

Project

Neil Barrett Flagship Store

Location

Tokyo, Japan

Date

2008

Client

Neil Barrett

Status

Completed

Size

Furniture
Dimensions

Ground Floor

H 3.00m, W 2.60m,

L 15.80m

Footprint 2.00m

First Floor

H 2.80m, W 3.70m,

L 8.40m

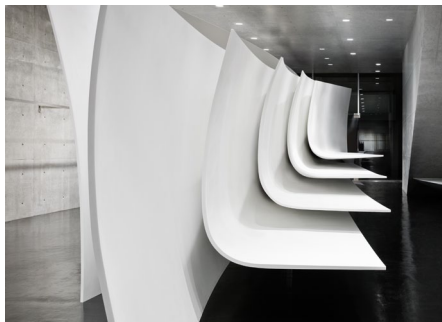
Footprint 2.20m

Principal

Our concept for the Neil Barrett flagship store in Tokyo is based on the minimal cut of the brand's fashion design and parallels its approach in using the same design parameters of fixed points, folding, pleating and cut outs. Rather than defining a single room or space, our design creates a circular passage allowing the customer to experience the space in multiple ways and interpretations. Furniture staged in key points throughout the store creates the spatial concept of a narrow enclosure changing to an open condition. In two formal elements the design shifts between architecture and sculpture, where a compact mass of surface layers unravel and fold to form the shelving display and seating. The emerging folds will be used as display area for the NB accessory collection.



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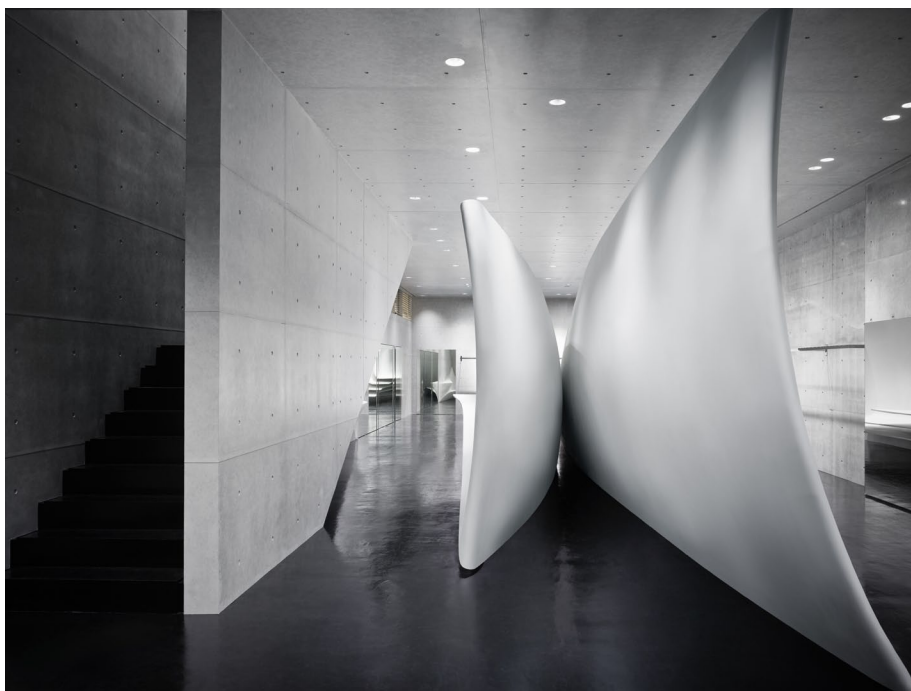
01



05



02



03

Design
Zaha Hadid
Patrik Schumacher

Project Architects
Claudia Wulf
Elke Presser
Torsten Broeder

Fabrication
Cutting Edge
(UK)

Surface Material
Supply
DuPont

Formal Language and Materiality

The concept of the store plays with the complementary characteristics and the related dualism between male and female. This is echoed in the furniture design on both floors through the formal language and tactile quality of the materials used. The furniture piece on the ground floor is designed as a strong, masculine and dynamic form whilst the piece on the first floor enunciates femininity through more fluid contour lines. The first floor is designed in a more playful manner creating different zones that maintain the perspective view between them.

This interplay between male and female is followed through in the general aesthetic concept, setting the furniture piece with a white smooth Corian finish against the raw fair faced concrete surface of the rest of the space. This is further accentuated through the contrast in colour and finish of the white matt furniture against a black glossy floor.

Production Process

The final designs are shaped by 3D computer generated models. These are processed by the manufacturer using further software to thermoform the sheet Corian into the 3D designed surfaces. A series of these surfaces will be fabricated with joints, ready to be assembled into larger sections on site. Using the latest 3D modelling and CNC programming solutions, we are able to guarantee a very precise and automatic translation of the design into the built structure.



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