

Chiasso

Los Angeles, California



Located at the ground floor lobby of a cylindrical 73-story office building, this 1,900 square-foot specialty retail store sells high-design home and office accessories. The existing lease space was a long, narrow and irregular space penetrated by four enormous structural steel columns of the office tower above, arrayed in arc. Four large windows provide views into the space from the office lobby. The challenge was to design a visually interesting, coherent and functional space, with maximum display area for merchandise and stock that would have an appropriate image suited to the refined architecture of the office building lobby. The solution was to allow the plan geometry of the store design to echo that of the curved office building and to conceive of the store as a collection of colorful objects floating within the neutral perimeter of the space, creating a lively "object/void" interplay that provides ample areas for product display. A cylindrical rotunda off of the street entry redirects the customer past the cashier desk and into the narrow main space of the store. A tall, long and curved display wall cabinet is formed along the arc of the existing structural column line. Interlocking with the arced cabinet is a cylindrical display cabinet that conceals the store office, stock room and shipping/receiving area. Wood vitrines with glass shelves and fabric tack panels are recessed into the perimeter white walls throughout the store. Brightly colored, movable display cubes are positioned in the open areas of the plan. Glass shelves are suspended on stainless steel aircraft cable to provide a nearly transparent type of product display in the large windows facing the office building lobby. Designed by Christopher Coe while Partner and Design Principal of COE Design Architecture.

