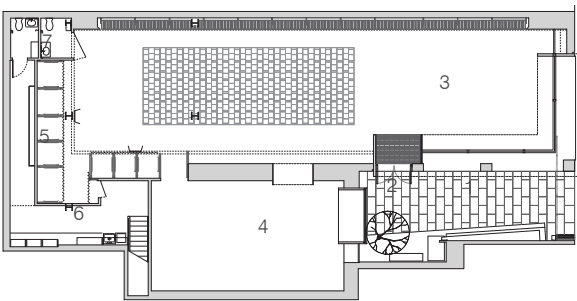


client Eileen Fisher Inc
status Completed Fall 1998
budget \$1,500,000
program Women's Clothing Store and Gallery
floor area 4,000 sf

awards and publications American Institute of Architects, New York Chapter, 1998 Architecture Design Citation; 1999 Edizioni L'Archivoltto, "New Stores in USA"; 2000 Rizzoli, "Shops and Boutiques, 2000"



Ground Floor Plan
1 Garden 2 Entry 3 Main Retail Room 4 Collections Room
5 Dressing Rooms 6 Back Office/Storage 7 Restroom

EILEEN FISHER STORE

The commission to design the new flagship store for clothing designer Eileen Fisher outlined a program featuring a loft-like main space, a separate room for new "collections," eight dressing rooms, office space, storage space and toilets. Working closely with Eileen Fisher's concepts of rich simplicity and systematic layering of garments, the project investigates the relationship between building materials and natural light, as well as the client's relationship with the public.

Except for the large wood ceiling beams, the store represents an entirely new building in the heart of the SoHo historic landmark district. Yet, from its front "stoop" to its brick and steel exterior, the store attempts to embody the feel of existing buildings in the neighborhood.

The former driveway became an opportunity to create an incision: a garden and a corner exposure in the one-story, mid-block structure. A new steel-plate canopy wraps the perimeter of the storefront, stitching together the sidewalk, interior and garden spaces. Provision of the new public space also attempts to make a place of refuge within the surrounding urban fabric. A rigorous continuity of materials connects the inside and outside. The granite plinth slips underneath the patina steel storefront, extending the space of the sidewalk inwards. In addition, new skylights were placed strategically to create bands of natural light that run along the length of the main retail and collection spaces. Daylight washes through the skylights onto fabric ceiling scrims, illuminating the sun's path over the day. At night, the fabric glows with warm luminosity, rendering the depth of the interior volumes. The layering of both natural and artificial light exposes the nature of the project's interlocking forms and material connectivity.



entry vestibule