



*Taking pot shop design  
to heady new heights*

## Joint enterprise

Designed by StudioAC, this retail store for Canadian cannabis brand Edition X, located in Toronto's Annex district, is functional but also tactile, conceptual and visually arresting. StudioAC directors Jennifer Kudrats and Andrew Hill describe the project as 'retail sculpture'. They say, 'Rather than the act of designing shelves, displays or sales desks, we wanted to produce a singular design element, a sculpture of sorts that has its own aesthetic quality and massing that simultaneously is inspired by existing conditions while also setting out to define new ones.' The relatively narrow interior is now defined by an elongated central form that draws the eye and brings everything together. Its design consists of a table element and ceiling made from off-the-shelf, industrial fibreglass grating. The white and grey colour palette keeps everything crisp and minimalist, allowing the shapes and products to take centre stage. A front-of-house gallery space cleverly screens the retail area beyond, adhering to Canada's regulations that require these stores to be discreet in their promotion of cannabis culture. [archcollab.com](http://archcollab.com)



A front-of-house gallery space (left) discreetly screens cannabis brand Edition X's retail area (above), which features an elongated central table and ceiling made from industrial fibreglass grating