

etq store
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concept, design execution by **studiojosvandijk**
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Contractor: Bouter Bouw Leiden
Interior production: Fiction Factory Amsterdam
Facade: Kesselaar Special Metals
Concrete furniture & stairs: Nimis Beton Cruquius

start design: march 2015
start construction & production: june 2015
completion: august 2015

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ETQ amsterdam came to Jos van Dijk with the idea to start a monobrand shoestore in the former Roxy discotheque shop on the Singel canal in Amsterdam.

After the Roxy burnt down in 1999 the 'High and Mighty' store was located in the rebuilt monumental building. It appeared a shop that was not future proof because of its location and the commercial and constructive limitations of the building. ETQ saw the potential and asked us to develop a constructive, conceptual and impressive design in order to make the shop more open and appealing, but above all to create an architectural identity for the brand that is already successful in different parts of the world, mostly online.

In 2 months the design was accomplished and the designers obtained a 'carte blanche' to interpret the minimalistic but ambitious briefing of the young entrepreneurs of ETQ.

After the 3d drawings were presented, ETQ gained so much interest of international high end fashion brands, that they decided to switch the concept from a monobrand sneakerstore to a multibrand fashion store under the name 'etq store', and so the briefing was slightly adjusted to more capacity for other items than shoes.

The mutual unlimited confidence, and the total synthesis in designing in an architectural and minimalistic way lead to a smooth design process and extremely short intervals between the different design stages. The initial minimalistic principles were never discussed and gave a perfect breeding ground for the store as it is right now.

During the design process minimalism and honesty in detail and materials became the ultimate challenge. The most difficult part was getting rid of all unnecessary details. On top of that there were some productional, logistical and constructive challenges, which we all overcame.

In production and construction all parties involved were challenged to deliver exactly what they where not used to, or did not want to.

For example: The molding of the concrete volumes that completely integrate with the ground- and basement floor took a lot of precious time, and was very complex because of the seamless integration of fitting rooms and pantry area in them.

The concrete furniture (on wheels!) that had to be lifted into the basement weighs up to 2000 kilograms per item and therefore the buildings construction had to be strengthened dramatically, to prevent the ground floor from collapsing under the pressure of furniture and lifting equipment.

An other special feature were the sandblasted walls which caused a dramatic amount of dust, since stucco, and cement had to be removed unto a certain depth. This put a lot of pressure on the progress of the entire construction, but canceling it was no option.

As can be seen in the renders there were no compromises in the execution and everything was exactly done like intended. This was possible because of the commitment of all productional parties involved who we sincerely thank for the wonderful collaboration.