

SPA·DE

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特集:オランダの空間デザイン

世界の空間デザイン最前線



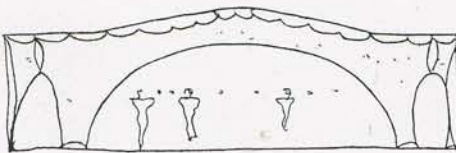
New York

Showroom

TAHARI SHOWROOM

Designer : Gisela Stromeyer Designs

Space can be separated to show for multiple buyers or combined to become a larger space



Fabric used to create flexible space

From a Manhattan high-rise overlooking Bryant Park, a dramatic showroom from sculptured cloth has appeared in the headquarters for fashion designer Elie Tahari. Tahari imagined a showroom where he could demonstrate different lines to different buyers at the same time, a place where partitioned spaces can be combined, or even the entire space be opened out.

In order to fulfill such requirements for the 141 square meter space, Gisela Stromeyer Designs decided to employ fabric to form flexible walls.

The room is completely covered by a machine-washable and stretchable white nylon-spandex, which is anchored to the floor by 25-pound magnetic weights. A tent shaped like a pie emerges from the floor and stretches to the ceiling, forming four sales areas, and enveloping the area in a warm, mystical aura.

Two different sheets of fabric overlay the central column, discreetly covering the fluorescent lights and sound system.

Light emits from this area and reaches the ceiling, becoming the spatial focal point. Lighting was an important element in this

project. An oval hole was opened in the cloth (supported by hooks from the ceiling), giving a sense of rhythm to the space, and the soft light that shines through helps emphasize the sculptural forms of the fabric.

The weights that hold down the cloth can be relocated at will, which makes an endless range of layouts possible. Moreover, Tahari can remove them completely and the fabric folded up and stored away to create a spacious, open area for parties and other events.

ARTICLE BY YASUHIKO TAGUCHI
PHOTO BY MICHAEL MORAN

- A : The showroom is covered by a white stretchable nylon spandex.
- B : Infinite layouts are possible by re-arranging fabric's anchor weights.

DATA

TAHARI SHOWROOM

Designer : Gisela Stromeyer Designs
Location : 1114 Avenue of America, New York
Total Area : 141m²
Completion : Mar. 2002 Client : Elie Tahari
<Materials>
Cloth : nylon-spandex
Floor : imitation wood linoleum
Walls : stainless steel



