

## Germany News

December 2021

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- Project: MDC Next Door (Concept store, Berlin, Germany)

## 1. MDC NEXT DOOR

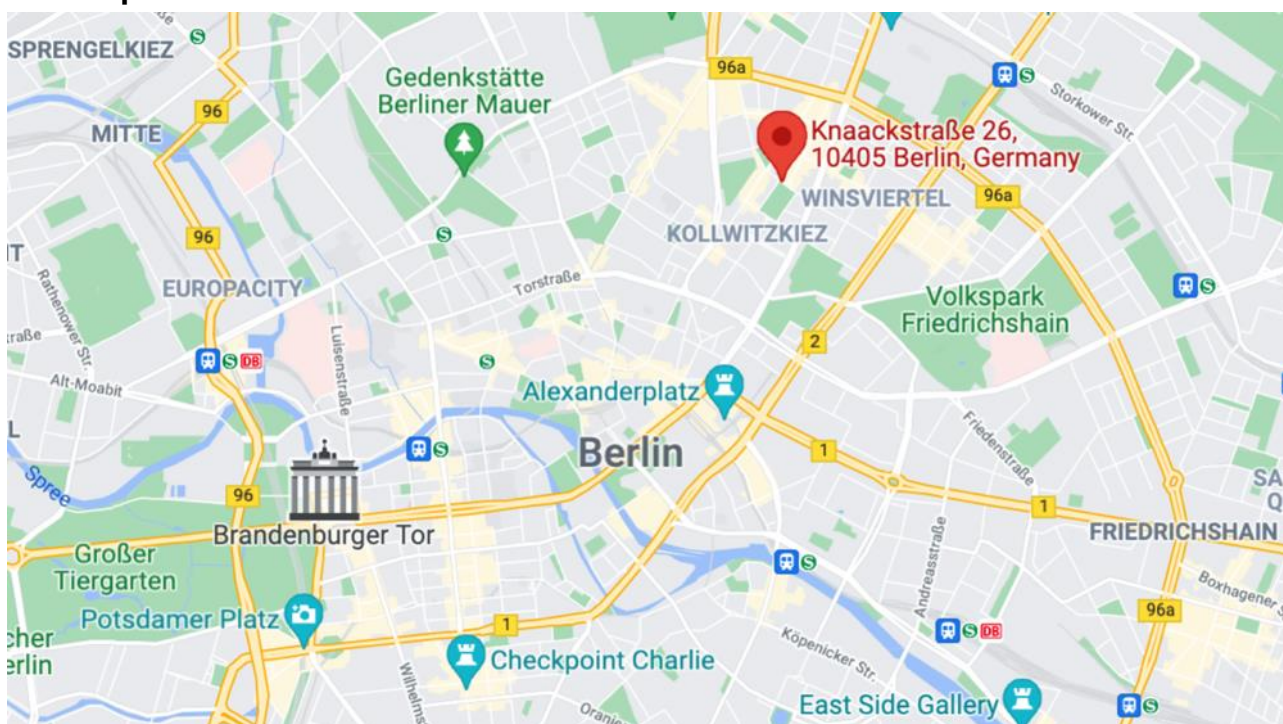
### Project Overview

Concept store MDC Next Door is located in Berlin's popular Prenzlauer Berg neighborhood. As its name suggests, the new store is adjacent to its sister store, MDC Cosmetic which opened in 2012. Designed as a cabinet of curiosities for everyday objects, MDC Next features a colorful display of carefully curated items and niche beauty brands. The vibrant interiors were created by Berlin-based design company Gonzalez Haase AAS. The black cut-out register, and the spherical, overlapping mirrors in shades of yellow and pink strewn over the store were inspired by the artworks of New York artist Gordon Matta-Clark, who was known for cutting giant holes into downtown warehouses and splitting residential homes in half.

### Project Details

1. **Type of Business:** Concept store
2. **Open Date:** 07/2021
3. **Concept:** Concept store with design inspired by New York artist Gordon Matta-Clark's work.
4. **Location:** Knaackstraße 26, Berlin, Germany.
5. **Developer/Founder:** Melanie Dal Canton
6. **Interior Designer:** Jorge Gonzalez and Judith Haase from AAS Gonzalez Haase; <http://gonzalezhaase.com>
7. **Website:** [www.mdc-cosmetic.de](http://www.mdc-cosmetic.de)

### Location map



MDC Next Door is located in the Prenzlauer Berg neighborhood, one of Berlin's most popular and picturesque neighborhoods.



The store's design was also influenced by the year 2020, when there was a growing need for beautiful items, small furnishings, objects and jewelry as a result of the newly discovered domesticity.

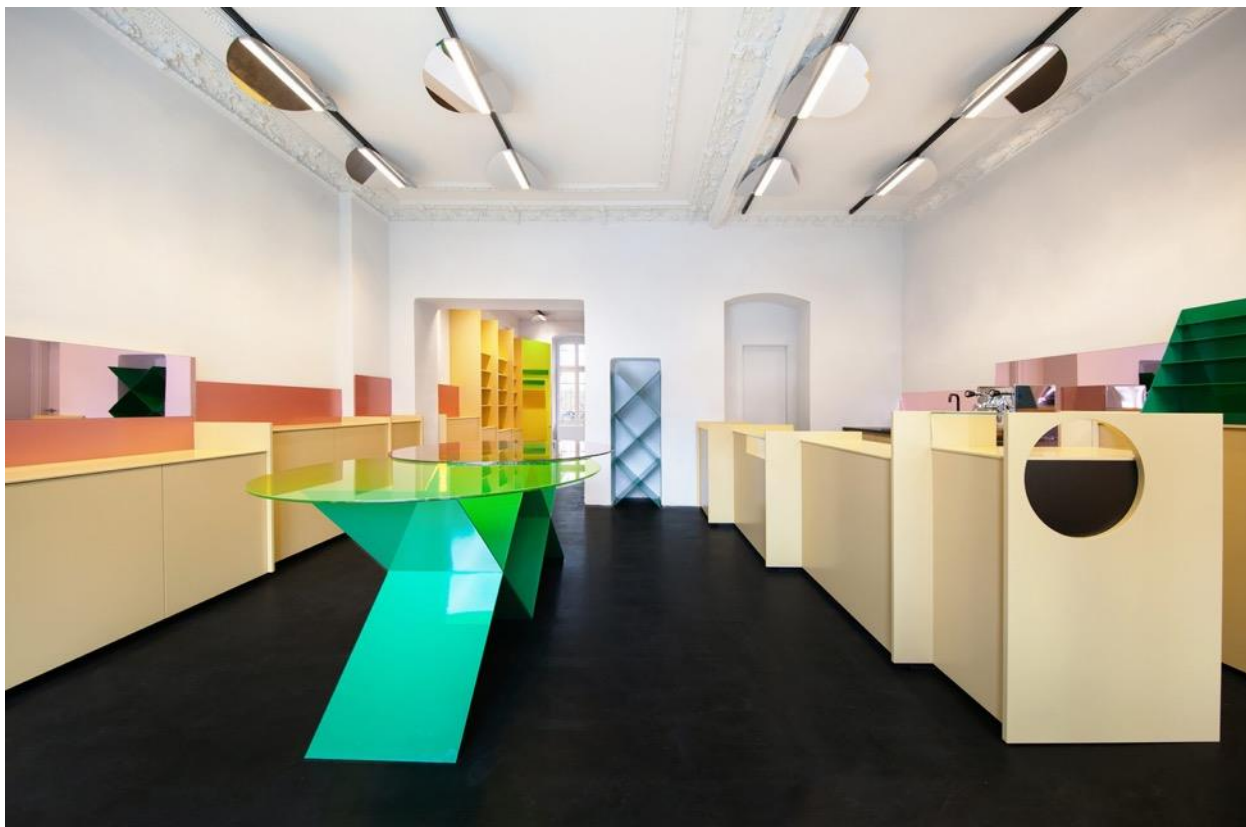






The colorful interiors were created by Berlin-based design company Gonzalez Haase AAS.





New York artist Gordon Matta-Clark's influence is evident from the black cut-out register and the round, overlapping mirrors in shades of yellow and pink that are dotted about the store.











MDC Next Door is designed and managed as a cabinet of curiosities for objects for everyday use.

