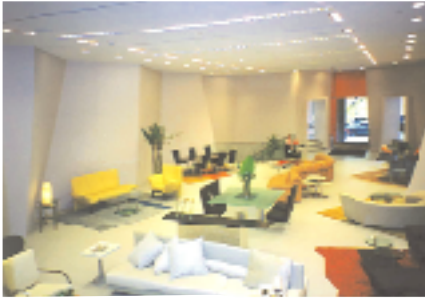


DOMUS DESIGN COLLECTION SHOWROOM

New York City, New York

PHILIP JOHNSON • ALAN RITCHIE
A R C H I T E C T S



To strengthen Domus Design Collection's identity as sellers of high-end furniture, the owners of DDC commissioned a new showroom for the location near the Empire State building. The client wanted something different than traditional display windows. These are separated from the selling floor, which limits access and uses up valuable Manhattan retail space. PJ/AR's solution was to integrate the window display into the space of the showroom. The result is an energetic, vibrant space to showcase the company's line of furniture.

The showroom's walls are arranged as a series of facets, each at angles to the next, with each facet subtly warping in three dimensions - the effect is expressive and dynamic. The shapes turn an ordinary plaster wall into sculpted form. A subdued silver paint accentuates the form of the walls and takes on different hues as the walls curve away from the viewer.

Two portals lead up into the light-soaked, glazed North side of the showroom. From outside, the presence of the shoppers examining furniture animates the window, creating a living frieze. Interior walls, warped at different angles, form niches for furniture groupings. Visible from the street, they help to communicate the store's progressive identity to passersby.



Client: Domus Design Collection, Inc.
Completion Date: 2000
Area: 20,000 square feet