

WILLIAMS - SONOMA



WILLIAMS-SONOMA, 580 BROADWAY, NEW YORK, NEW YORK. A FIRST PLACE WINNER OF VISUAL MERCHANDISING AND STORE DESIGN'S ANNUAL STORE DESIGN COMPETITION, THIS EAST COAST FLAGSHIP STORE WAS DESIGNED TO RESPOND TO THE 19TH CENTURY INDUSTRIAL CHARACTER OF THE NEIGHBORHOOD AND THE ORNATE FACADES OF ADJACENT BUILDINGS. AN OPEN STORE PLAN HIGHLIGHTS THE EXISTING CORINTHIAN COLUMNS AND THE LOFTY 19 FOOT CEILING HEIGHT.



WILLIAMS-SONOMA



WILLIAMS-SONOMA 150 POST STREET, SAN FRANCISCO, CALIFORNIA. THIS TWO-STORY, FLAGSHIP STORE IS LOCATED IN THE HISTORICAL JEWELER'S BUILDING. THE CHALLENGE OF THIS PROJECT LIES IN THE INTEGRATION OF THE EXISTING BUILDING, THE NEW STORE INFILL AND THE CURRENT URBAN FABRIC OF UNION SQUARE. THE NEW STORE WILL COMPLIMENT THIS EXCLUSIVE SHOPPING DISTRICT BY MAINTAINING THE STYLISTIC CONTINUITY OF THE AREA AND ADDING A SENSE OF INDIVIDUALITY. THE ADDITION OF A COOKING SCHOOL TO THE STORE POSES ANOTHER CHALLENGE TO THE PROJECT IN DESIGN AND PROGRAMMING.