

LEONG LEONG ARCHITECTURE

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PROJECT	LOCATION	YEAR	STATUS	TYPE	SIZE
3.1 PHILLIP LIM FLAGSHIP STORE	LOS ANGELES, USA	2009	BUILT	COMERCIAL	7,000 SF

Location: 631 N. Robertson Blvd, West Hollywood, CA **Client:** 3.1 Phillip Lim **Program:** Fashion Boutique Flagship Store **Area:** 5000sf. interior, 2000 exterior
Completion: FALL 2009 **Design Team:** Dominic Leong, Jonathan Lott, Brian Price, Giancarlo Valle: Andrew Seiger **Credits:** With PARA-Project and Office Giancarlo Valle **Executive Architect:** Leong Architects, Inc. **Consultants:** MKM Associates, Structural **Contractor:** Hinerfeld-Ward Inc.

3.1 Phillip Lim Flagship Store

Located near the Melrose shopping neighborhood, the new 3.1 Phillip Lim store and showroom announces the designer's west coast debut with the transformation of 5000 square foot auto body shop into a flowing interior. The experience is a curious indulgence taking clients from the sunny LA sky into the intimate ambiance of Phillip Lim.

An Undulating Wall: Amoeba, Niches and Nooks

By introducing a thick curving wall

within the existing building envelope one large main space unfolds into four smaller niches. Mirrors along the walls enhance the spatiality of the store and create visual continuity between adjacent spaces.

The curving geometry and thickness of the wall allows for the conventional methods of lighting and display to be rethought. With most of the spotlights within the thickness of the wall, the ceiling is free of the clutter of typical track lighting. A single, continuous

light-diffusing membrane floats above the space adding to the intimate atmosphere while giving the space a sense of lightness.

Liners: Atmospheres + Ambiances

Like the construction of a garment, the curving wall has an inner 'lining' and outer 'lining.' The pyramidal texture on the walls is actually soft to the touch creating a sensation of being both hard and soft. The smaller niche spaces are each lined with different materials; wallpaper, Spanish cork, leather her-

ringbone, and bamboo creating a variety of tactile vignettes for the clothing to be displayed in.

A Blank Facade

As an alternative to the typical window display, the exterior façade has no openings except the entrance. Instead of windows, the façade is surfaced in a stark yet supple pattern of concrete tiles shaped like pillows.

