Letterlé. The studio designs, develops and produces extraordinary objects for the public and private domain, maneuvering between the fields of architecture and design. This approach allows them to work freely, regardless of architectural restrictions and beyond the boundaries of the traditional product. The studio aspires to sustainable design solutions and is interested in reflecting the logic of construction and respecting material properties in its work, whilst always pushing the limits of what is possible and what is expected.

About the Venice Biennale of Architecture:

The Venice Biennale of Architecture is an international exhibition held every second year, on even years, in Venice, Italy. Architecture from nations around the world is presented. The main agenda of the Architecture Biennale is to propose and showcase architectural solutions to contemporary societal, humanistic, and technological issues. Although leaning towards the academic side of architecture, the Biennale also provides an opportunity for architects from around the world to present new projects. The Biennale is separated into two main sections: The permanent, national pavilions in the Biennale Gardens and the Arsenale, which hosts projects from numerous nations under one roof. The Venice Biennale of Architecture 2021 will run from May 22 to November 21, 2021.

Note for publication

High res images are available on request: info@miekemeijer.nl or +31(0)611254354

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