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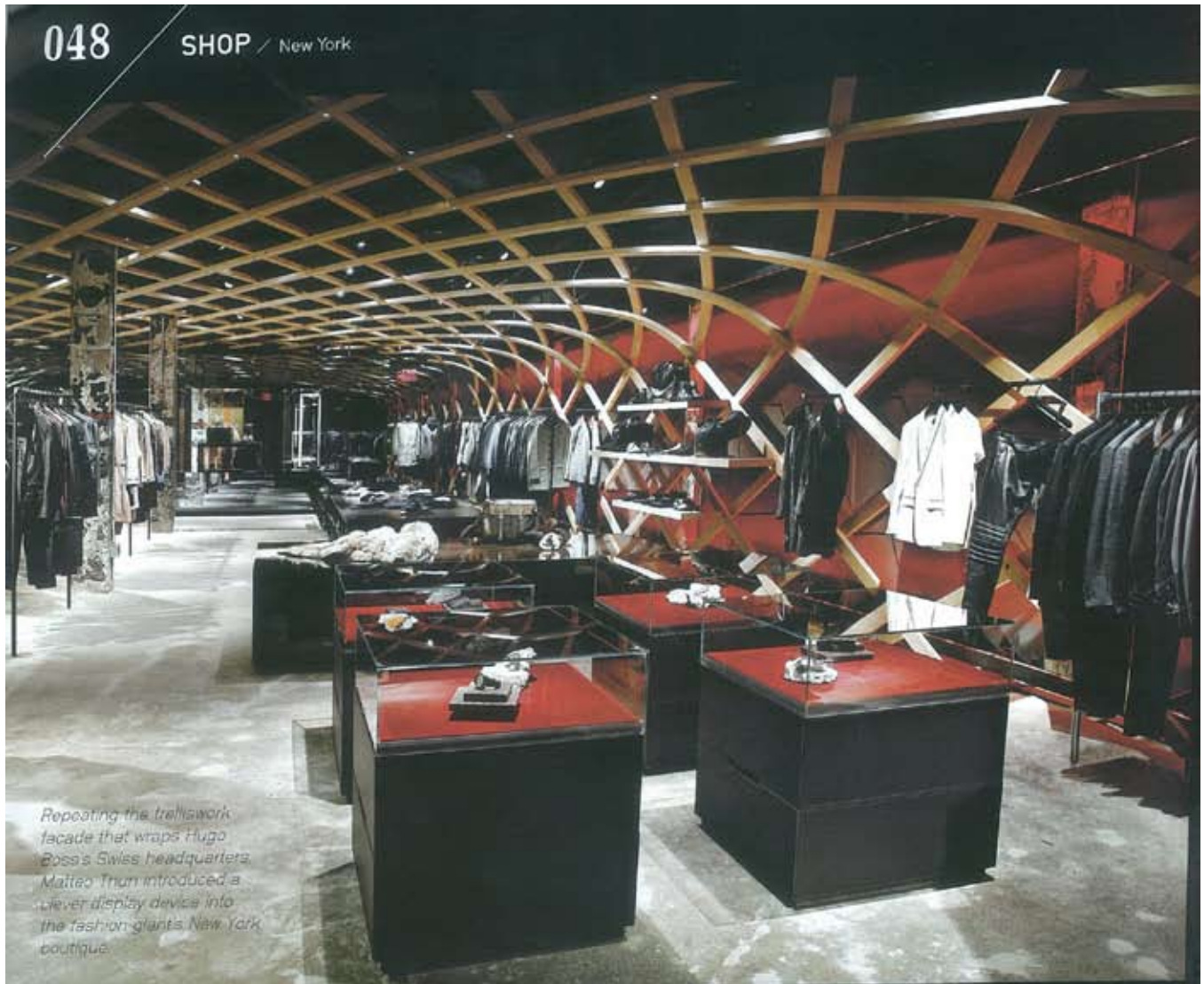
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SHOP / New York



Repeating the trelliswork facade that wraps Hugo Boss's Swiss headquarters, Matteo Thun introduced a clever display device into the fashion giant's New York boutique.

13/31 Hugo Boss by Matteo Thun

After completing Hugo Boss's Swiss headquarters, Matteo Thun crafted the client's new boutique in New York, where existing elements merge with fresh interventions.

Why is the store divided in two?

To depict the twin spirit of Hugo Boss, I gave the front area a solid, urban look and the back section a more intimate, private ambience. But both parts interact with the city.

Is the difference in atmosphere visible in your choice of materials?

In the front, I used burnished steel and dark-brown lacquer for clothing displays, and leather and glass for accessory displays. A metal backdrop shows off the Corian sales desk. The environment in the fitting-room area is softer and warmer—here we relied

on rugs, red velvet curtains, a gold-coloured ceiling and wood.

How does the lighting correspond to these differences?

Light designer A.J. Weissbard illuminated the displays with programmable LEDs for a strikingly dynamic effect. Soft, indirect light in the fitting-room area is complemented by a number of candelabras.

What made you go for a trelliswork shell of blached oak?

It's a reference to Hugo Boss's Swiss headquarters, which I realized in 2006. It reinforces a pattern of corporate identity that ranges from the client's main office to its retail interiors.

How did you adapt the pattern to this boutique?

In Switzerland, we applied the trelliswork to the outside of the building. Here in New York, it's an interior display device. Shelves and racks attached to the grid allow for unusual forms of merchandise presentation.

And the pig at the entrance?

That's a little joke to remind us we're in the heart of New York's Meatpacking District. www.matteothun.com

Words Merel Kokhuis
Photo courtesy of Paul Warchol