

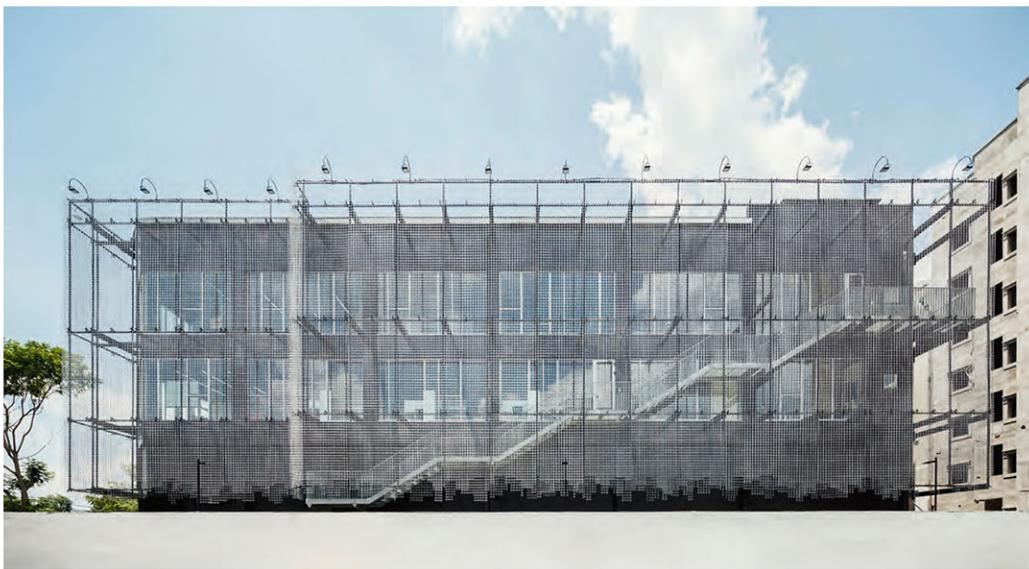
# NEWSPAPER

Wallpaper's hot pick of the latest global goings-on



Italian architects Locatelli Partners offer layers of intrigue with a new grocery concept store in Ho Chi Minh City

## Newspaper



ABOVE, THE COMPLEX'S EXTERIOR WITH ITS CLADDING AND, LEFT, THE ARCHED NEW SPACES INSIDE THE OLD VILLA, WHICH HOUSES SHOPS AND A RESTAURANT

### INCOMING | JOHN WEICH SHORT CUTS

If you're thinking about launching a short-form video service, you might want to hurry. With Amazon, Netflix, Hulu, Facebook and YouTube going head-to-head for millennial attention, it's already a crowded market. The arrival of Snap Originals and Instagram's IGTV last year, and Disney+ this year, muddled the market even more, and Quibi is about to join the frenzy. The brainchild of former Disney/Dream Works head Jeffrey Katzenberg, this quick-bite (hence the name) short-form mobile subscription platform hopes to win over digital addicts with HBO quality and Spotify convenience. Sceptics say we've been here before with Gogo9, but then again, who remembers Gogo9? The philosophy in Hollywood these days is it only takes one breakout hit to float a new platform. With formats maxing out at ten minutes an episode, Quibi may just become Netflix for those on the go.

District 2 of Vietnam's Ho Chi Minh City is one of the Southeast Asian urban hub's fastest developing areas, currently making its way from being one of the poorest to one of the most modern. Bridging old and new in this context is key to maintaining the city's character and history, and this is the approach that Italian architecture firm Locatelli Partners took when designing its latest project there, French-style 'epicerie' grocery store complex Le Square. The scheme, which combines an existing colonial-style villa and an L-shaped

new build, contains food shops and a restaurant on the ground level, with co-working spaces and offices upstairs. A delicate mesh cladding connects the old and new parts in a semi-transparent 'cloud'. Different colour tones on the cladding help distinguish various parts of the new construction, while Massimiliano Locatelli and his team opened up the interior of the old villa to create generous, arched new spaces, maintaining the original stone staircase at its heart. [locatellipartners.com](http://locatellipartners.com); [lesquare-epiceriefin.com.vn](http://lesquare-epiceriefin.com.vn)