



MAKING THE CUT



Round, square, heart-shaped, baguette, princess – every master jeweller knows a stone's sparkle depends on the cut. Hong Kong-based Panorama relied on the chemical structures of diamond and jade for its design of DJS boutique, a new Chinese Arts & Crafts label specializing in the sale of these two gemstones. Although a white marble floor and alabaster wall units are an ideal shell for a minimalist interior, Panorama enhanced these surfaces with a faceted structure. 'Interpreting the space as a glowing gemstone', the designers sliced vertical faces of the wall into individual display islands tilted at varying angles. Slices between each

face reveal a rich green shade that echoes the natural colour and translucence of jade. Floating showcase units form an irregular horizontal strip across the centre of each wall. Displays – each with slightly different dimensions – protrude into the space at varying distances, but all this radiance can't be contained within cases. Like a magnifying glass placed over a precious gem, the entire space is intensified by a tilted mirrored ceiling that provides an infinite array of dazzling distortions. The sight is hard to miss for those strolling along this shopping street in Hong Kong. A full-height glass façade offers a magnificent view of

Polished to Perfection: Assuming the role of master artisan, Panorama divided a Hong Kong jewellery boutique into thousands of shimmering facets.

the merchandise displayed inside the boutique. Whether you walk through the door or continue on your way, the experience can be compared to examining the myriad sides of a well-cut jewel. Each step reveals a new ray of light striking yet another facet.

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