

MOST VIEWED: A HISTORIC VIENNESE CELLAR REVIVAL, A HIGH-TECH SPORTS FLAGSHIP IN SHENZHEN AND MORE

PREMIUM 13 MAR 2026 • FRAME AWARDS

BOOKMARK ARTICLE 



Every week, we highlight the [FRAME Awards](#) submissions that have received the most attention from our readers and jury. Below are the five most-viewed projects between 7 and 14 March.



Photo: Junghoon Choi

ADIDAS ORIGINALS FLAGSHIP SEOUL SEONGSU

Adidas Design Team x Checkland Kindleysides

Adidas's latest flagship in Seoul's Seongsu-dong district translates the brand's identity into a spatial experience that extends beyond retail. A red brick façade frames the building, while inside, three interconnected floors unfold around a striking blue staircase. Art installations, customization zones and event spaces make community engagement an important part of the shop experience.

See more [here](#).



Photo: Courtesy of Futurestudio

JAYBIRD KINGSWAY

Futurestudio

Darkness becomes the primary design tool at Jaybird's Kingsway studio in Vancouver. A restrained palette of midnight blues, curved walls and warm timber elements creates an environment that encourages focus and inward attention, a departure from the typical brightness of fitness studios. Soft lighting highlights textured surfaces, keeping visual distractions low and the focus on movement and breath.

See more [here](#).



Photo: Courtesy of Unknown Works

ZEEKR SHOWROOM AMSTERDAM

Unknown Works

Unknown Works transforms a former department store into a digitally driven retail environment. Anchored by a large-scale audiovisual installation built around a Zeekr vehicle, the space combines transparent LED screen technology with a car lift that allows vehicles to move dynamically through the store. The seating area around the central installation is designed to host events and presentations, allowing visitors to engage more closely with Zeekr.

See more [here](#).

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Photo: Courtesy of BWM Designers & Architects

WIENER RATHAUSKELLER

BWM Designers & Architects

BWM Designers & Architects carefully restore the Neo-Gothic vaults and frescoes beneath Vienna's City Hall. Updated lighting, integrated service elements and flexible furnishings allow the historical halls to accommodate large gatherings without compromising their architectural character.

See more [here](#).



Photo: Courtesy of Li-Ning China Sporting Groups

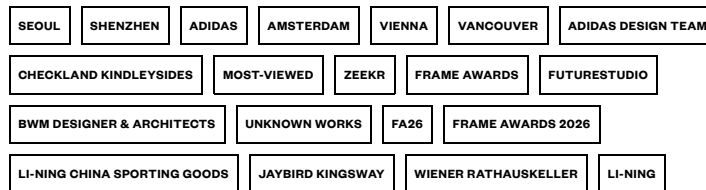
LI-NING CENTER FLAGSHIP STORE

Li-Ning China Sporting Goods

In Shenzhen, the Li-Ning Center Flagship Store presents sports retail as an immersive brand environment. Conceived as a 'sports science lab', the two-storey space combines product display, digital interaction and performance-focused storytelling. At its centre, an atrium features stacked display frames forming a vertical 'wall of sports stars'.

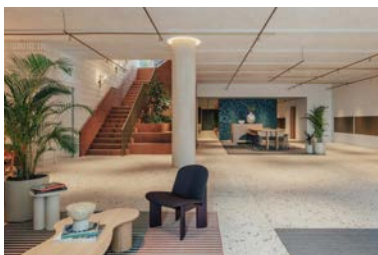
See more [here](#).

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