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graphic design

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By Caroline Reffels  
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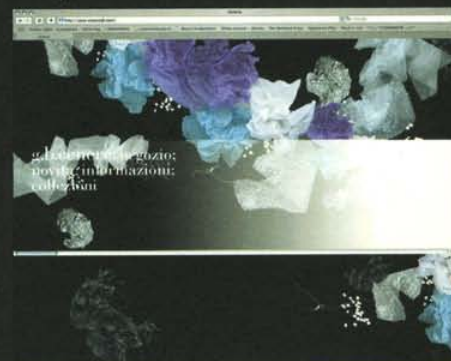
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## Litter Rug.<sup>08</sup>

New York design studio Stiletto has been working with architect Andrea Tognon on in-store graphics for Italian fashion retailer Cenere. The evolving identity changes each season and the starting point is a graphic created by Stiletto for the store's carpet. "We worked on an idea that we called 'beautiful trash,'" says Stefanie Barth of Stiletto. "The store's interior is very polished, with glass and dark wood. We wanted to find an idea that worked a bit against this perfect arrangement. But we didn't want to just add something rough, or just garbage. So we had the idea that someone just tried on shoes on the carpet and just left all the packaging material—like coloured tissue paper—on a very dark black carpet."

The designers have given an Alice-in-Wonderland feel to the composition by enlarging it. The photographed components become flower-like and require a second glance—this is certainly beautiful litter. The design was also translated into wallpaper, window graphics and an identity for the Cenere website.

