

# Peek & Cloppenburg Flagship Store

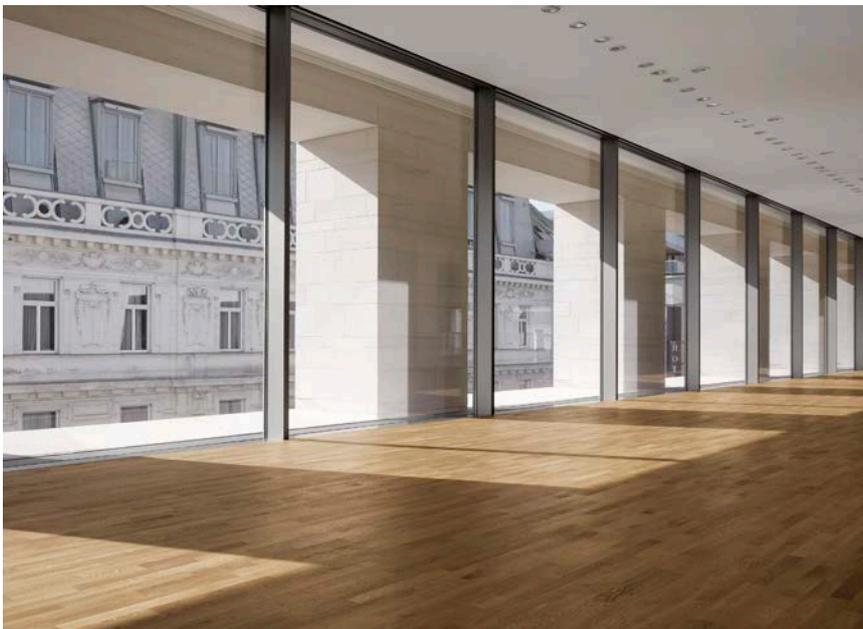
Vienna, Austria 2007–2011

Vienna's historic centre, with its many examples of architecture from past eras, is protected as a UNESCO World Heritage Site. The Peek & Cloppenburg flagship store is situated on Kärntner Straße, a traditional shopping street within this area. The new building is sensitive to the historic context while asserting its own identity as a modern department store.

The design of the new building recalls the typology of 19th century department stores and mediates between this tradition, the historic building fabric and a contemporary architectural language. The solid façade is built using a light-coloured Danube limestone, giving the building a distinctive presence within the context of the surrounding plastered façades. Large windows articulate the elevation and frame views of the city from within. The shop windows at ground floor level sit flush with the natural stone. On the upper floors the glazing is recessed showing the depth of the window reveals and the fourth floor opens up with a loggia facing the city. The position of the glazing reflects the façade arrangement of the neighbouring historic buildings into the base, body and cornice bands.

The retail areas extend over the ground floor, basement and four upper floors and are characterised by a material concept with a reduced palette of materials. Plastered, white walls and oiled oak parquet flooring provide a calm backdrop for the presentation of the textile products. The supports and architraves are crafted from sandblasted, reinforced concrete units and form a strong tectonic component of the main supporting structure of the building. These structural elements define the naturally lit atrium, which adopts a central position within the retail area and links all the floors vertically. The Danube limestone used in the façade is repeated in the atrium as a polished floor surface. A cast aluminium and glass structure crowns the atrium, a contemporary interpretation of a traditional design element, with a pattern based on circular arcs.

Project start	2007
Completion	2011
Sales area	11,800 m <sup>2</sup>
Client	NAXOS Grundverwaltungs GmbH
Architect	David Chipperfield Architects Berlin



Peek & Cloppenburg Flagship Store



Peek & Cloppenburg Flagship Store

# David Chipperfield Architects

Peek & Cloppenburg Flagship Store Vienna, Austria 2007–2011

Competition	2006–2007
Project start	2007
Construction start	2009
Completion	2011
Gross floor area	11,800 m <sup>2</sup>
Client	NAXOS Grundverwaltungs GmbH
Architect	David Chipperfield Architects Berlin
Partners	David Chipperfield, Christoph Felger (Design lead), Harald Müller
Project architects	Hans Krause (Competition), Daniel Wendler (Preparation and brief to Developed design, Design intent details), Jens Lorbeer (Site design supervision)
Project team	Wolfgang Baumeister, Anne Hengst, Guido Kappius, Linda von Karstedt, Mariska Rohde, Michael Schmidt
Competition team	Kristen Finke, Dalia Liksaite, Jens Lorbeer, Michael Schmidt, Matthias Titze, Slobodan Velevski <i>In collaboration with</i>
Executive architect	archineers Müller - Hartburg + Schwaighofer ZT GmbH, Wien
General contractor	Porr Projekt und Hochbau AG, Wien (Lph X–X)
Structural engineer	pcd-ZT GmbH, Wien
Building physics	Team Bauphysik Bolek Feit Steppan, Wien
Fire consultant	HHP West Beratende Ingenieure GmbH, Bielefeld
Façade consultant	Frick & Gattinger AG, Vaduz
Lighting consultant	Ansorg GmbH, Mülheim an der Ruhr