

# OPTIKID

## OPTICS FOR CHILDREN

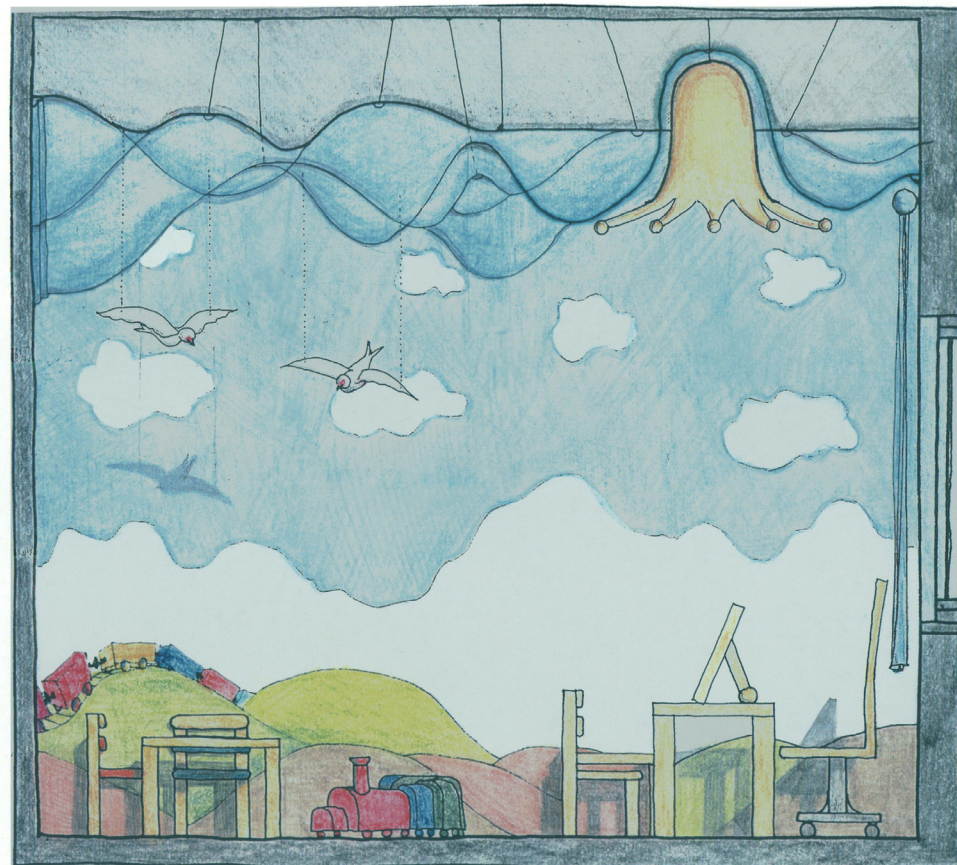
### Golany Architects

Golany Architects is an interdisciplinary office based in Tel Aviv, working on projects in the different design disciplines as a continuous design process. The office handles projects in Architecture, Landscape Architecture, Interior Design and Urban Design. Projects successfully completed by Golany Architects include a high-tech campus of 45,000 sqm building area, office buildings, residential buildings, public buildings and urban design projects, along with interior and furniture design.

The office principals are the husband and wife team Yaron Golany and Galit Golany. Both graduated at the Faculty of Architecture and Town Planning at the Technion-Israel Institute of Technology. Golany Architects is the direct continuation of their work begun in 1991 in their firms Lavie-Golany Architects and Town Planners and Golany Architects.

The projects of Golany Architects are characterised by strong response to context, to its cultural and environmental aspects. This leads to projects that are varied in their formal and material qualities.

Gail and Ron have spent seven years working in the UK and Australia, where simultaneous with work on innovative architectural projects, they also taught Architecture at several Universities. Since their recent return to Israel, they have continued their intensive work at Golany Architects.



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**Location** Universal Trade Centre, Arbuthnot Road, Central, HongKong

**Scope** Concept, Scheme, and Detail Design

**Total Area** 160m<sup>2</sup>

**Design** Studio Georges Hung(formerly AtelierBlur)-  
Georges Hung Architecte D.P.L.G., Priestman Architects HK

**Design Assistant** Edward Du

**Client** Babysteps limited, member of HK Focus Media Network Limited

**Photographer** Jason Findley

OptiKid is a chain of stores, dedicated to optics for children.

Golany Architects' branding project for OptiKid involved the challenge of creating spaces that will be distinctive and recognisable, and be imaginative and pleasant for the children and their parents. Apparently children do not like the idea of getting glasses, and therefore the stores are designed to be spaces the children will look forward to visiting.

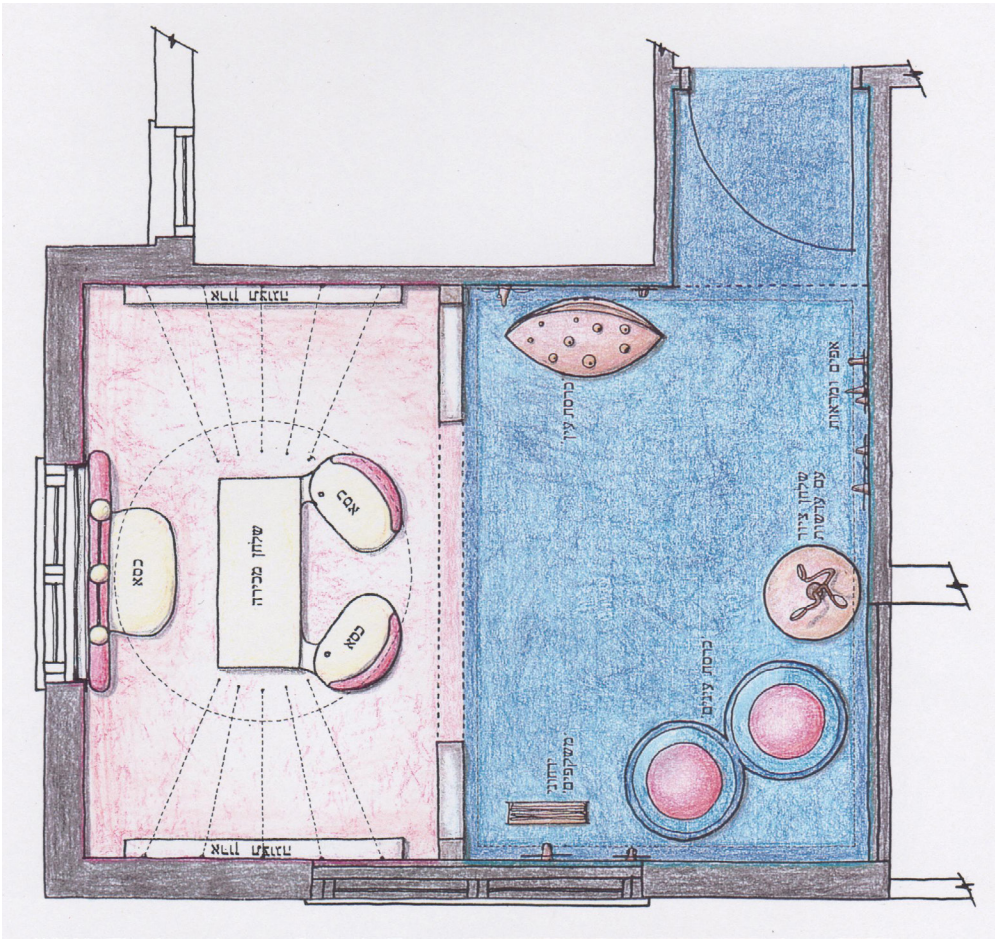
The selling process takes place while the children play and paint, without really being aware too much to the glasses. Even the mural is designed to check the vision of the children in a playful way, by counting or finding certain objects. This makes these stores look more like play rooms, rather than commercial spaces.

The stores are designed for the eye level of the children, to be at the level of the painted scenery, while the ceiling is like the sky that continues the painted sky. The mural in the first store was painted by us.

Attention and sensitivity towards the different way children perceive the world led the design process. The success of the first store in Tel Aviv has led to expansion to 4 stores today.







옵티키드는 체인점으로 아이들 전문 안경점이다. 골라니 건축사무소의 옵티키드 브랜딩 프로젝트는 독특하고 어디서도 알아볼 수 있는 그리고 아이들과 부모들에게 상상력과 기쁨을 주는 공간을 만들어내는 프로젝트이다. 분명한 것은 아이들이 안경을 쓴다는 생각을 좋아하지 않기 때문에 아이들이 한번 들어가봤으면 하는 공간이 되도록 가게를 설계하였다.

판매 과정은 아이들이, 안경에 대해 너무 많은 것을 깨닫지 못하는 상태에서, 그림을 그리면서 노는 와중에 이루어진다. 심지어 특정 물체들의 수를 세거나 발견하는 식으로 재미있는 방법으로 아이들의 시력을 검사할 목적으로 벽화를 디자인했다. 이렇게 함으로써 안경점들이 상업적인 공간이라기 보다는 점점 더 놀이방처럼 보이게 되었다.

상점들을 아이들의 눈높이에 맞게 설계했고, 채색된 풍경 수준에서, 천장에 하늘을 그려 넣었다. 1호점의 벽화는 옵티키드가 그렸다.

아이들이 세상을 바라보는 방법이 모두 다르다는 사실을 주목해 이를 설계 과정에 반영했다. 텔아비브에 있는 1호점이 성공하여 현재 4호점까지 확장되었다.

