

A photograph of a cardboard box with a light tube inside, set against a background of horizontal blinds. The scene is lit with a warm, yellowish light. The text "SETTING" is in white and "OPPOSITE" is in orange, both in a bold, blocky font.

# SETTING OPPOSITE



# SETTING OPPOSITE

## Setting Opposite

This September east meets east for London Design Week with a unique shop installation created by **LO-TEC** for **lik + neon**.

Based in Hackney Central and Brick Lane respectively, in the heart of East London's creative district, **LO-TEC** and **lik + neon** are continuing their professional friendship established at 100% East last summer with an innovative in-store installation which imposes a radical departure from the existing store layout.





**lik + neon** opened in Jan 2002, beginning as an experimental shop space presenting limited edition collections of new design in clothing, accessories, print and interior alongside collectable objects, toys, rare vinyl and select vintage experimental electronic music from local and international artists on independent labels also sold in store on CD and vinyl.

**lik + neon** has carried through the theme of originality and quality in design be it contemporary or from other, earlier eras. Most recent collectable pieces include rave, late 70's - early 80's dead-stock sportswear and surfwear.

The shop size is 'compact' and is presently packed on all levels with select pieces. It enables the customer to hunt or discover the treasures within. Incongruous ideas or qualities of things tend to be placed next to each other enabling the meaning of something to be altered by a different surround.



**LIK + NEON**



**LO-TEC** are one of Hackney's most diverse young design studios with illustration, animation, graphics and print, jewellery and 3D in their portfolio. From all over the UK, the **LO-TEC** designers formed in 2006 and announced their arrival in London with their innovative cardboard installation at 100% East 2007. The **LO-TEC** philosophy is one of cooperation and collaboration. Everyone works on every project initially, allowing a varied approach and giving opportunity for experimentation. Together they are stronger, a more complete force. **LO-TEC** are becoming known for the diversity of their creative output – having completed graphics and branding projects for events at Tate Modern, Bafta and the Whitechapel Gallery whilst continuing to promote their jewellery range and with animation and small scale 3D pieces in development, they are now turning their hands to another installation, this time as a shop interior.



**LO-TEC**

After an initial proposal by **lik + neon** to do a window installation, **LO-TEC** came up with the idea of doing an entire shop installation even stretching to the exterior signage, and doing it as part of the London Design Week.

**lik + neon** simply said “YES!!” and voted the **LO-TEC** crew come up with some designs of how they thought it would look, how it could be realised, and in which material it would be made based upon little or no cost. The successful design needed to acknowledge certain key factors. The space was small and narrow with high ceilings, plasterboard walls and existing furniture items. The design needed to effectively display stock and showcase artists work plus be built and installed on-site in a relatively short time scale.

Quite a feat, as the shop is part of an old Georgian building with many unexpected bends, angles and irregular floor waves. The shop is also famous for its friendly shop-cats so **LO-TEC** of course needed to make them feel welcome. The challenge begins!

Elements of 12 separate versions of the projected designs were selected to create ‘Setting Opposite’ which reaches fruition in the coming weeks.

Between the 15th – 24th September 2007, **lik + neon** is proud to showcase ‘Setting Opposite’. To celebrate the event there will be an opening on Friday 14th September, from 6-9pm at **lik + neon** featuring live music and looping animations designed especially by **LO-TEC** and built in to the installation. Attending will be press, designers, buyers, regular customers and design oriented friends.



'Setting Opposite' is the antithesis of lik + neon whilst retaining core elements and aesthetic references. Using the unlikely material of corrugated plastic **LO-TEC** will be creating an angular interior installation providing order, visual impact and strong graphic qualities to further evolve **lik + neon** shopping experience.

**LO-TEC** and **lik + neon** welcome you to visit 'Setting Opposite' at London Design Week 2007.

For all enquiries and further information please contact

hello@lo-tec.co.uk

www.likneon.com  
106, Sclater Street,  
London  
E1 6HR

www.lo-tec.co.uk  
Hackney  
London



**SETTING**  
**OPPOSITE**

15th - 24th September 2007  
private opening 14th September 2007  
6-9PM @ lik + neon