

O'FLOWER

Flowers

Hwaseong, South Korea

Opened in 2022

Somewhere between a laboratory and a space shuttle—that's the aesthetic of o'flower, online florist Okkot's first store. Seoul-based architecture firm Plainoddy designed the interior as an unobtrusive backdrop to showcase the floral splendor on offer. The sizeable triangular metal counter, whose shape is echoed by the skylight, is set against a fresh, sky-blue backdrop. Next to it, astonishingly, is a large table with eight chairs. What is that doing at a florist?

The table is the centerpiece of the concept of o'flower. A bouquet of flowers is one of the most personal gifts you can give someone. The idea is that if you help to create the bouquet, the gift becomes even more personal. The table becomes an experimental laboratory where customers can compose their own bouquets. The ingredients for the floral experiment are displayed in glass containers mounted around the sales area. All around the table are conical lab flasks ready for you to use—they make excellent vases and also match with the store's décor.

