

# FRAME



## Fashion on Stage

How to Dress an Industry

Helsinki prepares itself  
for **Henrik Vibskov**

**OMA x Prada:** 14 years  
of catwalk subversion

**G-Star's** boot camp  
in retail branding

Stunning sets:  
Enter **Bureau Betak**

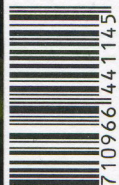
**Band of Outsiders** shows  
Tokyo its take on style

New year, new stores: **Alaïa,**  
**Fendi, Moschino, Phillip Lim,**  
**Paul Smith** and more



See more from *Frame* fashionistas  
with Layar, and catch a glimpse of  
Vibskov's boobies in our iPad app

€19.95 EU - CHF 30 Switzerland - \$19.95 USA - \$29.50 Canada  
£14 UK - \$28.99 Australia - ¥3,570 Japan - ₩40,000 Korea



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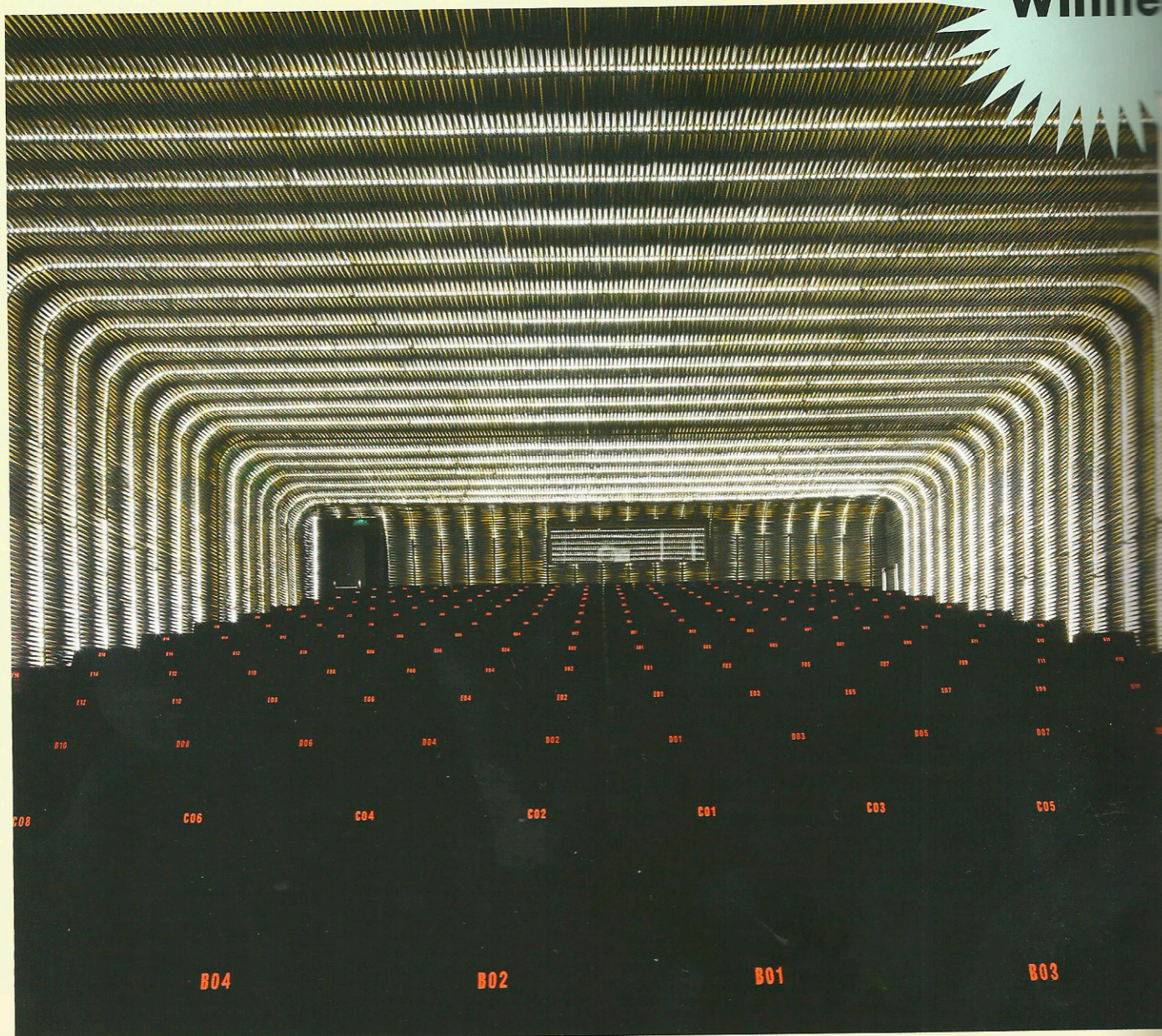


# Serve & Facilitate

Winner

Serve & Facilitate

The Great Indoors Award



088



**'Genuine understanding of what it means to go to the movies'**

**Cineteca Matadero  
by Churtichaga+Quadra-  
Salcedo Arquitectos**

Ignoring the cinematic potential offered by the conversion of a slaughterhouse into a movie theatre, CH+QS came up with an interior that is more fantasy than horror. Steel frames interwoven with irrigation hoses and tube lighting conjure an experience that seduces the senses. According to the jury, Cineteca Matadero is 'a commendable technical insertion in an old building, showing the architects' genuine understanding of what it means to go to the movies'.

Photos Fernando Guerra  
chqs.net

