



LOCATION: 171 Madison Avenue, 10016 New York, USA

YEAR: 2009 – 2010; Completed AUTHORS: LABSCAPE Architecture Design CLIENT: Van de Velde Group nv/sa CATEGORY: OFFICE; COMMERCIAL

**SURFACE AREA:** 142 m<sup>2</sup>

**PROGRAM:** Showroom for lingerie Brands: Marie Jo, PrimaDonna Andres Sarda /// Meeting Area // Office //

Changing Room // Storage

MATERIALS: Furniture: MDF // Lacquered painting,

Glass Box: Stainless Steel // Glass // Vinyl Print, Floor: Concrete PHOTOS: Labscape copyrights







The brand new showroom for Belgian lingerie firm "Van De Velde" opened its doors in March 2010 at the high pedestrian traffic intersection between Madison Avenue and 33rd Street, on the first floor of a historic building, in New York.

The typical "Manhattan" open space needed to be divided into four different areas. The entrance, a closed office for one person – that could also be used as a meeting room - two work islands and a showroom area.

The creative idea was to use, as leitmotiv, lace design: its weave, its structure and the geometry arising from stretching and deforming it, moving away from the romantic, yet archaic and tried image, of lace in favor of a contemporary reinterpretation.

Using an inversion game, the structure becomes void and the void becomes matter. The result is a perfect balance between altered volumes, the linearity of the furniture and the interior envelope.

The entrance is a passage area between the different zones. To the right, an almost evanescent glass cube creating the opportunity either for a workspace or a private meeting.

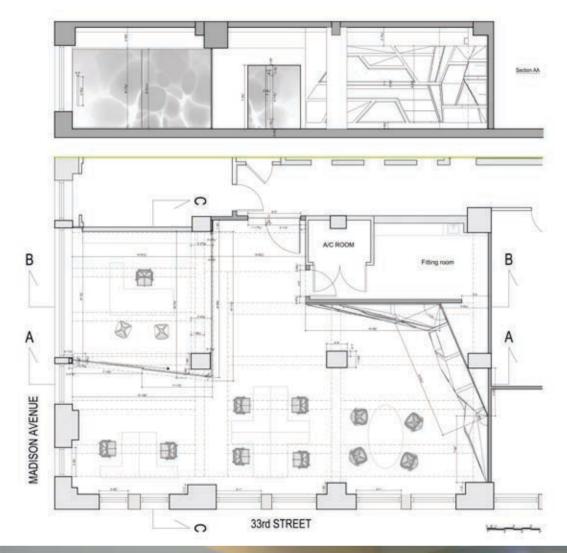
The showroom area extends to the left with a wall made of 21 deformed cells that are used either to display or store merchandise. A volumetric progression of functional boxes.

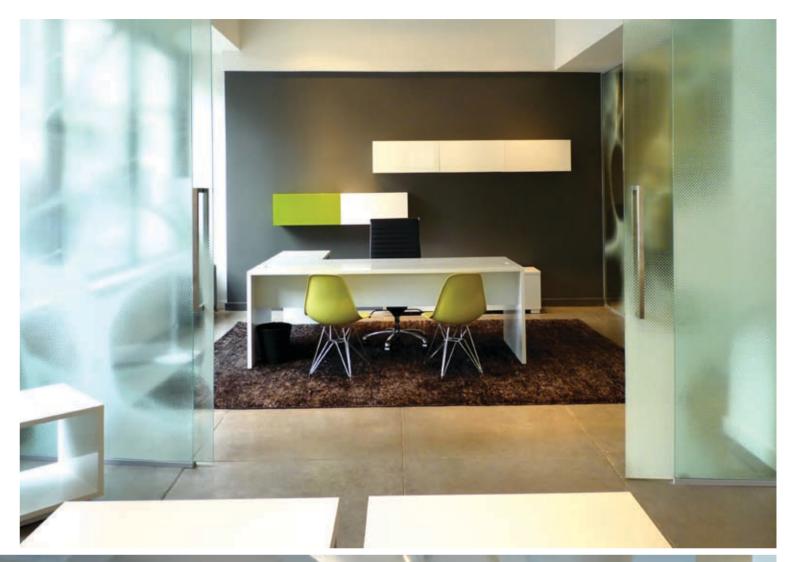
The contrasting colors, white and anthracite, offer the staging for the products.

A new space, breaking away from the design conventions of lingerie's retail environments. A novel and contemporary look developed by Italian-New York based studio LABscape.













Ball-Noques Studio

Ball-Nogues Studio is an integrated design and fabrication practice that creates experimental built environments to enhance and

celebrate the potential for social interaction through sensation, spectacle and physical engagement while striving to infuse the matter of the built environment with a downstream purpose. To achieve these results, they work with unusual materials, develop new digital tools, and apply architectural techniques in unorthodox ways. They share an enthusiasm for the fabrication process as it relates to the built object both physically and poetically by letting the properties, limitations, and economic scenarios associated with a material guide a structure's ultimate form while developing methods to extend the intertwined boundaries of a material's aesthetics, physical potential and lifecycle.

They seek opportunities to build that are outside the treacherous restraints of the conventional architectural milieu so that they may more tightly focus their energies on research and practice that directly addresses the experiential realm of the physically constructed world and the transition of material from an architecturally scaled structure through its dismantling and

They study technique so that we can move beyond it and into the realm of creating atmosphere.

www.ball-nogues.com



Cyrille Druart

Designer, Interior Architect, also passionate about Photography, Cyrille Druart excels in many fields. He grew up in an artistic environment,

immersed in surrealism on his mother's side, which has had a profound influence on his work and interest in the imaginary. His father, an industrial designer, exposed him to the technical side of the profession. A creator at heart, he strives to design modern, non-decorative environments, but with an underlying language and sense of wonder. Architecture thus becomes a platform for introspection

He graduated from Esag-Penninghen in 2004 at the top of his class with a degree in Interior Architecture and Design.

www.cvrilledruart.com



# Manuelle Gautrand

Manuelle Gautrand was born in 1961 and qualified as an architect in 1985. She set up her office in 1991 in Paris, where she lives and works. She has

handled all kinds of projects, whether built or in study phase, ranging from housing and offices to cultural buildings, business premises and leisure facilities. Her clients are public contractina authorities as well as private firms, in France and

www.manuelle-gautrand.com



Raquel Buj García and Pedro Colón de Carvajal Salís are licensed Architects by the School of Architecture of Madrid ETSAM (both Diploma First Prize) and work together since 2002

exploring new approaches in the realm between the urban and the domestic.

In June 2010, BUJ+COLÓN Arquitectos wins the International Competition for the Roman Museum of Galicia, Lugo, whose construction is planned to start in 2011.

From their office located in Madrid (Spain), they are focused on developing housing, commercial and cultural projects, as a research of new expressions and meanings in architecture through interdisciplinary inputs.

www.buj-colon.com



# Patrick Tighe Architecture

Patrick Tighe is Principal and lead designer of Patrick Tighe Architecture. The firm is committed to creating an authentic, contemporary

Architecture informed by technology, sustainability and building innovation. Since the inception, a strong and diverse body of projects has been realized that include city developed affordable housing, commercial, mixed use projects, civic art, installations and residences.

Prior to establishing Patrick Tighe Architecture, Tighe was an associate at Morphosis Architects. He received a Master of Architecture from the University of California, Los Angeles. Teaching appointments have been conducted at the University of California, Los Angeles and at the University of Southern California, Tighe has been on the faculty at SCI-Arc (Southern California Institute of Architecture) since 2007. Tighe lectures on his work and has been published extensively.

www.tighearchitecture.com



# LABscape

LABscape was founded by Robert Ivanov and Tecla Tangorra in Milan and Brussels



LABscape is dedicated to the ideal that design has the ability to improve lives and they provide the opportunity to formally combine diverse backgrounds and extensive experience in a multidisci-plinary design forum. They believe that in every space there is a landscape to

create or adapt to give the opportunity to live in symbioses with the environment and The inspiration for LABscape's work comes from

concepts informed by cultural, technological and social dimensions and the belief that architecture in its contemporary manifestation can create meaningful experiences to a large and diverse audience.

They always closely examine the performative aspects of programs for their spatial and formal potentials in an intuitive process that finds solutions to practical constraints. LAB generates multiple architectural solutions which combine to form an array of possibilities that, through a client-oriented process of open exchange, allows praamatic and conceptual issues to interact, encouraging unex-pected and innovative

www.labscape.org



brh+ is an architectural firm founded in Turin in 2002 by Barbara Brondi and Marco Rainò

The object of its activity is design including architecture, interior and furniture design, exhibit and installations, industrial and graphic design, theoretical and critical work. A comprehensive approach with an intellectual and creative process applied to different scale, attentive to the assessment of resources, to the analysis of constraints and to the study of influences considered indispensable for a precise identification of the fields of expression. Special attention is devoted to the definition of the requirements of the brief, the course of the project and its management through a constant relationship with the client, consultants and contractors. In short, brh+ pursues an architectural research expressed through innovative design which is highly functional and attentive to environmental conditions.

www.brh.if



#### Evelien Takken

Evelien Takken creates interiors and exteriors that interact between the person and his environment. According to the wishes of the client, she creates

clear and well organized space.

At the St. Lucas the Boxtel, she has specialized in spatial visual merchandising presentation and communication. Then she cum laude in 2005 araduated towards the interior Willem de Koonina Academy the Rotterdam. Her architectural design Iron Heaven was nominated for the BNI prize, professional association Dutch Interior Architects.

Now she has her own studio that focuses on communication through space.

www.evelientakken.nl



### BEING BORN

BEING BORN is a German brand agency located in the city of Hamburg. The agency manages and designs 3-dimensional brand identities such as retail, trade fair stand, or

showroom design in order o accommodate the growing importance of identities and brands. The 3-dimensional branding rings brand identity to life in space. The designs provide ongoing support for companies, helping them develop and manage the emotional power of their brands.

Believing in the indispensable combination of indepth strategic consulting with a designer's level f detail, they offer both. Their design always follows a well-formulated strategy to convey the uniqueness needed to foster brand identification. The strategic goals and visions are translated into forms perceptible to the senses.

The agency consists of consultants, strategists, project managers, 2D and 3D designers. The employees are supported by a specialized network of select and experienced organizational developers, PR consultants, fashion designers, architects, journalists, directors, illustrators, programmers and more, a network that has been developed and refined over many years.

The agency is managed and owned by Katja Born. They won several design prices and Katja Born teaches brand building at the AMD, an academy for fashion and design in Hamburg.

www.beingborn.de



#### A-ASTERISK

The architect of the project 'SIGNTERIOR' is Nobuhiro NAKAMURA. He graduated from Waseda University TOKYO with M.A. in Architecture in 2002,

established A-ASTERISK in Shanahai, CHINA, in

He won prizes in Japan, Hongkong and mainland

www.a-asterisk.com



They're a new kind of architectural firm which prioritises the whole picture. They take on more project responsibility than is usual, even

doing the implementation, which is often outside the framework of an ordinary commission.

Concepts that are clear, make an impact, and create the desired emotion are an exciting challenge. They call their approach Facility Branding.

They embrace commissions entrusted to them with enthusiasm and a sense of curiosity, they want to work with their clients to create concepts. buildings or rooms shaped by innovation and many years of experience. They dare to confront and challenge their clients, and even say 'no' if necessary. They welcome courageous clients who want to do something, and dare to do it.

The projects they create must be able to live on for many years and give pleasure to the people who spend time in them, but also to the people who might come after them

The key is to take a long-term approach without compromising on creativity.

www.dapstockholm.se



studied Fine Art at the Academy n Arnhem and Design at the Jan van Evck Academy in Maastricht. Studio Roelof Mulder operates in the field of graphic design, font design, exhibition and interior design. His graphic and editorial work contains magazines such as Forum, Frame and books for Droog

Design, MVRDV architects, Marcel Wanders, Stedelijk Museum Amsterdam, E&Y, People of the Labyrinths and artist Marlene Dumas. Other clients are Takeo Kikuchi, Diesel and Platform21 Recently the new interior for the university library of Amsterdam in collaboration with bureau Ira Koers was awarded with The Great Indoors Award.

www.roelofmulder.com

Ira Koers (NL 1970) studied architecture at the Gerrit Rietveld Academie in Amsterdam and has worked as an autonomous designer and architect since 1996. She set up the Ira Koers bureau in 2003 to explore the boundaries of architecture. Completed projects are the Tumble House, stairs in city centre Almere, a residential building in IJburg, city dwellings in Haarlem, Merry-Go-Round that won a Dutch Design Award and the new interior for the university library of Amsterdam in collaboration with Studio Roelof Mulder was awarded with The Great Indoors Award.

www.irakoers.nl



# Protim Rzisnik Perc

Protim Ržišnik Perc is an independent consulting and design company of architects and engineers and was founded in 1996.

The company operates in the following fields: architecture - buildings, architecture - interior design, landscape architecture, spatial planning, infrastructure, structural design, HVAC and electrical installations, construction management, supervision, energetics, land surveying, audits.

They conduct projects starting from the initial concept, representation during the acquisition of administrative authorisation and designing, through to the organisation and supervision of realisation. Services are performed by experts architects, engineers and technicians.

They closely co-operate with their partners designers, landscape architects, surveyors and geological engineers, and specialists in fire control, technology and environmental protection.

All services are performed using modern equipment in line with the national and international norms, regulations and standards.

www.protim.si