

# VITRA NEW YORK

ROY / NEW YORK / 2002

Below: Entrance facade.

Vacating a third-floor perch on Twenty-first Street and Fifth Avenue, the New York City operation of the Swiss furniture manufacturer Vitra moved southwest to a three-story facility in the Meatpacking District in late 2002. Renovating an existing commercial building on the west side of Ninth Avenue between Thirteenth and Fourteenth streets, Lindy Roy reworked a simple layout to create a 13,000-square-foot showcase for the client's unrivaled catalog of twentieth-century chairs.

The glass storefront is bisected by an illuminated rectangular wall displaying the company's graphic identity. Behind the glass, a triple-height vertical shaft permits natural light to penetrate throughout the interior. Created by removing parts of the existing concrete slabs, this space is one of two atrium-like openings that operationally link three discrete programs: a gallery in the cellar, retail store at street level, and the main showroom functions on the enlarged second floor.

A platform bridging the atrium opening at the ground floor leads to an elevated first-floor retail area. A staircase just inside the entrance descends to the basement-level exhibition space. Gray rubber "tongues" curl out from the second-floor loft to the levels below to form display ledges. Lapping into the atria from the lip of the floor plates above, these animated forms visually unite the three floors and add a sculptural flourish to the shell's minimalist idiom.







Lindy Roy















