

**Versace Showroom
New York, NY**

SO – IL designed a new wholesale showroom for Italian fashion house Versace. The showroom is located on the 20th floor of an office tower overlooking Central Park, in Manhattan. The wholesale operation requires a high level of flexibility to accommodate a variety of meetings and merchandising of different collections under the Versace brand.

In lieu of walls, three-dimensional movable objects break down the space into smaller realms and pockets, while serving as display for clothes and accessories. Guided by flush brass floor tracks, these objects glide and rotate through the space, continuously redefining their surroundings. Conceived as autonomous “Characters,” each has a unique form and language of movement. Their movement create a range of soft spatial relationships, each dialogue producing radically changing in-between zones. These found spaces can be carefully calibrated to offer a variety of spatial qualities from intimate for private meetings to open for shows and events.

The Characters are cut and folded from a durable translucent plastic typically found in industrial applications, HDPE (High Density Polyethylene). The plastic is both structure and finish, assembled with thousands of brass screws. Subtle translucency amplifies varying daylight from three walls of windows, changes each Character’s appearance throughout the day, and reveals their skeletal structure and assembly.

A highly reflective stretched PVC ceiling in combination with mirror columns intensify the sense of movement and shifting instability. The space is overlaid with reflected images of street life and of Central Park twenty floors below. Deep, reflective window boxes dematerialize the boundaries of the space. The experience is a kaleidoscope of multiplying views, colors, and movement. The abstract space foregrounds merchandise while the sensuous and otherworldly atmosphere reflects the essence of Versace.

Location	New York, NY
Program	Flexible work space, showroom, meeting rooms, reception, storage
Area	460 m² / 5,000 sf
Status	Completed January 2015
Team	Florian Idenburg, Jing Liu, Ilias Papageorgiou, Ted Baab, Kerim Miskavi, Seunghyun Kang, Abigail Chang
Collaborators	Photography: André Herrero Architect of Record: O’Neil Langan Architects Fabrication: Situ Fabrication



Reception and showroom entry



Showroom interior



Showroom interior



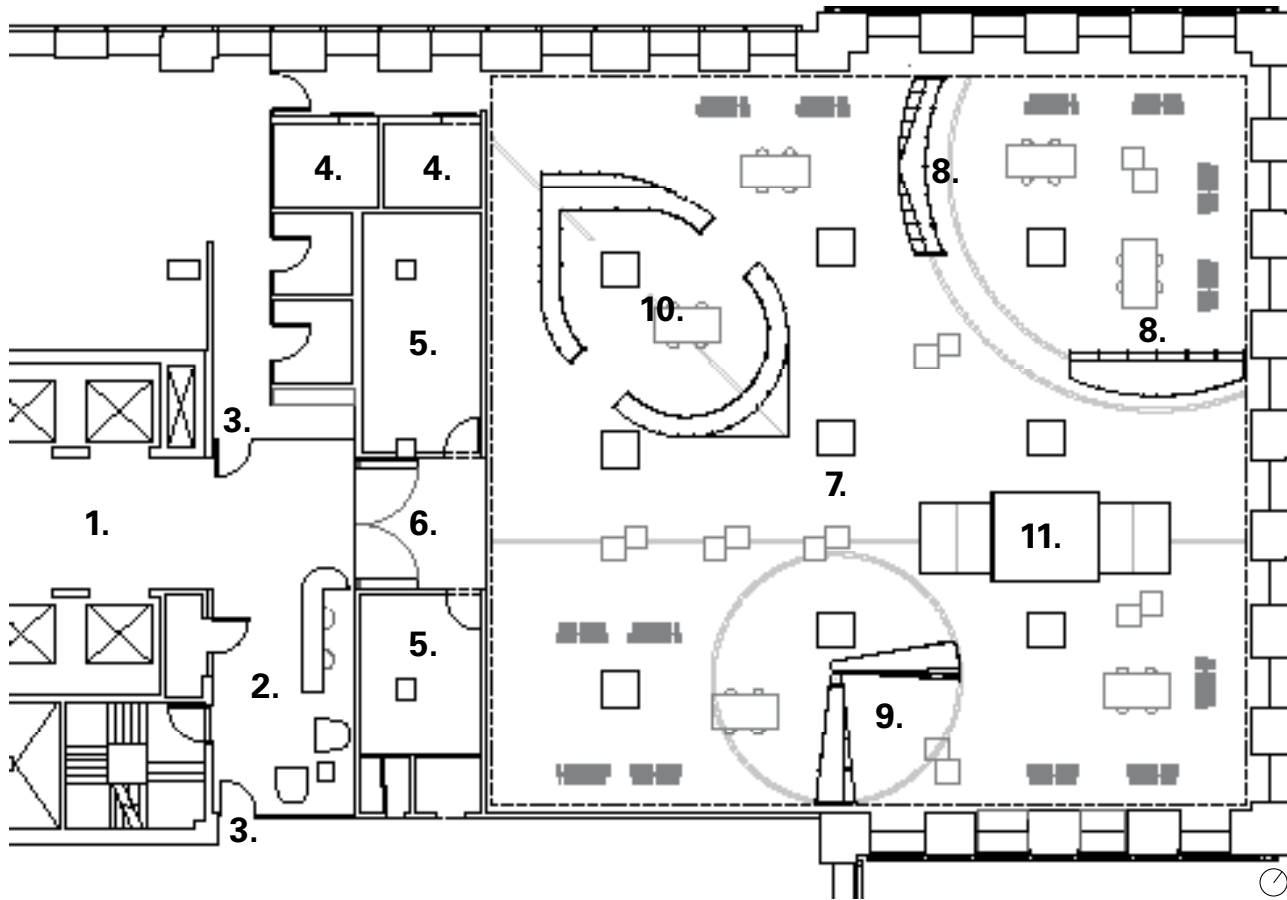
Showroom interior



Showroom interior



Showroom interior



Plan - 20th Floor

- 1. Elevator Lobby**
- 2. Reception**
- 3. Access to Offices**
- 4. Fitting Rooms**
- 5. Showroom Storage**
- 6. Entry Tunnel**

- 7. Wholesale Showroom**
- 8. "Curved Sliding" Character**
- 9. "Pivoting" Character**
- 10. "Moving Room" Character**
- 11. "Linear Sliding" Character**