

## Run Colors sneaker shop



Encouraged by their successful Warsaw based store and internet store, the owners of RunColors decided to show their offer of limited series of Nike, Adidas and New Balance shoes to citizens of Poznań.

Designers created a concept for their new store in the Stary Browar Shopping Centre as a space with strong connection to the recognizable RunColors name and logo: the „running colors” theme.

Shoelace, a feature distinctive for the brand, inspired mode:lina™ designers to create a dynamic and multicolor installation made of colorful ropes that remind us of shoelaces. Their prismatic shape refers to a fast movement of a runner, while colorful lines bounce from one wall to another also merging into the floor space.

Dark grey walls make a great background for a wide range of shoes in different colors as well as for the colorful rope installation. Massive old furniture with tiny colorful touches makes a good counterpoint for the light ropes.

### Used Products

Date of completion	2013
Installation	Robi
Interior architect	mode:lina™ - www.modelina-architekci.com Project_team: Paweł Garus, Jerzy Woźniak, Kinga Kin, Agnieszka Owsiany
Location	Poznan, Warsaw, Poland
Photographer	Marcin Ratajczak

