

Valentino New York flagship store

Fifth Avenue, New York, USA 2013–2014

The New York flagship store is situated on Fifth Avenue in the former Takashimaya Department Store, designed by John Burgee and Philip Johnson. The project covers three floors of retail space and a new street façade which extends over eight floors.

Architectural elements are at the heart of the design concept, with features such as staircases, walls and columns taking centre stage. On the exterior, the building incorporates a new slim, transparent façade composed of black steel and aluminium, inspired by some of the city's modernist icons, such as Mies van der Rohe's Seagram Building. The vertical bars have a brass finish on the lower part of the façade, while the five upper floors remain black. The brass finish unifies the store front across the three retail levels. Also integrated into the façade system are a brass lantern, a clock and the Valentino sign.

At the entrance level, a double-height space houses a monolithic staircase made of palladiana. This staircase instigates a promenade rising through all the store levels. The entrance space itself is made of terrazzo and features a display wall in which a series of single shelves exhibit different items. At ground floor level, the accessories are displayed on a range of timber furniture that sit in conjunction with long marble plinths.

The first floor follows the Woman store concept developed for previous flagships: an enfilade of rooms, each with different architectural characteristics, separating different products. The architecture is designed to complement the merchandise, making use of a range of materials (grey Venetian terrazzo with Carrara chippings, timber, marble, leather, carpet and carbon fibre) subdued in colour to focus attention on the collections.

On the third level, the Man store concept has terrazzo walls and palladiana floors. Oak shelving and hanging elements are supported by polished brass fixtures around the perimeter. These features incorporate LED lighting, allowing each shelf or display to be discreetly illuminated. The Man store concept offers a consistent experience through unified floor surfaces. A series of pure volumes, free-standing columns and solid blocks made of marble echo the design of the ground floor.

The general lighting strategy of the Fifth Avenue store reflects the variety of spaces and finishes. Overhead sources combine concealed ambient lighting with crisp product lighting on the periphery of the rooms, while the centre is lit with chandeliers.





Dates	2013–2014
Gross floor area	1,258 m ²
Client	Valentino S.p.A.
Architect	David Chipperfield Architects Milan
Director	Giuseppe Zampieri
Associate director	Giuseppe Sirica
Local architect	Tricarico
Structural engineer	Eipel Engineering Group
Services engineer	Rosini Engineering
Façade engineer	Seele
Lighting	Viabizzuno
General contractor	Michilli Construction and Consulting