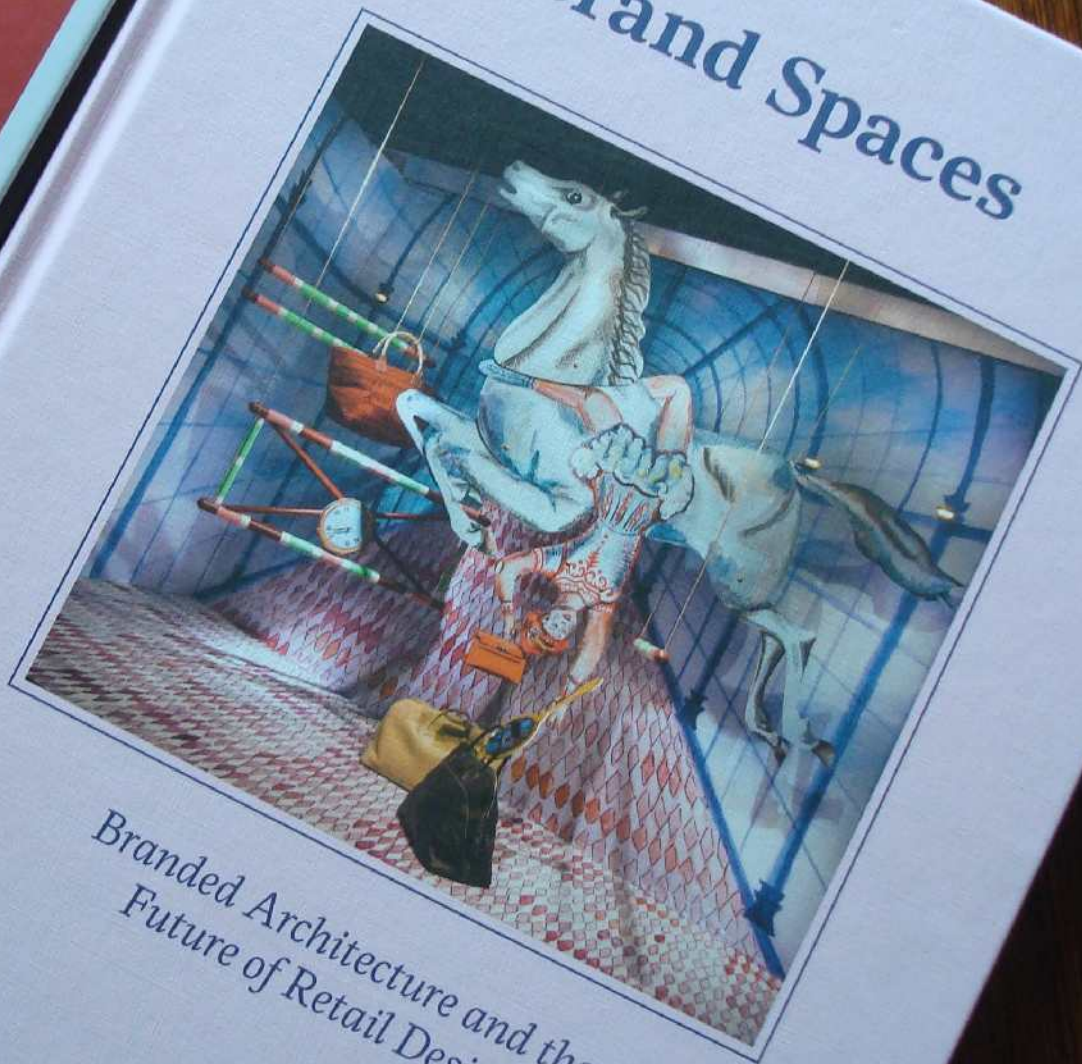


# Brand Spaces



Branded Architecture and the  
Future of Retail Design

gestalten



Marco Martelli & Marco Donati  
**Ultrabox—The True Story of the Impossible Pop-Up Store**  
 Client: ultrabox | ultracicli  
 Pietrasanta, Italy, 2011

This paired-down pop-up shop is a prime example of a satisfying union between simplicity, originality, and research. Functioning as a physical and conceptual container for ideas and merchandise, the box is replicable, reproducible, and updateable. Fabricated from low-cost materials and preassembled raw plywood, the unit accommodates an assortment of urban and international bicycles, clothing, and accessories. The highly pragmatic moveable container captures a minimalist visual appeal that references the nomadic and readily adaptable tendencies of our contemporary culture.



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