

# CASE: Hem Pop-up

**Area:** New York, US    **Products used:** Acoustic Panels

**Architect:** Inhouse    **Interior Architect:** Svenja Diekmann



From their hometown in Stockholm, Swedish brand Hem has long been collaborating with vanguard designers to create iconic furniture, accessories and lighting for homes and workplaces. It was time to bring the brand to New York City and a pop-up shop just off Broadway was the perfect place to serve a slice of Scandinavia in the Big Apple.

Hem has several BAUX designs in their Stockholm store and they were really happy with the colours, styles and natural texture of wood wool tiles, which bring depth to their product displays. They've installed a lush dark green linear BAUX wall in the centre of the store, which absorbs sound around a central workspace and matches the large linear windows of their building, the Sven-Harrys Museum. In their New York pop up, Hem wanted to use BAUX designs to divide the space into different furniture setups.

For their NYC launch, Hem used the new Arch Panel to create 70's styled curves and loops using colours from their latest collection of textiles, sofas and chairs to create a fresh Scandinavian aesthetic. The shop was a huge success and Hem are planning more pop up shops in several cities in the US and Europe.

## **Products used:**

**Acoustic wood-wool Panels** — Stripes, Lines, Arch.

For more images and information about the Hem Pop-up and additional reference projects visit [www.baux.se](http://www.baux.se).

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