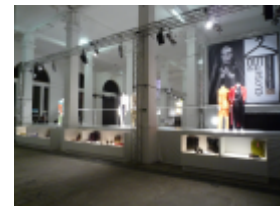


## PRESS RELEASE



## OUT THE CLOSET!

### Pop-Up Shop for the Elton John AIDS Foundation

15,000 items from Elton John and David Furnish's designer wardrobe can be snapped up at bargain prices this week at a temporary shop in London's Covent Garden, designed and project managed by Malcolm Crayton of FORM Design Architecture and architect Duncan Mitchell.

FORM Design Architecture's exhibition design experience was put to good use in the creation of the 450 m<sup>2</sup> 'pop up' shop, which was put together with the special support of exhibition contractor Aiver Contracts, for the Elton John AIDS Foundation..

Previous Out The Closet 'pop-up shops' in London and New York have raised substantial sums for the charity, with the most recent London venture in 2002 raising over £400,000

In stark contrast to more typical architectural commissions, the timeframe for the entire project was less than two weeks from instruction-to-completion; with the project delivered at only nominal cost to the Charity due to the generous support and sponsorship of numerous contractors and suppliers.

Despite the constraints of budget and timeframe, a convincing, dramatic, and theatrically lit retail space has been created, featuring a 19m raised catwalk; underlit displays; over 50 linear meters of hanging rails and a shoe shop.

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## About FORM Design Architecture

FORM Design Architecture is a growing practice based in Bermondsey, London. Directors Jeremy Lingard and Malcolm Crayton established the practice in 1998, after working together at The Bartlett. Since then the practice has designed a wide range of projects for both private and commercial clients including residential, leisure, commercial, exhibitions and mixed developments. The practice is skilled at both new build and renovation, working with sensitive sites and with significant technical challenges.

FORM Design Architecture aims to create places that can be inhabited and experienced by people in a natural and instinctive way. Places with an apparent sense of simplicity which belies their underlying complexity.

For more see: [www.form-architecture.co.uk](http://www.form-architecture.co.uk)