

MADE MAGAZINE *no 20*

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THE CONTENTS

1. Library of Illicit Drugs	8
2. Eric Adorn	13
3. Robin Cameron, Niall McClelland and Lukas Geronimas	23
4. Karen Kimmel	35
5. Dave Chino	42
6. Harsh Patel	55
7. Aurel Schmidt	62
8. Brent Rollins	69
9. Event Dix, Tsunami Addiction	83
10. Boogie	97
11. Pino Porkilucci	113
12. Blotter Barn	129
13. Futura 2000	145
14. Ghost	163
15. Peter Funch	171
16. Drew Struzan	180
17. Upso	189
18. Jeremy Shaw	196
19. aNYthing	208
20. Amy Nugent	218
21. Wonder Inc	224
22. Skullheads by Barneys New York, Kidrobot	230
23. Harry Allen, Union Los Angeles	239
24. Neckface	247

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Architectural Case Study Harry Allen & Associates redesign of Union Los Angeles



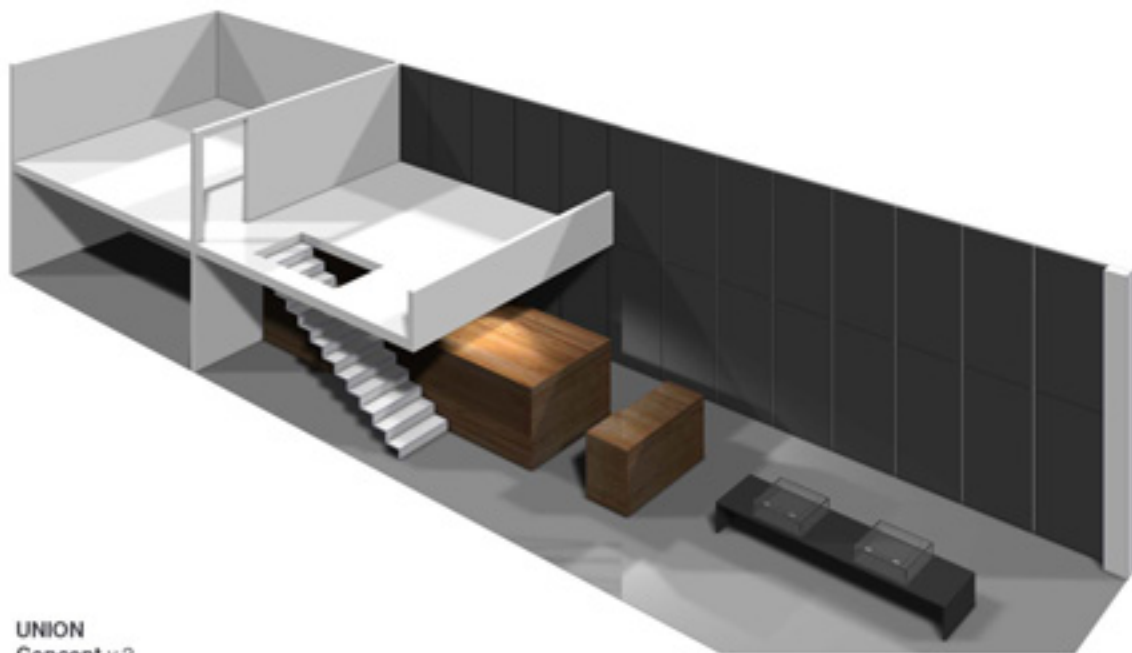
UNION
Concept v.1

WE ENDED UP GOING WITH THE BIG BOX OPTION. WHAT CAN I SAY? IT MAKES THE STORE A PIECE OF ART! A TRULY DOPE AND ORIGINAL WAY TO HAVE A MEZZANINE LEVEL. LOVE IT!!!



UNION
Concept v.3

THIS ONE WOULD HAVE BEEN THE MOST FUNCTIONAL OPTION. TONS OF SALES SPACE, EASY ACCESS BUT I DIDN'T THINK IT MADE A BIG ENOUGH STATEMENT. WE REALLY WANTED TO "RAISE IT UP!!!"



UNION
Concept v.2

THIS WAS OUR FIRST OPTION. IT WAS DOPE LOOKING BUT STILL FUNCTIONAL. WE ENDED UP GOING FOR THE "BIG BOX" THOUGH (MORE BANG FOR THE BUCK) I STILL LOVE THE SMALL BOX AS A COMPANION TO THE BIG BOX... MAYBE WE'LL ADD THAT LATER.



UNION
Concept Facade

HARRY CAME UP WITH THIS DOPE COUNTERWEIGHTED SYSTEM THAT KILLED 2 BIRDS WITH 1 STONE. GIVING US SIGNAGE WHEN THE STORE WAS OPEN AND SECURITY WHEN CLOSED. IN THE END WE WENT WITH A MORE TRADITIONAL GATE. A LITTLE MORE UNDERSTATED.



UNION
Working Version

THIS IS THE FINAL VERSION AFTER ALL THE TWEAKS. THE BOX IS THE CENTERPIECE. INSIDE THE BOX IS THE CASH REG. AND ON TOP IS THE MEZZANINE LEVEL. WE HAVE A HUGE GLASS DISPLAY ON THE NORTH WALL AND THE TSHIRT DISPLAY ON THE SOUTH WALL.



UNION
Observations Chris Gibb Union

WE ARE ONE OF THE O.G. STORES OF THIS HIGHEND STREETWEAR SHIT HERE IN LA. WE HAVE BEEN LONG OVERDUE FOR A FACELIFT. WE WANTED THE STORE TO BE INVITING TO THOSE WHO WEREN'T FAMILIAR WITH WHAT WE DO, WHILE AT THE SAME TIME, STAY TRUE TO WHO WE ARE AND WHAT WE'RE ABOUT. INSTEAD OF HANGING ARTWORK, WE KINDA WANTED THE STORE TO BE A PIECE OF ART ITSELF. HARRY DEFINITELY CAME THRU.

Big ups!!!



UNION
Concept Custom T Shirt Display System

TSHIRTS ARE STILL OUR BREAD AND BUTTER. WE WANTED A NEW WAY TO SHOWCASE THEM. THIS IDEA WAS INSPIRED BY THE WAY HIGHEND RECORD SHOPS DISPLAY THEIR RARE VINYL. WE SHRINKWRAP EACH T AND WRAP IT IN THE SHAPE OF A RECORD. THEY ARE THEN DISPLAYED ON THE WALL AND IN A RECORD BIN, ORGANIZED BY DESIGNER.