Bottletop

Project Type: Interior Finishes
London, January 2018

Client and Project Management: Bottletop
Architect: Krause Architects
Materials: Reflow

The first project of Ai Build's partnership with sustainable luxury brand Bottletop is challenging the retail space construction through robotic fabrication of the interior finishes of BOTTLETOP's first London flagship store. The interior of the store, designed by KRAUSE ARCHITECTS, is entirely 3D printed using AI BUILD's proprietary technology. In line with the sustainable values of BOTTLETOP, the store's interior is produced using REFLOW filament, which is upcycled entirely from plastic waste, making the construction a zero-waste design. KUKA's 6-axis industrial robots helped bringing the project to life.

Daghan Cam, AI BUILD's Co-Founder and CEO, said about the partnership: "This project is a demonstration of how cutting-edge technology can be the solution for some of the most challenging problems of humanity like environmental pollution. We are very proud to be working with likeminded partners to turn plastic waste into a luxurious construction by using robotics and artificial intelligence."

The 3D printed store concept, inspired by Paolo Zilli – Senior Associate at Zaha Hadid Architects, is a world-first in retail and contributes to a broader positive ecosystem in line with the values upon which the BOTTLETOP brand and collection are based: those of sustainable luxury, ethical design, technical innovation and cross-cultural collaboration.

Speaking about the new store design, BOTTLETOP Co-Founder Oliver Wayman said: "For the first time, visitors to our store will be able to witness the sustainable use of this technology first hand while shopping the BOTTLETOP collection and learning about the mission of the brand."

Customers were able to experience the store's transformation over two months of construction period, as well as interact with KUKA's latest LBR iiwa robot.

BOTTLETOP's flagship store is located at the heart of London, at 84 Regent Street W1.

Photos : Andrew Meredith (FRAME Magazine)